

COALITION GOVERNMENT

# Steady Approval Rating for Prime Minister Cameron in Britain

*Public support for Deputy Prime Minister Nick Clegg drops to 50%.*

[LONDON – Jun. 30, 2010] – Public backing for the United Kingdom Prime Minister remains stable, but there is a noticeable increase in the proportion of respondents who are dissatisfied with his performance, a new Angus Reid Public Opinion has found.

In the online survey of a representative sample of 2,008 British adults, 54 per cent of respondents approve of the performance of David Cameron as Prime Minister, unchanged since last month. However, 32 per cent disapprove of Cameron, up seven points since May.

The Conservative leader gets his best rating in the South of England (63%) and the lowest in Scotland (31%).

The approval rating for Deputy Prime Minister Nick Clegg stands at 50 per cent, down two points since May. The Liberal Democrat leader is also more popular in the South of England (58%) and less popular in Scotland (29%).

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## KEY FINDINGS

- **Approval Ratings: David Cameron 54% (=), Nick Clegg 50% (-2)**

Full topline results are at the end of this release.

*From June 23 to June 25, 2010, Angus Reid Public Opinion conducted an online survey among 2,008 randomly selected British adults who are Springboard UK panelists. The margin of error—which measures sampling variability—is +/- 2.2% for the entire sample. 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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<b>Coalition Government</b>						
Do you approve or disapprove of David Cameron's performance as Prime Minister?						
	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
<b>Approve</b>	54%	54%	63%	55%	49%	31%
<b>Disapprove</b>	32%	34%	24%	29%	38%	48%
<b>Not sure</b>	15%	12%	13%	17%	13%	21%

<b>Coalition Government</b>		
Do you approve or disapprove of David Cameron's performance as Prime Minister?		
	Jun. 2010	May 2010
<b>Approve</b>	54%	54%
<b>Disapprove</b>	32%	25%
<b>Not sure</b>	15%	22%

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<b>Coalition Government</b>						
Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?						
	<b>Region</b>					
	<b>Great Britain</b>	<b>London</b>	<b>South of England</b>	<b>Midlands and Wales</b>	<b>North</b>	<b>Scotland</b>
<b>Approve</b>	50%	53%	58%	52%	45%	29%
<b>Disapprove</b>	34%	33%	28%	31%	39%	49%
<b>Not sure</b>	15%	13%	13%	17%	16%	21%

<b>Coalition Government</b>		
Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?		
	<b>Jun. 2010</b>	<b>May 2010</b>
<b>Approve</b>	50%	52%
<b>Disapprove</b>	34%	26%
<b>Not sure</b>	15%	22%

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*Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specialising 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.*

*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/>

- 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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