

New Voting Intentions Poll from TNS...

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BMRB shows a minimal Olympic boost for Conservatives with Labour leading by 10 points.

TNS BMRB Media Alert: Conservatives register a two point gain in August, but Labour continues to hold a double digit lead

Voting intentions poll shows CON 32% (+2), LAB 42% (-), LD 10% (-1), OTHER 16% (-1)

The success of the London 2012 Olympics seems to have done little to benefit the Conservatives with the party failing to make a significant dent in Labours double digit lead in TNS BMRB's first voting intentions poll since the closing ceremony. Polling in August finds Labour holding steady on 42% with the Conservatives on 32%, equating to a ten point Labour lead.

The Liberal Democrats continue to show no signs of significant improvement whilst the position of the other parties deteriorates for the second month in a row, marking an end of the upward swing they had been enjoying since January 2012.

TNS BMRB interviewed a representative sample of 1,215 people between 17th and 20th August, 2012.

All interviews were conducted as online self-completion. The data is weighted to match population totals for age, sex, social grade, working status, presence of children, 2010 voting patterns and region.

Further information is available upon request.

'Aug 2012 Voting Intentions'

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