

THE DECADE

London Bombings, Iraq War are Biggest News Stories of Decade for Britons

Four-in-five respondents believe the Conservative Party will return to government at Westminster in the next ten years.

[LONDON – Dec. 28, 2009] – Two seemingly connected news stories are regarded as the most newsworthy events of the past decade in the United Kingdom, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 2,010 British adults, 24 per cent of respondents believe the deadly 2005 bombings in London are the most newsworthy event of the past ten years, while 21 per cent mention the war in Iraq and the death of Dr. David Kelly.

The war in Afghanistan is next on the list of news stories with 14 per cent, followed by the 2009 Parliamentary expenses scandal with 13 per cent.

Other stories that merited mentions from respondents in Britain are the Northern Ireland power-sharing deal (7%), the workplace and enclosed public place smoking ban (4%), the disappearance of Madeleine McCann (4%), and the 2008 UEFA Champions League Final featuring Manchester United and Chelsea (1%).

One-in-five respondents over the age of 55 (21%) cited the parliamentary expenses scandal as the most newsworthy event of the decade—a considerably higher proportion than their younger counterparts.

KEY FINDINGS

- **24% say the deadly 2005 bombings in London are the biggest story of the decade; 21% cite the War in Iraq and the death of Dr. David Kelly**
- **46% think the UK is likely to adopt the euro as the national currency in the next decade; 49% think this is unlikely to happen**
- **81% predict the Conservative Party returning to government at Westminster in the next 10 years**

Full topline results are at the end of this release.

From December 15 to December 17, 2009, Angus Reid Strategies conducted an online survey among 2,010 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current education, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding.

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The Future

Britons are almost evenly divided on whether the UK will adopt the euro as the national currency over the next ten years. While 46 per cent believe this is likely to happen, 49 per cent brand the occurrence as unlikely—including a majority of men (54%) and middle-aged respondents (52%).

Four-in-five respondents (81%) foresee the Conservative Party returning to government at Westminster in the next decade, including 85 per cent of middle-aged respondents and those over the age of 55.

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The Decade						
What do you think was the most newsworthy event in the United Kingdom in the past decade?						
	Total	Gender		Age		
		Male	Female	18-34	35-54	55+
Deadly 2005 bombings in London	24%	21%	26%	27%	24%	20%
War in Iraq / Death of Dr. David Kelly	21%	23%	20%	23%	23%	18%
War in Afghanistan	14%	12%	16%	15%	15%	14%
2009 Parliamentary expenses scandal	13%	16%	11%	7%	11%	21%
Northern Ireland power-sharing deal	7%	9%	4%	3%	8%	8%
Workplace and enclosed public place smoking ban	4%	5%	4%	5%	3%	4%
The disappearance of Madeleine McCann	4%	3%	6%	5%	4%	4%
The 2008 Champions League Final (Manchester United v. Chelsea)	1%	0%	1%	1%	1%	0%
Other / Not sure	12%	11%	13%	14%	12%	10%

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The Decade						
Do you think each of these is likely or unlikely to happen in the next 10 years? – The UK adopting the euro as the national currency						
		Gender		Age		
	Total	Male	Female	18-34	35-54	55+
Very likely / Moderately likely	46%	42%	49%	47%	44%	47%
Very unlikely / Moderately unlikely	49%	54%	44%	45%	52%	49%
Other / Not sure	5%	4%	6%	8%	4%	4%

The Decade						
Do you think each of these is likely or unlikely to happen in the next 10 years? – The Conservative Party returning to government at Westminster						
		Gender		Age		
	Total	Male	Female	18-34	35-54	55+
Very likely / Moderately likely	81%	82%	79%	71%	85%	85%
Very unlikely / Moderately unlikely	13%	13%	13%	17%	12%	11%
Other / Not sure	6%	4%	8%	12%	4%	4%

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Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxf1S>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at

<http://bit.ly/3z0u1l>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:

<http://www.visioncritical.com/category/global-opinions-and-trends>

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