

GREAT BRITAIN POLITICAL SCENE

Conservatives Hold Upper Hand Over Labour on Britain's Marginal Seats

In constituencies currently held by the Liberal Democrats, the Conservatives sit six points behind, with Labour a distant third.

[LONDON – Feb. 25, 2010] – The opposition Conservative Party holds a considerable lead over the Labour Party in 150 target House of Commons seats, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 4,004 British adults focused specifically on the views of voters in 150 marginal seats—widely considered as the constituencies the Tories need to win in order to form a majority government—and the 63 seats won by the Liberal Democrats in the 2005 General Election, using the seat boundaries for the upcoming election.

Labour to Conservative Marginal Seats

In the 150 marginal seats, the Conservatives are first among decided voters with 42 per cent, followed by Labour with 28 per cent, and the Liberal Democrats with 15 per cent.

The findings represent a nine-point jump for the Tories from their 2005 General Election results in these constituencies, and a 15-point drop for Labour.

Liberal Democrat Held Seats

The Liberal Democrats are ahead in the seats they won in the last General Election (), with 39 per cent of decided voters saying they will support the Lib-Dems. The Tories are second with 33 per cent, followed by Labour with 19 per cent.

KEY FINDINGS

- **Labour to Conservative Marginal Seats: Con. 42%, Lab. 28%, Lib-Dem 15%, Other 15%**
- **Liberal Democrat Held Seats: Lib-Dem 39%, Con. 33%, Lab. 16%, Other 13%**

Full topline results are at the end of this release.

From February 16 to February 19, 2010, Angus Reid Public Opinion conducted an online survey among 4,004 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 1.7%. 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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Despite the fact that the Lib-Dems lead, the survey shows a seven-point drop since 2005 in these seats, while the Tories have gained four points.

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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*

	Labour to Conservative Marginal Seats (778 respondents)	2005 General Election Results in these seats
Conservative	42%	33%
Labour	28%	43%
Liberal Democrats	15%	17%
Other parties	15%	7%

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*

	Liberal Democrat held seats (302 respondents)	2005 General Election Results in these seats
Liberal Democrats	39%	46%
Conservative	33%	29%
Labour	16%	19%
Other parties	13%	6%

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Angus Reid Public Opinion is a 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.

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.

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. More information on our electoral record can be found at:
<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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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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