

BRITISH POLITICAL SCENE

Labour Keeps Two-Point Edge Over Conservatives in Britain

The approval rating for David Cameron remains at 49 per cent.

[LONDON – 1 November 2010] – The opposition Labour Party maintains a slight edge over the Conservative Party in Britain, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative sample of 2,015 British adults, 37 per cent of decided voters and leaners (-1 since September) say they would support Labour in the next General Election.

The Tories are second with 35 per cent (=), followed by their coalition partners—the Liberal Democrats—with 15 per cent (-1).

The Scottish National Party (SNP) is now the fourth most popular option for voters with four per cent, followed by the United Kingdom Independence Party (UKIP) with three per cent, the Green Party and the British National Party (BNP) with two per cent each, and Plaid Cymru with one per cent.

Labour maintains its strong showing in the North (49%), but dropped in Scotland where it is now tied with the SNP. The Conservatives remain dominant in the South of England (46%), while the situation in London and the Midlands and Wales mirrors the national numbers, with Labour holding a small advantage.

The approval rating for Prime Minister David Cameron is steady at 49 per cent, but his disapproval rating reached the highest level of his tenure as head of government (42%, up four points since September). Deputy Prime Minister Nick Clegg stands at 44 per cent (+2), but 45 per cent of respondents (+3) disapprove of his performance.

KEY FINDINGS

- **Voting Intention in GB: Labour 37%, Conservative 35%, Lib-Dems 15%**
- **49% (=) approve of David Cameron's performance; 44% (+2) approve of Nick Clegg's performance**

Full topline results are at the end of this release.

From October 27 to October 28, 2010, Angus Reid Public Opinion conducted an online survey among 2,015 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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Analysis

The big winner in October appears to be the SNP, which made significant gains at the expense of Labour. However, the official opposition party remains ahead of the Conservatives and has kept its momentum following the election of Ed Miliband as leader. Support for the Liberal Democrats trickled down again.

On the approval front, the undecided citizens reacted differently to both coalition leaders. For Cameron, the balance was negative. Clegg, as has been the case since September, is splitting opinions down the middle.

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British Political Scene

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

	Region					
	Total	London	South of England	Midlands and Wales	North	Scotland
Labour	37%	38%	26%	39%	49%	37%
Conservative	35%	36%	46%	36%	29%	13%
Liberal Democrats	15%	18%	19%	14%	12%	7%
Scottish National Party (SNP)	4%	0%	0%	0%	0%	37%
United Kingdom Independence Party (UKIP)	3%	2%	4%	3%	5%	1%
Green Party	2%	3%	2%	2%	2%	3%
British National Party (BNP)	2%	2%	2%	2%	3%	1%
Plaid Cymru	1%	0%	0%	4%	0%	0%
Other party	0%	1%	0%	1%	1%	0%

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British Political Scene

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	October 2010	September 2010
Labour	37%	38%
Conservative	35%	35%
Liberal Democrats	15%	16%
Scottish National Party (SNP)	4%	2%
United Kingdom Independence Party (UKIP)	3%	4%
Green Party	2%	2%
British National Party (BNP)	2%	2%
Plaid Cymru	1%	1%
Other party	0%	0%

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Coalition Government						
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
Approve	49%	50%	57%	51%	42%	34%
Disapprove	42%	39%	33%	41%	49%	60%
Not sure	9%	11%	10%	8%	9%	6%

Coalition Government					
Do you approve or disapprove of David Cameron's performance as Prime Minister?					
	Oct. 2010	Sept. 2010	Jul. 2010	Jun. 2010	May 2010
Approve	49%	49%	53%	54%	54%
Disapprove	42%	38%	35%	32%	25%
Not sure	9%	13%	12%	15%	22%

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Coalition Government						
Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?						
	Region					
	Great Britain	London	South of England	Midlands and Wales	North	Scotland
Approve	44%	50%	50%	45%	38%	27%
Disapprove	45%	37%	37%	45%	51%	63%
Not sure	11%	13%	12%	10%	11%	10%

Coalition Government					
Do you approve or disapprove of Nick Clegg's performance as Deputy Prime Minister?					
	Oct. 2010	Sept. 2010	Jul. 2010	Jun. 2010	May 2010
Approve	44%	42%	47%	50%	52%
Disapprove	45%	42%	38%	34%	26%
Not sure	11%	16%	15%	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), 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/>

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