

## **Just Half of Those Who Voted Labour in 2005 Would Do So Again**

**LONDON — 23 June, 2009** — A new Harris Poll finds that only 48% of those who voted Labour in the last general elections of 2005 would do so again if there were elections tomorrow – 1 in 10 of those voters are now defecting to Conservative, whilst 2 in 10 would vote for a minor party. Nick Clegg's party is also suffering: 18% have shifted from Lib Dem to Conservative. Conservative supporters are the most loyal – 85% remain unmoved.

### **The 3-party-race**

This poll of 2,081 adults over age 18 conducted online in Great Britain by [Harris Interactive®](#), on behalf of the [Metro](#), between 10 and 17 June suggests a big difference between Conservatives and Labour, if there were an election tomorrow; 35% of Britons aged 18+ who are eligible to vote in the next general election (excluding those who said 'would not vote' or 'totally undecided') would vote Conservative whilst 20% would vote Labour. Liberal Democrats are in the third position with 16%. As usual, the profile of Conservative voters is more likely to be older age groups and of higher social class, with the younger population more likely to vote for Labour.

### **Younger age groups least likely to vote**

A significant proportion (39%) of Britons aged 18-24 who are eligible to vote said they "certainly" or "probably will not vote" in the next general election. The fact that those who voted Labour as opposed to Conservatives in the last general election are significantly less likely to vote in the next one, also suggests that Labour supporters are particularly dissatisfied by the current government (13% versus 6%).

### **Uncertainty over best candidate for Prime Minister**

While the Conservative party lead in popularity there is uncertainty surrounding the best candidate for Prime Minister, 42% are unsure who would make the best Prime Minister. Still, David Cameron is higher than Gordon Brown by 21 points (34% v 13% respectively) and by 23 points higher than Nick Clegg (11%). Furthermore, 55% of Britons aged 18+ said they are "not at all satisfied" with Gordon Brown as Prime Minister, with only 7% saying they are "extremely" or "very satisfied".

**Other important findings from the UK elections poll are:**

- When asked how confident they are in each of the 3 major party leaders effectively running the UK economy, 62% of Britons over 18 said they are at least somewhat confident in David Cameron, as opposed to just over 2 in 5 (41%) saying the same for Gordon Brown. Indeed, nearly 3 in 5 (59%) said they are “not at all confident” in the current Prime Minister “effectively running the economy”.

More than half have at least some confidence in the leader of the Liberal Democrats, however only 5% said they are “extremely” or “very confident” in Nick Clegg effectively running the UK economy.

- Thinking about the global scene and despite the high levels of uncertainty (36%), nearly 4 in 10 Britons 18 or over (38%) said that David Cameron “would best represent the United Kingdom to the rest of the world”, followed by Gordon Brown (at 17%) and Nick Clegg (at 10%).

**ENDS**

**TABLE 1**  
**PARTY TO VOTE FOR IN NEXT GENERAL ELECTION**

"If there were a general election in the United Kingdom tomorrow, which party would you vote for?"  
Base: All GB adults 18+ eligible to vote in the next general election

	Total	Total (excl. <i>Wouldn't vote &amp; Undecided</i> )	Age					Social Grade			
			18-24	25-34	35-44	45-54	55+	AB	C1	C2	DE
	%	%	%	%	%	%	%	%	%	%	%
Unweighted base	1957	1680	190	410	358	359	640	668	555	246	488
Conservative	30	35	21	25	26	26	39	39	29	18	29
Labour	17	20	25	20	18	15	14	15	17	27	15
Liberal Democrat	14	16	12	11	13	15	16	17	13	8	14
WOULD VOTE FOR A MINOR PARTY (NET)	24	29	28	28	25	26	20	19	28	26	24
UK Independent Party (UKIP)	8	10	7	6	10	7	10	7	8	8	10
Green	5	6	3	7	5	8	3	5	7	4	4
British National Party (BNP)	4	4	5	7	3	4	2	2	3	7	4
Scottish National Party (SNP)	3	3	*	2	3	3	4	3	2	3	3
Plaid Cymru (PCY)	1	1	6	1	1	1	*	1	2	*	1
Respect	1	1	2	1	*	-	*	1	1	1	*
Other	2	3	5	4	3	3	*	1	5	2	2
I would not vote	8	-	11	7	11	8	5	5	7	12	9
I would be totally undecided	7	-	4	9	6	9	6	6	6	9	8

	Total	Total (excl. <i>Wouldn't vote &amp; Undecided</i> )	Party Voted For In Last General Election		
			Conservative	Labour	Liberal Democrat
	%	%	%	%	%
Unweighted base	1957	1680	537	457	323
Conservative	30	35	85	10	18
Labour	17	20	2	48	8
Liberal Democrat	14	16	2	12	50
WOULD VOTE FOR A MINOR PARTY (NET)	24	29	8	20	16
UK Independent Party (UKIP)	8	10	5	8	8
Green	5	6	*	5	3
British National Party (BNP)	4	4	2	2	3
Scottish National Party (SNP)	3	3	*	*	1
Plaid Cymru (PCY)	1	1	-	1	1
Respect	1	1	*	1	*
Other	2	3	*	4	*
I would not vote	8	-	*	2	1
I would be totally undecided	7	-	3	7	7

Note: Percentages may not add up to 100% due to rounding; \* indicates less than 0.5%; "-" indicates no response

**TABLE 2**  
**LIKELIHOOD TO VOTE**

“Assuming you were able to vote on the relevant day, either at a polling station or by postal vote, how certain will you be to vote in the next general election?”

Base: All GB adults 18+ eligible to vote in the next general election

	Total	Age					Party Voted For In Last General Election		
		18-24	25-34	35-44	45-54	55+	Conservative	Labour	Liberal Democrat
	%	%	%	%	%	%	%	%	%
Unweighted base	1957	190	410	358	359	640	537	457	323
AT LEAST PROBABLY WILL VOTE (NET)	77	54	71	73	84	86	92	82	88
QUITE/ABSOLUTELY CERTAIN (NET)	65	40	54	63	69	77	85	67	76
Absolutely certain	53	25	41	53	57	65	75	54	62
Quite certain	12	14	13	10	12	12	9	13	14
Probably will vote	12	14	17	10	15	9	8	15	12
CERTAINLY/PROBABLY WILL NOT VOTE (NET)	16	39	22	18	11	8	6	13	9
Probably will not vote	7	23	10	6	4	2	1	7	4
Certainly will not vote	9	15	12	12	7	6	5	6	5
Not sure	5	5	6	7	5	5	2	5	2
Decline to answer	1	3	1	1	*	2	-	-	2

Note: Percentages may not add up to 100% due to rounding; \* indicates less than 0.5%; “-“ indicates no response

**TABLE 3**  
**BEST PRIME MINISTER**

“If you had to choose, who would make the best Prime Minister in the United Kingdom?”

Base: All GB adults 18+

	Total
	%
Unweighted base	2081
David Cameron	34
Gordon Brown	13
Nick Clegg	11
Not sure	41

Note: Percentages may not add up to 100% due to rounding

**TABLE 4**  
**SATISFACTION WITH GORDON BROWN AS PRIME MINISTER**

“How satisfied would you say you are with Gordon Brown as Prime Minister?”

Base: All GB adults 18+

	Total
	%
Unweighted base	2081
<b>AT LEAST SOMEWHAT SATISFIED (NET)</b>	<b>45</b>
Extremely satisfied	4
Very satisfied	3
Fairly satisfied	18
Somewhat satisfied	21
Not at all satisfied	55

Note: Percentages may not add up to 100% due to rounding

**TABLE 5**  
**CONFIDENCE IN LEADERS EFFECTIVELY RUNNING THE UK ECONOMY**

“How confident are you in each of the following leaders effectively running the economy of the United Kingdom?”

Base: All GB adults 18+

	Gordon Brown	David Cameron	Nick Clegg
	%	%	%
Unweighted base	2081	2081	2081
<b>AT LEAST SOMEWHAT CONFIDENT (NET)</b>	<b>41</b>	<b>62</b>	<b>53</b>
Extremely confident	3	4	1
Very confident	7	10	4
Fairly confident	13	23	17
Somewhat confident	18	25	31
Not at all confident	59	38	47

Note: Percentages may not add up to 100% due to rounding

**TABLE 6**  
**LEADER TO BEST REPRESENT THE UK IN THE GLOBAL SCENE**

“If you had to choose, who would best represent the United Kingdom to the rest of the world?”

Base: All GB adults 18+

	Total
	%
Unweighted base	2081
David Cameron	38
Gordon Brown	17
Nick Clegg	10
Not sure	36

Note: Percentages may not add up to 100% due to rounding

## **Methodology**

This **Harris Poll** was conducted online by Harris Interactive among a total of 2,081 adults aged 16+ within Great Britain between 10 and 17 June 2009. Figures for age, sex, education, region and Internet usage were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

**Unweighted base** for the survey is: 2,081.

**Weighted base** for the survey is: 2,081.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult populations within those countries that were surveyed. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

*These statements conform to the principles of disclosure of the National Council on Public Polls and the British Polling Council.*

## **About Harris Interactive**

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