

GREAT BRITAIN POLITICAL SCENE

Tories Fall Below 40% Mark, as UKIP and BNP Improve

One-in-ten voters in Britain say they will vote for either of the two minor parties in the next General Election.

[LONDON – Nov. 6, 2009] – The opposition Conservative Party remains ahead of its rivals in Britain, but has lost ground over the past couple of weeks as support has shifted to two minor parties, a new Angus Reid Strategies poll conducted in cooperation with PoliticalBetting.com has found.

Voting Intention

Across Great Britain, 38 per cent of decided voters and leaners (-2 since mid-October) would cast a ballot for 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 (+1), followed by the Liberal Democrats with 20 per cent (unchanged).

The United Kingdom Independence Party (UKIP) is fourth with six per cent (+1), followed by the British National Party (BNP) at four per cent (+1).

Regional Breakdowns

The Conservatives hold the highest level of support in the South of England, where Labour is a distant third behind the Lib-Dems. In Scotland, Labour is ahead of the Scottish National Party (SNP) by five points (32% to 27%).

Other Demographics

The Tories are holding a 12-point lead over Labour among male voters, and a 16-point advantage among female voters. The opposition party remains way ahead among voters aged 55 and over (45%). Labour is

KEY FINDINGS

- **Voting Intention: Con. 38%, Lab. 24%, Lib-Dem 20%, UKIP 6%, BNP 4%, Grn. 3%, SNP 2%, PC 1%, Oth. 1%**

Full topline results are at the end of this release.

From November 4 to November 6, 2009, Angus Reid Strategies conducted an online survey among 2,000 adults who are members of Springboard UK. The margin of error—which measures sampling variability—is +/- 2.2%. The results have been statistically weighted according to the most current Census data for age, gender, region, social grade and newspaper readership to ensure a sample representative of the entire adult population of Great Britain.

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now edging the Lib-Dems among voters aged 18 to 34, but the Tories have the largest share of the vote across all age groups.

Full tables can be downloaded here:

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.11.06_UK_Tables.pdf

Full methodology statement can be downloaded here:

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.11.06_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 Leanners*

	Nov. 4-6	Oct. 15- 16
Conservative	38%	40%
Labour	24%	23%
Liberal Democrats	20%	20%
United Kingdom Independence Party	6%	5%
British National Party	4%	3%
Green Party	3%	3%
Scottish National Party	2%	3%
Plaid Cymry	1%	1%
Other	1%	1%

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	Region					
	United Kingdom	London	South of England	Midlands and Wales	North	Scotland
Conservative	38%	35%	46%	41%	32%	21%
Labour	24%	30%	17%	23%	27%	32%
Liberal Democrats	20%	23%	22%	15%	24%	11%
Scottish National Party	2%	--	--	--	--	27%
Other	16%	12%	15%	16%	17%	8%

GB Political Scene

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	Gender		Age		
	Male	Female	18-34	35-54	55+
Conservative	37%	39%	33%	36%	42%
Labour	25%	23%	26%	27%	20%
Liberal Democrats	20%	20%	20%	20%	20%
Other	18%	16%	21%	17%	18%

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Angus Reid Strategies is the public opinion 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 Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now the largest Canadian-owned market research enterprise. 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 Strategies 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.

Angus Reid Strategies, 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://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies 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.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.13_BCElection.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.10_NSElection.pdf

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

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