

YouGov / The Constitution Society Survey Results

Sample Size: 2548 GB Adults

Fieldwork: 31st August - 1st September 2010

	Initial AV Referendum Voting Intention				Voting Intention				Age			
Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample 2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%

Below are a number of constitutional changes that have been suggested. Which, if any, of these would you most like to have a referendum on? Please tick up to three.

Britain's membership of the EU	43	36	58	34	37	64	33	27	49	45	42	31	32
Changing the voting system for electing MPs	33	63	17	11	25	25	38	63	38	37	30	25	34
Reducing the number of MPs	28	30	29	28	23	32	25	25	36	28	27	19	23
Replacing the House of Lords with an elected (or partially elected) chamber	27	34	29	11	21	20	37	28	28	31	23	22	22
Setting up an English Parliament	17	14	25	11	14	26	13	13	20	19	16	10	12
Fixed term Parliaments	16	20	15	9	15	15	19	22	10	18	14	11	15
Equalising the size of Parliamentary constituencies	15	19	19	4	9	18	13	23	12	17	13	5	11
Abolishing the monarchy	14	18	12	16	10	11	17	14	24	17	11	16	17
Scottish independence	7	7	10	5	5	8	7	3	19	10	5	8	10
Don't know	10	2	3	21	25	5	8	6	4	5	15	25	17
None of these	6	3	7	18	5	6	6	4	1	6	6	10	7

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	Social grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

Below are a number of constitutional changes that have been suggested. Which, if any, of these would you most like to have a referendum on? Please tick up to three.

Britain's membership of the EU	43	47	55	40	46	49	44	26
Changing the voting system for electing MPs	33	36	34	35	34	38	30	29
Reducing the number of MPs	28	28	35	24	27	25	30	32
Replacing the House of Lords with an elected (or partially elected) chamber	27	29	31	23	22	31	28	37
Setting up an English Parliament	17	19	23	14	23	18	17	4
Fixed term Parliaments	16	17	18	14	18	17	13	18
Equalising the size of Parliamentary constituencies	15	16	21	17	17	15	12	14
Abolishing the monarchy	14	14	10	17	10	18	11	20
Scottish independence	7	8	4	5	5	5	5	29
Don't know	10	5	3	8	9	9	13	9
None of these	6	4	6	9	6	4	6	6

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample	2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	2548	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%	%

How well would you say you understand the electoral system we currently use to elect MPs to Parliament?

Very well	23	29	32	11	10	27	25	28	22	33	14	17	15
Fairly well	45	50	49	29	40	52	48	47	44	47	43	39	40
TOTAL WELL	68	79	81	40	50	79	73	75	67	81	57	55	56
Not very well	21	18	16	27	30	18	22	20	27	14	28	24	29
Not at all well	7	3	3	27	10	3	4	4	6	3	11	13	8
TOTAL NOT WELL	28	21	19	54	41	21	25	24	33	17	39	37	38
Don't know	3	0	0	6	10	0	2	1	1	3	4	8	7

Below is a list of electoral systems that are used in various countries to elect politicians, for each one please say whether you have heard of it and whether you understand broadly how it works

First Past the Post (FPTP)

Have heard of and have a broad idea of how it works	65	78	78	35	44	71	69	74	69	78	53	51	59
Have heard of, but am not sure how it works	18	14	15	22	25	17	20	16	20	14	22	16	20
Have never heard of	17	8	7	43	32	11	11	9	11	9	25	33	21

Alternative Vote (AV)

Have heard of and have a broad idea of how it works	33	48	38	14	14	37	34	43	34	44	23	30	33
Have heard of, but am not sure how it works	35	34	40	29	34	35	43	35	39	35	36	31	34
Have never heard of	32	19	22	57	52	28	23	23	27	22	41	38	33

Single transferable vote (STV)

Have heard of and have a broad idea of how it works	19	29	21	8	7	18	18	31	27	26	12	15	18
Have heard of, but am not sure how it works	33	37	38	19	27	35	39	32	36	37	29	31	29
Have never heard of	49	35	41	73	67	47	43	37	37	38	59	55	53

Additional Member System (AMS)

Have heard of and have a broad idea of how it works	7	10	8	3	2	7	8	9	8	9	4	8	8
Have heard of, but am not sure how it works	25	31	28	10	21	27	29	28	33	30	21	25	23
Have never heard of	68	60	64	87	77	66	64	63	58	60	75	67	69

Party list

Have heard of and have a broad idea of how it works	12	17	16	4	5	14	12	16	15	17	7	13	12
Have heard of, but am not sure how it works	24	26	26	14	23	23	29	26	29	27	22	23	24
Have never heard of	64	57	59	81	72	63	59	58	57	56	71	64	64

	Social grade		Region				
Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 2548	869	716	331	828	541	626	222
Unweighted Sample 2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%

How well would you say you understand the electoral system we currently use to elect MPs to Parliament?

Very well	23	26	30	26	23	18	26	26
Fairly well	45	48	49	44	47	50	43	40
TOTAL WELL	68	74	79	69	69	68	68	66
Not very well	21	19	16	20	21	23	19	26
Not at all well	7	6	5	8	7	6	8	6
TOTAL NOT WELL	28	25	21	28	28	30	28	32
Don't know	3	1	0	3	3	3	4	2

Below is a list of electoral systems that are used in various countries to elect politicians, for each one please say whether you have heard of it and whether you understand broadly how it works

First Past the Post (FPTP)

Have heard of and have a broad idea of how it works	65	69	72	66	67	62	64	67
Have heard of, but am not sure how it works	18	17	18	15	16	21	19	19
Have never heard of	17	14	11	19	17	17	17	14

Alternative Vote (AV)

Have heard of and have a broad idea of how it works	33	34	32	40	34	29	31	34
Have heard of, but am not sure how it works	35	34	40	29	35	40	35	36
Have never heard of	32	32	28	31	32	31	34	30

Single transferable vote (STV)

Have heard of and have a broad idea of how it works	19	21	19	25	16	17	17	26
Have heard of, but am not sure how it works	33	32	38	33	33	34	31	36
Have never heard of	49	48	43	42	51	49	53	38

Additional Member System (AMS)

Have heard of and have a broad idea of how it works	7	6	6	9	6	5	6	13
Have heard of, but am not sure how it works	25	25	28	25	23	27	25	30
Have never heard of	68	69	66	66	71	68	69	58

Party list

Have heard of and have a broad idea of how it works	12	11	13	15	11	12	9	21
Have heard of, but am not sure how it works	24	25	25	24	19	27	25	33
Have never heard of	64	64	63	61	70	61	66	46

	Initial AV Referendum Voting Intention				Voting Intention				Age			
Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample 2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	920	794	196	638	743	733	268	296	1229	1319	197	778
%	%	%	%	%	%	%	%	%	%	%	%	%

The system Britain currently uses to elect Members of Parliament is called "First Past The Post" (FPTP), where voters select ONE candidate, and the one with the most votes wins.

It has been suggested that this system should be replaced by the Alternative Vote (AV). Voters would RANK a number of candidates from a list in order of preference. If a candidate wins more than half of the '1st preference' votes, a winner is declared. If not, the least popular candidates are progressively eliminated from the contest, and their supporters' 2nd and subsequent preferences counted and shared accordingly among the remaining candidates in successive rounds of voting. This process continues until an outright winner is declared. Electors won't have to rank all candidates if they don't want to and the winner won't necessarily get more than 50% of all votes cast.

Do you think it is a good idea to hold a referendum on whether to change the voting system?

Good idea - the issue matters and needs to be decided one way or the other	50	91	25	22	39	44	51	73	60	54	45	47	50
Bad idea - it's a distraction from much more important issues	30	4	66	31	15	39	31	16	30	31	28	27	24
Not sure	21	5	9	47	46	17	18	11	10	14	27	26	26

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Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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Do you think it is a good idea to hold a referendum on whether to change the voting system?

Good idea - the issue matters and needs to be decided one way or the other	50	52	47	51	50	52	46	49
Bad idea - it's a distraction from much more important issues	30	29	37	33	30	24	32	29
Not sure	21	20	16	17	20	24	22	22

	Initial AV Referendum Voting Intention				Voting Intention				Age			
Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample 2548	821	838	227	662	837	747	265	170	1235	1313	306	658
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%	%	%	%	%	%	%	%	%	%	%	%	%

If a referendum were held tomorrow and the question was "Do you want the United Kingdom to adopt the 'alternative vote' system instead of the current 'first past the post' system for electing Members of Parliament to the House of Commons?", how would you vote?

I would vote in favour of adopting the Alternative Vote instead of FPTP	32	100	0	0	0	24	34	66	44	37	28	28	32
I would vote against adopting the Alternative Vote instead of FPTP	33	0	100	0	0	49	37	12	30	38	29	29	27
I wouldn't vote	9	0	0	100	0	4	8	3	4	7	11	16	11
Don't know	26	0	0	0	100	23	21	19	22	19	32	27	30

And on a scale of 1 to 10, with 1 being certain not to vote and 10 being very certain to vote, how likely would you be to vote in a referendum on whether Britain should adopt the Alternative Vote?

1 - Certain not to vote	7	3	5	41	2	5	4	4	2	7	7	9	7
2	2	1	1	13	1	1	2	2	1	1	3	2	3
3	3	1	2	10	2	1	3	2	2	2	3	4	4
4	3	1	2	13	2	1	3	1	3	2	3	4	4
5	6	2	3	8	15	5	6	6	6	5	7	7	8
6	4	2	4	1	7	3	4	3	5	3	5	2	5
7	5	4	4	2	8	4	7	6	6	5	5	10	6
8	11	14	9	2	12	12	10	13	15	11	11	12	12
9	8	10	8	0	7	9	8	8	7	9	6	8	8
10 - Certain to vote	46	62	59	0	23	55	48	51	50	49	42	31	34
Don't know	7	0	3	10	21	4	5	4	5	5	9	12	11

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If a referendum were held tomorrow and the question was "Do you want the United Kingdom to adopt the 'alternative vote' system instead of the current 'first past the post' system for electing Members of Parliament to the House of Commons?", how would you vote?

I would vote in favour of adopting the Alternative Vote instead of FPTP	32	33	34	35	34	31	30	29
I would vote against adopting the Alternative Vote instead of FPTP	33	32	41	35	33	31	34	32
I wouldn't vote	9	8	6	8	8	9	9	12
Don't know	26	27	20	22	25	29	27	27

And on a scale of 1 to 10, with 1 being certain not to vote and 10 being very certain to vote, how likely would you be to vote in a referendum on whether Britain should adopt the Alternative Vote?

1 - Certain not to vote	7	7	4	7	6	7	8	5
2	2	2	1	1	2	2	2	2
3	3	1	2	3	2	2	3	5
4	3	2	2	1	4	1	3	4
5	6	7	4	10	6	8	4	5
6	4	4	3	4	4	3	4	4
7	5	5	2	5	5	5	4	8
8	11	10	11	11	12	12	10	9
9	8	8	7	9	8	8	7	5
10 - Certain to vote	46	48	60	44	45	45	46	49
Don't know	7	5	5	6	7	8	8	5

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
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	%	%	%	%	%	%	%	%	%	%	%	%	%

The coalition government are planning to hold a referendum on Britain adopting the Alternative Vote on the 5th May 2011, the same day as the local elections and elections to the Scottish Parliament and Welsh Assembly.

Some people have said that holding the referendum on the same day as the Scottish, Welsh and local elections is a bad idea, as it would make some parts of the country more likely to participate than others, and would mean there would not be a chance to properly debate all the different issues. Others have said that holding the referendum on the same day as other elections would save a lot of money, as polling station staff would not need to be paid twice.

Do you think the referendum on AV should or should not be held on the same day as the local, Scottish and Welsh elections?

Should be held on the same day	42	52	45	21	32	51	38	51	41	46	38	33	41
Should not be held on the same day	39	39	47	40	31	34	48	36	50	40	38	39	33
Don't know	19	9	9	39	37	15	14	13	9	14	24	29	26

As well as the referendum on the Alternative Vote, the government is also planning to reduce the number of MPs and equalise the size of constituencies, so all MPs represent roughly the same number of electors. Do you think the referendum should or should not also ask about these changes?

Should - these are important issues that should also be decided by referendum	52	64	51	35	45	57	51	59	57	52	52	50	46
Should not - these are not as important as the change to the method of voting, and would unnecessarily complicate the	29	31	39	23	15	31	33	31	34	34	24	22	25
Don't know	19	5	10	43	40	13	16	10	9	13	24	29	29

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Do you think the referendum on AV should or should not be held on the same day as the local, Scottish and Welsh elections?

Should be held on the same day	42	44	44	48	43	44	38	34
Should not be held on the same day	39	41	43	33	38	38	40	57
Don't know	19	15	13	19	20	19	22	9

As well as the referendum on the Alternative Vote, the government is also planning to reduce the number of MPs and equalise the size of constituencies, so all MPs represent roughly the same number of electors. Do you think the referendum should or should not also ask about these changes?

Should - these are important issues that should also be decided by referendum	52	55	55	55	53	53	50	48
Should not - these are not as important as the change to the method of voting, and would unnecessarily complicate the	29	29	35	29	29	28	26	40
Don't know	19	16	10	17	18	19	25	12

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
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	%	%	%	%	%	%	%	%	%	%	%	%	%

AV is not a proportional system and some people have suggested that the referendum should offer more choices of electoral system, giving the option of a proportional representation system such as the Single Transferable Vote alongside FPTP and AV. Do you think the referendum should offer more options?

Yes, it should offer a wider range of systems	40	59	32	29	31	33	47	53	53	45	35	46	41
No, there should be a straight choice between AV and FPTP	32	30	55	19	13	46	31	32	27	35	30	21	25
Don't know	27	11	13	53	57	21	23	15	21	19	35	33	35

Who do you think should decide what options are offered in the referendum?

Parliament	14	13	21	6	8	22	10	12	12	18	10	18	11
A independent commission	32	41	34	12	24	33	35	42	29	35	29	23	31
A 'citizens' jury' drawn from a cross-section of voters	39	42	39	45	35	36	44	37	53	39	40	30	35
Don't know	15	5	6	37	33	10	12	10	7	9	22	29	23

If there was a referendum offering the choice of FPTP, AV or Proportional Representation, how would you vote?

I would vote in favour of switching to the Alternative Vote	16	43	1	5	4	15	18	26	15	18	14	15	14
I would vote in favour of keeping first-past-the-post	30	3	80	9	8	47	33	12	23	35	25	25	22
I would vote in favour of switching to Proportional Representation	20	41	10	7	11	12	20	40	41	23	17	14	19
I wouldn't vote	6	0	1	55	2	2	4	0	2	4	7	13	7
Don't know	29	13	9	24	76	24	24	22	19	20	37	33	37

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Yes, it should offer a wider range of systems	40	44	33	40	39	42	38	48
No, there should be a straight choice between AV and FPTP	32	31	46	32	35	30	33	27
Don't know	27	25	21	29	26	28	29	26

Who do you think should decide what options are offered in the referendum?

Parliament	14	13	16	17	16	10	13	11
A independent commission	32	33	35	38	31	32	29	32
A 'citizens' jury' drawn from a cross-section of voters	39	43	43	32	38	43	41	43
Don't know	15	11	7	13	16	15	17	14

If there was a referendum offering the choice of FPTP, AV or Proportional Representation, how would you vote?

I would vote in favour of switching to the Alternative Vote	16	16	17	17	16	18	15	9
I would vote in favour of keeping first-past-the-post	30	30	40	32	31	28	32	26
I would vote in favour of switching to Proportional Representation	20	22	21	20	21	18	16	31
I wouldn't vote	6	5	1	7	4	6	6	6
Don't know	29	27	22	25	28	30	32	28

	Initial AV Referendum Voting Intention				Voting Intention				Age				
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	%	%	%	%	%	%	%	%	%	%	%	%	%

Here are some things that people have said an electoral system should deliver, please look at the list and say how important, if at all, you consider each factor to be.

Proportionality - the number of MPs each party wins should be in proportion to the total vote they get in the country

Very important	29	50	18	22	19	24	25	51	46	32	26	25	26
Fairly important	35	36	34	24	38	36	39	31	31	33	36	31	36
TOTAL IMPORTANT	64	85	52	46	57	60	64	82	77	65	62	56	62
Fairly unimportant	14	8	26	10	7	20	15	7	10	17	11	11	12
Very unimportant	4	1	11	4	0	7	5	2	4	6	3	2	3
TOTAL UNIMPORTANT	18	9	37	14	7	27	19	9	14	23	14	13	15
Don't know	18	6	11	40	36	13	17	10	9	12	24	31	24

Decisiveness - a electoral system should tend to give the most popular party an overall majority of MPs so they can form a strong government

Very important	39	38	55	22	27	55	40	31	29	41	38	21	28
Fairly important	33	35	30	29	33	29	36	33	38	32	33	36	37
TOTAL IMPORTANT	72	73	86	51	60	84	76	63	67	73	71	57	65
Fairly unimportant	10	16	6	10	7	5	10	21	16	12	8	10	10
Very unimportant	3	5	3	2	1	2	3	7	8	5	2	3	3
TOTAL UNIMPORTANT	13	21	9	12	8	7	13	28	24	17	9	13	13
Don't know	15	6	5	37	32	9	11	9	9	10	20	30	22

Constituency link - an electoral system should be based around single-member constituencies, so each area has its own local MP for people to turn to

Very important	36	36	51	19	24	46	37	28	38	39	34	21	25
Fairly important	35	42	32	33	31	31	40	41	38	35	35	32	38
TOTAL IMPORTANT	72	78	84	51	55	77	77	69	76	74	69	53	63
Fairly unimportant	9	12	8	10	7	8	9	13	14	11	7	12	10
Very unimportant	2	2	2	3	1	1	1	5	3	3	1	2	2
TOTAL UNIMPORTANT	11	14	10	13	8	9	11	18	17	15	8	15	12
Don't know	18	8	7	36	37	14	13	13	7	12	23	33	24

	Social grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

Here are some things that people have said an electoral system should deliver, please look at the list and say how important, if at all, you consider each factor to be.

Proportionality - the number of MPs each party wins should be in proportion to the total vote they get in the country

Very important	29	32	30	31	29	28	27	33
Fairly important	35	37	32	31	36	35	35	32
TOTAL IMPORTANT	64	69	62	63	65	63	62	66
Fairly unimportant	14	13	18	17	14	13	13	14
Very unimportant	4	4	7	5	5	5	4	3
TOTAL UNIMPORTANT	18	18	25	22	19	18	17	17
Don't know	18	13	13	16	17	19	21	18

Decisiveness - a electoral system should tend to give the most popular party an overall majority of MPs so they can form a strong government

Very important	39	43	53	38	41	40	40	31
Fairly important	33	33	28	33	32	33	33	35
TOTAL IMPORTANT	72	75	81	70	73	73	73	66
Fairly unimportant	10	11	8	14	9	10	7	15
Very unimportant	3	3	4	3	3	3	3	6
TOTAL UNIMPORTANT	13	14	11	16	13	13	9	21
Don't know	15	11	8	14	14	15	18	13

Constituency link - an electoral system should be based around single-member constituencies, so each area has its own local MP for people to turn to

Very important	36	39	50	36	36	37	37	34
Fairly important	35	38	30	35	34	38	32	41
TOTAL IMPORTANT	72	77	80	71	70	75	70	76
Fairly unimportant	9	9	7	11	9	8	9	10
Very unimportant	2	2	2	2	2	3	1	2
TOTAL UNIMPORTANT	11	11	8	13	11	10	10	11
Don't know	18	12	11	16	19	15	20	13

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample	2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	2548	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%	%

Simplicity - an electoral system should be simple and straightforward so everyone can understand it

Very important	68	68	80	50	57	74	70	61	66	66	69	46	56
Fairly important	18	24	13	13	17	17	16	26	23	21	15	24	23
TOTAL IMPORTANT	85	92	93	63	74	91	87	87	89	86	84	70	79
Fairly unimportant	4	5	3	9	2	3	5	5	5	4	3	5	5
Very unimportant	1	1	2	2	0	1	2	2	2	2	0	3	1
TOTAL UNIMPORTANT	5	6	4	10	3	3	7	7	7	6	4	8	6
Don't know	10	2	3	27	23	6	7	6	5	7	13	22	15

Political empathy - the system should be built on larger, multi-member constituencies, so that most voters could turn for help to an MP from the party they support

Very important	14	18	13	12	10	13	17	14	17	12	15	12	11
Fairly important	32	40	30	21	28	30	36	37	36	33	31	29	32
TOTAL IMPORTANT	46	58	43	33	38	43	52	52	53	45	46	40	43
Fairly unimportant	24	26	29	17	17	26	25	25	28	28	20	19	24
Very unimportant	8	6	14	4	3	13	5	6	6	11	5	3	5
TOTAL UNIMPORTANT	31	32	43	21	20	39	30	31	35	39	24	22	30
Don't know	23	11	14	46	42	18	18	17	12	16	29	38	27

Responsiveness - an electoral system should give people the chance to kick an unpopular government out of office

Very important	47	54	54	34	35	52	50	42	56	51	43	33	38
Fairly important	30	34	29	25	29	30	29	41	32	29	31	34	31
TOTAL IMPORTANT	77	87	83	59	64	82	79	83	88	80	74	67	69
Fairly unimportant	8	7	9	8	7	9	8	9	6	8	8	7	9
Very unimportant	2	2	3	3	1	1	3	2	1	3	1	2	2
TOTAL UNIMPORTANT	10	8	12	11	8	10	11	11	7	10	9	9	12
Don't know	13	4	5	31	29	8	10	6	6	10	17	25	20

	Social grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

Simplicity - an electoral system should be simple and straightforward so everyone can understand it

Very important	68	73	80	65	69	68	66	68
Fairly important	18	17	11	21	17	18	17	19
TOTAL IMPORTANT	85	91	91	86	86	86	83	86
Fairly unimportant	4	3	3	4	4	4	4	4
Very unimportant	1	0	2	2	1	2	0	1
TOTAL UNIMPORTANT	5	4	4	5	5	6	4	5
Don't know	10	6	5	9	10	9	13	9

Political empathy - the system should be built on larger, multi-member constituencies, so that most voters could turn for help to an MP from the party they support

Very important	14	15	16	14	13	15	13	17
Fairly important	32	33	31	32	32	31	34	29
TOTAL IMPORTANT	46	48	47	46	44	46	46	47
Fairly unimportant	24	24	25	25	24	21	24	26
Very unimportant	8	9	10	9	9	7	7	5
TOTAL UNIMPORTANT	31	33	35	34	33	28	30	31
Don't know	23	19	18	20	22	25	23	23

Responsiveness - an electoral system should give people the chance to kick an unpopular government out of office

Very important	47	51	56	50	45	49	45	51
Fairly important	30	32	25	28	33	30	27	33
TOTAL IMPORTANT	77	84	82	78	78	79	72	84
Fairly unimportant	8	6	9	6	8	8	10	4
Very unimportant	2	2	2	4	2	1	2	2
TOTAL UNIMPORTANT	10	8	10	10	10	9	11	6
Don't know	13	9	8	12	12	12	17	11

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample	2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	2548	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%	%

Legitimacy - an electoral system should produce results that the voter can see are logical and not open to question.

Very important	62	71	70	43	47	68	65	68	67	66	58	46	50
Fairly important	21	23	20	14	22	20	22	20	23	20	21	20	28
TOTAL IMPORTANT	83	94	91	57	69	88	86	88	90	87	79	67	78
Fairly unimportant	4	3	3	9	5	4	4	3	3	4	4	5	4
Very unimportant	1	1	2	2	0	1	1	1	1	2	0	2	1
TOTAL UNIMPORTANT	5	3	5	10	5	4	5	4	4	5	4	7	5
Don't know	12	3	5	33	27	8	9	8	7	8	16	27	17

Below are some arguments that people have made in favour or against switching to the alternative vote. For each one, please say how convincing an argument you find it.

The Alternative Vote would make it more likely that every MP had the support of 50% of people expressing a valid preference

Very convincing	13	29	4	5	6	10	13	25	16	16	10	15	10
Fairly convincing	33	52	25	22	25	31	37	44	34	35	32	30	33
TOTAL CONVINCING	46	80	29	27	31	41	50	69	50	51	41	44	43
Not very convincing	23	11	42	21	17	31	23	16	28	24	23	20	19
Not convincing at all	7	1	18	6	1	10	7	2	5	9	6	4	5
TOTAL NOT CONVINCING	31	12	60	27	18	41	30	18	33	33	28	24	24
Don't know	24	8	11	47	51	18	20	13	16	16	31	32	33

FPTP is an outdated system built for a country with just two political parties, we need to update our system to reflect the multi-party system we now have

Very convincing	19	47	5	7	7	11	19	41	33	22	17	15	17
Fairly convincing	27	36	17	21	29	28	26	32	26	26	27	27	28
TOTAL CONVINCING	46	83	22	28	36	39	45	73	59	48	44	42	46
Not very convincing	19	9	33	21	13	24	23	9	18	20	18	18	16
Not convincing at all	16	2	39	9	5	24	16	7	12	19	13	11	10
TOTAL NOT CONVINCING	35	12	72	30	19	47	39	16	30	39	31	28	26
Don't know	19	6	6	42	45	13	16	11	11	13	25	29	28

AV is not a proper proportional system, and sometimes can be even less proportional than FPTP

Very convincing	12	5	26	4	4	17	12	4	12	13	11	13	8
Fairly convincing	27	26	37	16	19	31	29	26	33	30	24	28	30
TOTAL CONVINCING	39	31	63	21	23	48	41	30	45	43	34	41	38
Not very convincing	24	40	16	20	16	19	27	39	33	26	22	20	19
Not convincing at all	7	12	7	8	2	8	7	9	3	8	7	4	5
TOTAL NOT CONVINCING	31	52	23	27	18	28	34	48	36	34	28	24	24
Don't know	30	17	14	52	59	25	25	22	19	23	37	36	39

	Social grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

Legitimacy - an electoral system should produce results that the voter can see are logical and not open to question.

Very important	62	67	73	63	61	63	60	67
Fairly important	21	20	15	21	22	20	21	19
TOTAL IMPORTANT	83	88	89	84	84	83	81	86
Fairly unimportant	4	4	3	4	4	4	4	3
Very unimportant	1	1	1	2	1	2	0	0
TOTAL UNIMPORTANT	5	4	4	5	5	6	4	3
Don't know	12	8	7	11	12	11	15	11

Below are some arguments that people have made in favour or against switching to the alternative vote. For each one, please say how convincing an argument you find it.

The Alternative Vote would make it more likely that every MP had the support of 50% of people expressing a valid preference

Very convincing	13	13	14	14	12	12	12	12
Fairly convincing	33	36	32	31	34	37	31	33
TOTAL CONVINCING	46	48	46	45	46	49	43	46
Not very convincing	23	24	29	25	25	20	24	23
Not convincing at all	7	7	10	8	6	8	7	10
TOTAL NOT CONVINCING	31	31	39	33	31	27	30	33
Don't know	24	20	15	22	23	23	26	21

FPTP is an outdated system built for a country with just two political parties, we need to update our system to reflect the multi-party system we now have

Very convincing	19	19	23	21	19	19	17	25
Fairly convincing	27	29	22	22	28	31	25	21
TOTAL CONVINCING	46	47	45	43	47	49	42	46
Not very convincing	19	19	22	24	19	17	18	22
Not convincing at all	16	17	22	15	15	15	17	17
TOTAL NOT CONVINCING	35	36	45	39	34	32	35	39
Don't know	19	17	10	18	19	19	22	15

AV is not a proper proportional system, and sometimes can be even less proportional than FPTP

Very convincing	12	13	14	13	13	11	11	9
Fairly convincing	27	25	25	27	28	27	25	29
TOTAL CONVINCING	39	38	39	40	41	38	36	37
Not very convincing	24	25	29	24	22	26	23	27
Not convincing at all	7	8	11	10	7	7	7	6
TOTAL NOT CONVINCING	31	33	40	34	29	33	30	34
Don't know	30	30	21	26	30	29	34	29

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample	2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	2548	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%	%

First Past the post is straightforward - the candidate who gets the most votes becomes the Member of Parliament

Very convincing	38	17	76	26	20	53	42	21	30	41	35	30	31
Fairly convincing	26	32	15	21	34	25	28	30	26	26	26	22	28
TOTAL CONVINCING	64	50	91	47	54	78	69	50	56	67	62	52	58
Not very convincing	14	29	4	13	7	9	14	24	18	14	13	16	13
Not convincing at all	7	16	1	4	3	3	5	17	18	7	6	5	5
TOTAL NOT CONVINCING	20	45	6	17	10	12	20	41	35	22	19	21	18
Don't know	15	6	3	36	36	10	11	9	9	11	19	27	24

The referendum and the change to the electoral system would be expensive and unnecessary when the government should be concentrating on the state of the economy

Very convincing	24	10	49	23	12	34	26	11	17	25	24	17	20
Fairly convincing	23	22	27	18	21	27	27	17	24	23	24	27	22
TOTAL CONVINCING	47	31	76	41	34	60	53	28	41	47	48	43	42
Not very convincing	21	36	12	15	16	17	21	32	28	23	19	18	21
Not convincing at all	14	26	8	7	7	10	13	30	18	18	9	12	12
TOTAL NOT CONVINCING	34	63	19	22	23	26	34	62	47	41	28	30	32
Don't know	18	6	4	37	44	14	13	10	13	12	24	27	26

The Alternative Vote would allow people to cast their first preference for the party they really supported without wasting their vote

Very convincing	21	45	9	14	10	16	23	36	26	24	18	22	19
Fairly convincing	34	44	27	21	34	35	35	42	34	32	35	24	32
TOTAL CONVINCING	55	88	36	35	44	52	58	78	60	56	54	46	51
Not very convincing	18	6	36	15	11	23	19	8	19	20	16	19	15
Not convincing at all	7	0	20	6	1	11	8	2	7	10	5	4	5
TOTAL NOT CONVINCING	25	6	56	21	12	34	27	10	26	29	22	23	20
Don't know	20	6	9	44	44	15	15	11	15	15	25	31	29

	Social grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

First Past the post is straightforward - the candidate who gets the most votes becomes the Member of Parliament

Very convincing	38	37	50	38	38	38	39	39
Fairly convincing	26	31	21	28	28	24	23	29
TOTAL CONVINCING	64	68	71	66	66	63	62	68
Not very convincing	14	13	14	14	14	15	14	11
Not convincing at all	7	7	8	7	6	7	6	11
TOTAL NOT CONVINCING	20	21	22	21	19	21	20	22
Don't know	15	12	7	13	15	16	18	10

The referendum and the change to the electoral system would be expensive and unnecessary when the government should be concentrating on the state of the economy

Very convincing	24	24	33	27	24	21	27	22
Fairly convincing	23	24	22	23	24	25	19	26
TOTAL CONVINCING	47	47	54	50	48	46	46	48
Not very convincing	21	23	21	23	22	18	20	25
Not convincing at all	14	15	14	12	13	18	12	13
TOTAL NOT CONVINCING	34	38	35	35	35	36	32	38
Don't know	18	15	11	16	17	18	22	15

The Alternative Vote would allow people to cast their first preference for the party they really supported without wasting their vote

Very convincing	21	21	23	22	20	23	20	24
Fairly convincing	34	37	36	35	35	35	31	32
TOTAL CONVINCING	55	58	59	57	55	58	51	56
Not very convincing	18	19	19	17	18	17	19	19
Not convincing at all	7	8	10	9	6	7	8	7
TOTAL NOT CONVINCING	25	27	29	26	24	24	27	26
Don't know	20	16	12	17	22	18	22	18

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample	2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	2548	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some arguments that people have made in favour or against switching to the alternative vote. For each one, please say how convincing an argument you find it. Under AV, someone's third or fourth preference could count just as much as someone else's first preference.

Very convincing	10	11	15	2	4	14	10	6	9	11	8	11	8
Fairly convincing	28	36	27	20	22	27	30	38	35	30	26	33	30
TOTAL CONVINCING	38	47	42	22	26	41	40	44	44	42	34	44	38
Not very convincing	25	33	26	16	17	25	26	33	32	28	22	12	21
Not convincing at all	12	8	22	10	6	14	14	8	10	13	11	5	9
TOTAL NOT CONVINCING	37	41	48	26	23	39	40	40	41	41	33	17	29
Don't know	25	13	10	52	51	21	20	16	15	17	33	39	33

AV would increase the chances of hung Parliaments, horsetrading between parties and weak coalition governments

Very convincing	15	5	34	6	5	24	14	5	14	19	11	13	12
Fairly convincing	26	25	32	16	24	28	32	24	26	28	25	26	23
TOTAL CONVINCING	41	30	66	22	29	52	46	29	40	46	36	39	35
Not very convincing	24	45	14	15	13	22	22	41	30	26	22	21	21
Not convincing at all	9	13	10	8	5	7	11	13	14	10	8	7	10
TOTAL NOT CONVINCING	33	57	24	23	18	29	33	54	44	36	30	27	30
Don't know	26	13	10	55	53	19	22	17	16	18	34	34	35

FPTP is unfair and unproportional. Adopting AV, although not proportional, would be a step towards a fully proportional electoral system

Very convincing	12	30	4	2	3	8	13	31	17	15	9	14	11
Fairly convincing	27	46	12	17	23	23	29	37	34	27	26	20	29
TOTAL CONVINCING	39	77	16	20	26	31	42	68	51	42	35	34	40
Not very convincing	20	12	34	20	15	26	22	14	22	23	18	21	18
Not convincing at all	16	3	41	7	5	24	17	4	16	20	13	11	10
TOTAL NOT CONVINCING	37	15	74	27	19	50	39	18	38	42	31	32	27
Don't know	25	9	9	53	54	19	20	15	12	16	33	34	33

	Social grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

Below are some arguments that people have made in favour or against switching to the alternative vote. For each one, please say how convincing an argument you find it. Under AV, someone's third or fourth preference could count just as much as someone else's first preference.

Very convincing	10	10	11	11	10	8	13	4
Fairly convincing	28	29	23	28	30	32	25	19
TOTAL CONVINCING	38	38	34	39	40	40	38	23
Not very convincing	25	28	31	26	25	23	23	34
Not convincing at all	12	13	17	14	11	14	11	14
TOTAL NOT CONVINCING	37	40	49	40	36	36	34	48
Don't know	25	21	18	21	24	24	29	29

AV would increase the chances of hung Parliaments, horsetrading between parties and weak coalition governments

Very convincing	15	15	19	19	15	12	16	11
Fairly convincing	26	30	24	28	26	26	25	28
TOTAL CONVINCING	41	44	43	47	41	38	41	39
Not very convincing	24	24	28	22	26	24	21	26
Not convincing at all	9	9	11	10	8	10	9	11
TOTAL NOT CONVINCING	33	33	39	32	34	34	30	37
Don't know	26	23	18	21	25	28	30	24

FPTP is unfair and unproportional. Adopting AV, although not proportional, would be a step towards a fully proportional electoral system

Very convincing	12	12	13	14	12	13	11	11
Fairly convincing	27	28	26	29	28	27	23	29
TOTAL CONVINCING	39	40	39	42	39	40	34	40
Not very convincing	20	22	21	20	21	19	21	22
Not convincing at all	16	16	25	16	16	15	18	18
TOTAL NOT CONVINCING	37	38	46	36	36	34	39	40
Don't know	25	22	16	22	24	26	27	20

	Initial AV Referendum Voting Intention				Voting Intention				Age				
	Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample	2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	2548	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%	%

Unlike most fully proportional systems, AV would retain constituencies so people would still have a local MP

Very convincing	12	23	7	4	7	12	13	22	10	14	10	8	9
Fairly convincing	39	53	36	24	29	37	42	51	38	41	37	37	37
TOTAL CONVINCING	51	76	43	28	36	50	55	72	48	55	47	45	46
Not very convincing	19	13	32	12	11	22	19	13	27	23	15	15	16
Not convincing at all	5	2	11	3	1	6	5	2	8	5	5	2	3
TOTAL NOT CONVINCING	23	15	43	16	13	29	24	15	36	28	20	17	19
Don't know	26	9	14	57	52	22	21	13	17	18	34	38	36

AV would increase the chances of a hung Parliament and therefore make parties more likely to work together for the good of the country

Very convincing	11	17	11	3	5	11	10	17	14	14	8	9	9
Fairly convincing	29	45	22	16	22	28	31	41	37	32	25	27	29
TOTAL CONVINCING	39	62	32	19	27	38	41	58	51	46	33	36	37
Not very convincing	25	25	33	18	17	28	27	25	25	25	25	22	20
Not convincing at all	11	4	24	8	5	14	13	4	11	12	10	7	10
TOTAL NOT CONVINCING	36	29	57	26	22	41	40	28	36	38	35	29	30
Don't know	24	9	11	55	51	20	19	14	14	17	32	35	33

AV is a complicated system that can produce strange results - under AV there are even some cases where voting for a rival party would increase your own party's chance of winning

Very convincing	15	5	32	10	6	20	16	8	16	16	13	13	13
Fairly convincing	26	24	33	19	21	28	29	24	33	29	22	29	24
TOTAL CONVINCING	40	29	65	29	27	47	45	32	49	45	36	42	38
Not very convincing	23	42	14	12	13	21	23	36	25	25	20	17	21
Not convincing at all	9	11	12	6	4	9	10	10	7	9	9	3	7
TOTAL NOT CONVINCING	31	53	26	18	17	30	33	46	32	34	29	19	27
Don't know	28	18	9	53	56	22	22	22	19	20	36	38	35

	Social grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

Unlike most fully proportional systems, AV would retain constituencies so people would still have a local MP

Very convincing	12	13	15	11	12	13	12	11
Fairly convincing	39	39	41	42	39	39	36	38
TOTAL CONVINCING	51	51	56	53	51	52	48	49
Not very convincing	19	21	20	20	19	16	19	22
Not convincing at all	5	6	7	6	5	6	5	5
TOTAL NOT CONVINCING	23	26	27	26	23	21	23	27
Don't know	26	22	17	21	26	27	29	24

AV would increase the chances of a hung Parliament and therefore make parties more likely to work together for the good of the country

Very convincing	11	12	12	11	12	10	10	11
Fairly convincing	29	29	30	29	28	31	27	29
TOTAL CONVINCING	39	41	41	41	40	40	37	40
Not very convincing	25	27	30	25	26	23	25	27
Not convincing at all	11	12	12	13	10	11	11	12
TOTAL NOT CONVINCING	36	39	42	38	36	34	37	39
Don't know	24	21	17	21	24	26	27	21

AV is a complicated system that can produce strange results - under AV there are even some cases where voting for a rival party would increase your own party's chance of winning

Very convincing	15	14	17	17	14	14	15	13
Fairly convincing	26	28	23	29	26	26	24	25
TOTAL CONVINCING	40	42	40	46	41	40	39	38
Not very convincing	23	23	27	21	24	19	21	30
Not convincing at all	9	9	14	10	7	11	8	9
TOTAL NOT CONVINCING	31	32	40	31	31	31	29	39
Don't know	28	26	20	23	28	30	32	23

	Initial AV Referendum Voting Intention				Voting Intention				Age			
Total	For AV	For FPTP	Wouldn't vote	Don't know	Con	Lab	Lib Dem	Other	18-24	25-39	40-59	60+
Weighted Sample 2548	821	838	227	662	837	747	265	170	1235	1313	306	658
Unweighted Sample	920	794	196	638	743	733	268	296	1229	1319	197	778
	%	%	%	%	%	%	%	%	%	%	%	%

Most experts expect the Liberal Democrats to win more seats under the Alternative Vote system. Some people have predicted that AV would also help the Labour party, as they would get the second preferences of Liberal Democrat voters. Other people think AV may help the Conservative party, as supporters of the coalition parties give second preferences to their coalition partner.

From what you know and anything you have read or seen, which parties do you think would do better under the Alternative Vote system?

It would usually only help the Liberal Democrats	26	29	32	19	17	28	29	35	31	31	21	18	24
It would usually help Labour and the Liberal Democrats	21	26	26	11	12	26	23	24	19	24	19	24	18
It would usually help the Conservatives and the Liberal Democrats	10	12	11	3	6	12	12	11	8	11	8	13	10
None of these	9	10	7	18	7	5	8	10	16	9	9	9	9
Don't know	35	23	24	49	59	30	29	21	26	26	44	36	38

Now, taking into account all the arguments you have read and the issues discussed in this survey, how do you think you would vote in a referendum tomorrow on the question of "Do you want the United Kingdom to adopt the 'alternative vote' system instead of the current 'first past the post' system for electing Members of Parliament to the House of Commons?"

I would vote in favour of switching to the Alternative Vote	31	81	2	4	13	21	31	68	45	35	26	26	29
I would vote in favour of keeping first-past-the-post	38	7	92	20	16	56	44	16	33	43	34	37	30
I wouldn't vote	6	1	1	55	2	2	4	1	3	4	8	11	8
Don't know	25	11	5	21	69	21	21	15	19	17	32	27	34

	Social grade		Region					
Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2548	869	716	331	828	541	626	222
Unweighted Sample	2548	966	607	419	824	465	560	280
	%	%	%	%	%	%	%	%

Most experts expect the Liberal Democrats to win more seats under the Alternative Vote system. Some people have predicted that AV would also help the Labour party, as they would get the second preferences of Liberal Democrat voters. Other people think AV may help the Conservative party, as supporters of the coalition parties give second preferences to their coalition partner.

From what you know and anything you have read or seen, which parties do you think would do better under the Alternative Vote system?

It would usually only help the Liberal Democrats	26	29	28	29	24	25	25	35
It would usually help Labour and the Liberal Democrats	21	21	22	22	20	23	21	18
It would usually help the Conservatives and the Liberal Democrats	10	8	9	12	10	9	9	10
None of these	9	9	8	9	8	10	9	8
Don't know	35	34	33	29	38	34	36	30

Now, taking into account all the arguments you have read and the issues discussed in this survey, how do you think you would vote in a referendum tomorrow on the question of "Do you want the United Kingdom to adopt the 'alternative vote' system instead of the current 'first past the post' system for electing Members of Parliament to the House of Commons?"

I would vote in favour of switching to the Alternative Vote	31	32	32	33	31	32	28	29
I would vote in favour of keeping first-past-the-post	38	38	48	38	40	36	39	39
I wouldn't vote	6	7	2	8	5	7	6	8
Don't know	25	23	18	22	24	25	27	25