

GREAT BRITAIN POLITICAL SCENE

# Steady Tories Keep 16-Point Lead Over Labour in Britain

*Governing party retakes second place among voters aged 18 to 34.*

[LONDON – Jan. 28, 2010] – The Conservative Party maintains a large advantage as the 2010 United Kingdom General Election draws near, a new Angus Reid Public Opinion poll conducted in cooperation with PoliticalBetting.com has found.

## Voting Intention

Across Great Britain, 40 per cent of decided voters and leaners would support the Conservative candidate in their constituency if a General Election were held tomorrow.

The governing Labour Party remains in second place with 24 per cent, followed by the Liberal Democrats with 19 per cent (-1 since early January).

The United Kingdom Independence Party (UKIP) is fourth with five per cent (-2), followed by the British National Party (BNP) at four per cent, and the Green Party with two per cent.

## Regional Breakdowns

At least 42 per cent of decided voters and leaners in London, South of England and Midlands and Wales would support the Tories in the next General Election.

Labour has its best showing in Scotland (35%, nine points ahead of the Scottish National Party) and the North (30%, six points behind the Tories).

The Lib-Dems stand at 24 per cent in the South of England, trailing the Conservatives but ahead of Labour.

## KEY FINDINGS

- **Voting Intention: Con. 40%, Lab. 24%, Lib-Dem 19%, UKIP 5%, BNP 4%, Grn. 3%, SNP 2%, PC 1%, Oth. 1%**

Full topline results are at the end of this release.

*From January 26 to January 27, 2010, Angus Reid Strategies conducted an online survey among 2,004 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.*

## CONTACT:

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## Other Demographics

The Tories remain the dominant party for respondents aged 35 to 54 (41%, practically doubling Labour's level of support) and those over the age of 55 (42%).

Labour is now the second most popular choice for people aged 18 to 34 (27%, five points ahead of the Lib-Dems). However, the Conservatives are the first choice for the youngest voters (34%).

### *Download Full Tables*

[http://www.visioncritical.com/wp-content/uploads/2010/01/table\\_voting02\\_bri.pdf](http://www.visioncritical.com/wp-content/uploads/2010/01/table_voting02_bri.pdf)

### *Download Full Methodology Statement*

[http://www.visioncritical.com/wp-content/uploads/2010/01/2010-01-26\\_UK\\_Method.pdf](http://www.visioncritical.com/wp-content/uploads/2010/01/2010-01-26_UK_Method.pdf)

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### GB Political Scene

If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency? - *Decided Voters with Leaners*

	Jan. 26-27	Jan. 8-10	Dec. 16-18
<b>Conservative</b>	<b>40%</b>	<b>40%</b>	<b>40%</b>
<b>Labour</b>	<b>24%</b>	<b>24%</b>	<b>24%</b>
<b>Liberal Democrats</b>	<b>19%</b>	<b>20%</b>	<b>20%</b>
<b>United Kingdom Independence Party</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>
<b>British National Party</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>
<b>Green Party</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>
<b>Scottish National Party</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
<b>Plaid Cymry</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
<b>Other</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>

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	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
Conservative	40%	42%	45%	44%	36%	19%
Labour	24%	30%	15%	22%	30%	35%
Liberal Democrats	19%	17%	24%	15%	20%	14%
Scottish National Party	2%	0%	0%	0%	0%	26%
Other	15%	11%	16%	20%	14%	6%

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	40%	40%	34%	41%	42%
Labour	25%	22%	27%	22%	24%
Liberal Democrats	17%	21%	22%	19%	18%
Other	18%	17%	17%	18%	16%

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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](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://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>*

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**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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