

COALITION GOVERNMENT

# Cameron's Big Society Policy Met with Mixed Reviews in Britain

*The Prime Minister keeps his approval rating over the 50 per cent mark, but half of respondents foresee more service cuts and jobs lost.*

[LONDON – 28 July 2010] – The introduction of the "Big Society" policy did not provide a clear boost to the approval numbers of David Cameron, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 1,992 British adults, 53 per cent of respondents approve of the performance of Cameron as Prime Minister (-1 since June). More than a third of respondents (35%, +3) disapprove of Cameron.

As was the case last month, the Conservative leader gets his best numbers in the South of England (58%) and the worst reviews in Scotland (31%).

The approval rating for Deputy Prime Minister Nick Clegg stands at 47 per cent, down three points since June. The Liberal Democrat leader is also more popular in the South of England (51%) and not as well-liked in Scotland (29%).

## The "Big Society" Policy

Almost half of Britons (47%) agree with the "Big Society" policy presented by Cameron on 19 July, while 35 per cent disagree. The policy calls for communities across the country to take over responsibility for specific services and duties, such as local transport and libraries. The Government would establish the "Big Society Bank" and rely on funds from dormant bank accounts to finance community groups and charities.

## KEY FINDINGS

- **Approval Ratings: David Cameron 53% (-1), Nick Clegg 47% (-3)**
- **47% agree with the "Big Society" policy; 35% disagree**
- **53% think the "Big Society" policy will allow people to help themselves instead of relying on officials; 54% foresee more service cuts and more jobs lost**

Full topline results are at the end of this release.

*From July 20 to July 23, 2010, Angus Reid Public Opinion conducted an online survey among 1,992 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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A majority of respondents (53%) believe the "Big Society" policy will allow people to help themselves instead of relying on officials. However, a similar proportion (54%) think the policy will lead to more service cuts and more jobs lost.

Respondents in Scotland are less likely than all others to regard the "Big Society" policy as something that allows people to help themselves (43%) and more likely to predict cuts and unemployment (68%).

Overall, at least three-in-ten Britons believe the "Big Society" policy will be a success for the voluntary sector (36%), charity workers (33%) and the Conservative party (30%). Fewer respondents think the policy will be a success for people in the UK (28%), business (25%), the Liberal Democrats (23%) and Councils (23%).

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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>	53%	54%	58%	57%	51%	31%
<b>Disapprove</b>	35%	32%	29%	34%	36%	60%
<b>Not sure</b>	12%	15%	13%	9%	13%	9%

<b>Coalition Government</b>			
Do you approve or disapprove of David Cameron's performance as Prime Minister?			
	Jul. 2010	Jun. 2010	May 2010
<b>Approve</b>	53%	54%	54%
<b>Disapprove</b>	35%	32%	25%
<b>Not sure</b>	12%	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>	<b>47%</b>	<b>50%</b>	<b>51%</b>	<b>48%</b>	<b>45%</b>	<b>29%</b>
<b>Disapprove</b>	<b>38%</b>	<b>33%</b>	<b>33%</b>	<b>41%</b>	<b>38%</b>	<b>57%</b>
<b>Not sure</b>	<b>15%</b>	<b>17%</b>	<b>16%</b>	<b>12%</b>	<b>16%</b>	<b>13%</b>

<b>Coalition Government</b>			
Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?			
	<b>Jul. 2010</b>	<b>Jun. 2010</b>	<b>May 2010</b>
<b>Approve</b>	<b>47%</b>	<b>50%</b>	<b>52%</b>
<b>Disapprove</b>	<b>38%</b>	<b>34%</b>	<b>26%</b>
<b>Not sure</b>	<b>15%</b>	<b>15%</b>	<b>22%</b>

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### Coalition Government

As you may know, Prime Minister David Cameron presented his “Big Society” policy on Monday. The policy calls for communities across the country to take over responsibility for specific services and duties, such as local transport and libraries. The Government would establish the “Big Society Bank” and rely on funds from dormant bank accounts to finance community groups and charities. Overall, do you agree or disagree with this policy?

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Agree	47%	51%	50%	49%	45%	30%
Disagree	35%	32%	31%	35%	36%	54%
Not sure	18%	17%	18%	17%	19%	16%

### Coalition Government

From what you have seen, read or heard about the “Big Society” policy, do you agree or disagree with each one of the following statements? –

*The “Big Society” policy will allow people to help themselves instead of relying on officials*

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Agree	53%	53%	57%	52%	54%	43%
Disagree	29%	29%	26%	32%	28%	38%
Not sure	18%	18%	17%	16%	18%	19%

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### Coalition Government

From what you have seen, read or heard about the “Big Society” policy, do you agree or disagree with each one of the following statements? –

*The “Big Society” policy will lead to more service cuts and more jobs lost*

	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Agree	54%	54%	51%	54%	54%	68%
Disagree	25%	23%	25%	27%	25%	18%
Not sure	21%	24%	24%	19%	20%	14%

### Coalition Government

Overall, do you expect the “Big Society” policy to be a success or a failure for each of the following entities?

	A success	A failure	Not sure
The voluntary sector	36%	28%	36%
Charity workers	33%	30%	37%
The Conservative Party	30%	32%	38%
People in the UK	28%	37%	36%
Business	25%	33%	43%
The Liberal Democrats	23%	34%	43%
Councils	23%	42%	35%

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