

YouGov / IPPR Survey Results

Sample Size: 2199 GB Adults

Fieldwork: 6th - 7th April 2011	
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		Votin	g inte	ntion	20	010 Vo	te	AV	Voti	ng Inter	tion	Ge	nder		Ag	je		Social	grade			Region		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Yes	No	Won't Vote	Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	2199	622	779	186	660	597	474	985	717	127	370	1069	1130	266	561		620	1253	946	281	715	471	541	191
Unweighted Sample	2199	600	698	200	647	518	523	1023	703	119	354	1056	1143	140	588	810	661	1494	705	318	713	446	515	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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	73	80	75	84	77	76	82	78	88	37	47	84	63	63	62	76	85	78	67	68	73	74	75	76
Have heard of, but am not sure how it works		11	16	9	13	14	10	13	7	24	24 30	8	19	16	18	13	9	12	16	16	14	15	10	16
Have never heard of	13	9	9	7	10	11	8	9	5	39	30	8	17	21	20	11	5	10	17	16	13	11	14	8
Alternative Vote (AV)																								
Have heard of and have a broad idea of how it works	59	64	61	75	60	62	68	66	71	28	30	70	49	57	50	58	70	63	54	57	58	61	59	64
Have heard of, but am not sure how it works	26	26	27	18	29 11	26	22	24	21	25	40	20	31	21 21	29 21	27	23 7	24	27	28	27 15	24	26 15	21
Have never heard of	15	10	12	7	11	12	9	10	8	47	30	10	20	21	21	15	7	13	19	15	15	15	15	15
Single transferable vote (STV)																								
Have heard of and have a broad idea of how it works	18	16	19	30	14	18	26	23	18	5	9	26	10	27 29 44	16	16	17	22	12	20	16	13	18	31
Have heard of, but am not sure how it works	31	34	31	37	34	30	34	33	36	16	22	31	31	29	27 57	31	36	34	28	32	31	34	28	30
Have never heard of	51	50	50	33	52	52	40	44	46	79	69	43	59	44	57	52	47	44	60	48	52	53	54	39
Additional Member System (AMS)	-				ı.				-	-	- 1					_					-	_		
Have heard of and have a broad idea of how it works	8	5	10	13	4	9	13	12	5	5	5	13	4	17	9	1	6	9	6	9	1	5	9	16
Have heard of, but am not sure how it works	22	20	24	32	20	25	22	24	25	13	15	23	21	28 55	19 73	22 72	24	23	21	25	19	26	21	21
Have never heard of	70	74	65	55	76	66	64	64	70	83	80	64	75	55	73	72	71	68	73	67	74	68	70	63
Party list		1 4 0	40	00		45	40	140		7	~ I	20	7	00	40		40	40	44	40	40	40	40	00
Have heard of and have a broad idea of how it works	14	12	16	20	9	15	18	16	14	1	9	20	/	22 27	12	14	12	16	11	16	13	10	12	29
Have heard of, but am not sure how it works Have never heard of	21 65	23 65	22 62	24 56	23 68	24 62	18 64	24 60	21 65	14 79	17 74	22 57	20 72	27 51	21 67	20 66	20 68	22 62	21 69	27 58	19 68	25 64	18 70	20 51



Verify beganning Total Con Lab Lab <thlab< th=""> Lab Lab</thlab<>	Fieldwork: 6th - 7th April 2011		Votir	oting intention			010 Vo	ote	AV	Voti	ng Inte	ntion	Ge	nder		A	ge		Socia	grade			Region		
Unweighted Sample 2199 000 100 101		Total	Con	Lab		Con	Lab		Yes	No			Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London			North	Scotland
with horithese views comes closest to your own? with horithese views comes closest to your own? matrix <			622	779	186	660	597	474	985	717	127	370	1069	1130	266			620	1253	946	281	715	471	541	
Which of these views comes closes to guar own? If a 1 2 3 3 2 1 3 3 3 2 1 3 3 3 3 3 3 3 3 3	Unweighted Sample			000		647	518	523	1023	703			1056		-				-						
One political party comes close to reflecting my views and values; but lass 18 20 30 2 19 35 4 13 28 9 14 19 17 14 13 18 24 16 20 19 15 21 19 15 21 19 18 One political party comes close to reflecting my views and values; but lass 24 31 37 36 30 28 27 19 30 27 34 28 33 31 29 32 30 32 <th< th=""><th></th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th><th>%</th></th<>		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly opposed to all of the others' for effecting my views and values, but lais to make some sympathy with the outlook of one or more other parties' any final system withing like perfect: two or more have somes weaknesses' 31 29 43 31 37 36 30 29 34 21 18 34 25 31 26 31 29 34 23 32 33 31 29 34 31 29 34 31 29 34 21 44 35 21 48 22 31 26 31 29 34 23 31 29 30 32 33 31 29 34 35 31 12 16 16 18 <		40		20	0	40	25		40		0		40	47		40	40	04	10	00	40	45	04	40	40
have some sympathy with the outlook of one or more have some goad points 29 43 31 37 36 30 29 34 32 12 18 34 25 31 20 31 20 23 32 30 23 32 30 23 30 30 20 21 44 35 27 19 30 27 34 28 33 31 29 30 30 21 31 20 31 29 24 41 11 19 15 12 48 15 16 18 16 16 47 7 7 5 2 4 1 3 35 3 1 12 16 18 15 18 16 16 47 7 7 18 18 18 18 18 18 18 18 18 18 18 16 11 19 15 17 44 45 31 29 33 47 43 44 42 47 46 46 44			20	30	2	19	35	4	13	28	9	14	19	17	14	13	18	24	16	20	19	15	21	19	18
Interface but also some wakenesses: 31 29 25 46 30 21 44 35 27 19 30 27 34 28 33 31 29 30 32 29 30 30 I feel little support or sympathy for any of the policical parties; 17 7 10 14 1 11 11 11 11 11 11 11 11 11 11 11 13 5 3 1 12 16 18 15 19 18 16 16 19 13 18 17 17 10 14 17 13 12 11 40 41 13 23 21 25 15 15 13 25 20 18 16 21 12 Which of these would you prefer? 49 37<	have some sympathy with the outlook of one or more other parties	29	43	31	37	36	30	29	34	32	12	18	34	25	31	26	31	29	34	23	32	30	28	27	29
Don't know 5 2 4 1 3 3 5 3 1 12 16 5 6 12 8 3 2 4 7 7 5 4 5 8 Which of these do you think is more democratic? For each MP to secure support form at least half of all local voters, so that they are seen to represent a majority of voters locally 45 38 66 57 49 59 26 47 43 44 42 47 46 48 42 44 46 46 44 43 For each MP to bave more support locally than any other candidate, even i they don't reach the 50% mark they don't reach the 50% mark board to can be for wark to be solved wark board to cal election if they have the support of around one- third of local voters 45 28 47 13 12 14 40 41 13 23 21 26 40 33 35 33 38 39 40 33 36 36 37 35 45 Which of these would you prefer? A voting system which makes it very hard for extremist parties to vin support of around one- third of local voters 47 15		31	29	25	46	30	21	44	35	27	19	30	27	34	28	33	31	29	30	32	30	32	29	30	30
Which of these do you think is more democratic? For each MP to secure support from at least half of all local voters, so that they are seen to represent a majority of voters locally 45 38 48 65 37 43 61 61 31 39 33 47 43 44 42 47 46 48 42 44 46 46 44 43 For each MP to have more support locally than any other candidate, even i they don't reach the 50% mark 20 37 49 37 25 49 39 26 27 58 21 26 40 33 35 33 38 39 40 33 36 36 37 35 45 For each MP to have more support locally than any other candidate, even i they don't reach the 50% mark 20 37 43 61 11 10 14 17 13 12 14 40 41 13 23 21 25 15 15 13 26 20 18 16 21 12 A voting system which extremits parties have a good chance of winning is general or local election unless it very hard for extremits parties to ins easts in a general or			7	10	14					12		22			15										
For each MP to secure support from at least half of all local voters, so that they are seen to represent a majority of voters locally than any other candidate, even is they don't reach the 50% mark Don't know 45 38 48 65 37 43 61 31 39 33 47 43 44 42 47 46 48 42 44 46 46 44 43 For each MP to have more support locally than any other candidate, even is they don't reach the 50% mark Don't know 37 49 37 25 49 39 26 27 58 21 26 40 33 38 39 40 33 36 36 36 36 36 36 36 37 35 45 Motion System which extremist parties have a good chance of winning seats in a general or local election if they have the support of around one-third fol cal voters bartles to win seats in a general or local election unless they have majority local support Docil wins easts in a general or local election unless they have majority local support Docil wins easts in a general or local election unless they have majority local support Docil wins easts in a general or local election unless they have majority local support Docil wins easts in a general or local election unless they have majority local support Docil know 64 70 70 66 69 <	Don't know	5	2	4	1	3	3	5	3	1	12	16	5	6	12	8	3	2	4	1	7	5	4	5	8
they are seen to represent a majority of voters locally 45 38 43 65 37 43 61 51 39 33 47 43 44 42 47 46 48 42 44 46 46 46 46 46 44 43 For each MP to have more support locally than any other candidate, even i they don't reach the 50% mark model of these would you prefer? 37 49 37 25 49 39 26 27 58 21 26 40 33 35 33 38 39 40 33 36 36 36 37 35 45 Moting system which extremist parties have a good chance of winning seats in a general or local election if they have the support of around one- third of local voters 18 17 15 23 17 16 21 24 13 16 12 22 14 26 17 19 15 17 20 15 20 16 19 20 A voting system which enclour less they have the support 18 13 15 10 14 16 15 13 <td></td>																									
A voting system which encourages parties to have clear and distinct policies, and not to compromise 64 50 52 28 51 53 53 33 33 33 33 33 33 34 35 33 36 36 37 35 45 Which of these would you prefer? A Voting system in which extremist parties have a good chance of winning seats in a general or local election if they have the support of around one-third of local voters 18 17 15 23 17 16 21 24 13 16 12 22 14 26 17 19 15 17 20 15 20 16 19 20 A voting system which makes it very hard for extremist parties to win seats in a general or local election unless they have the support of around one-third of local voters 64 70 70 66 69 68 64 63 75 41 51 62 65 52 55 66 74 67 59 66 62 69 63 57 A voting system which encourages parties to have clear and distinct policies, and not to compromise wineles 46 50 52 <td>they are seen to represent a majority of voters locally</td> <td>45</td> <td>38</td> <td>48</td> <td>65</td> <td>37</td> <td>43</td> <td>61</td> <td>61</td> <td>31</td> <td>39</td> <td>33</td> <td>47</td> <td>43</td> <td>44</td> <td>42</td> <td>47</td> <td>46</td> <td>48</td> <td>42</td> <td>44</td> <td>46</td> <td>46</td> <td>44</td> <td>43</td>	they are seen to represent a majority of voters locally	45	38	48	65	37	43	61	61	31	39	33	47	43	44	42	47	46	48	42	44	46	46	44	43
Which of these would you prefer? A voting system in which extremist parties have a good chance of winning search in a general or local election if they have the support of around one-third of local voters third of local voters third of local voters and not compromise when majority local support 18 17 15 23 17 16 21 24 13 16 12 22 14 26 17 19 15 17 20 15 20 16 19 20 A voting system which makes it very hard for extremist parties to win seats in a general or local election unless they have majority local support 18 64 70 70 66 69 64 63 75 41 51 62 65 52 55 66 74 67 59 66 62 69 63 57 Mich of these would you prefer? 64 13 15 10 14 16 15 13 12 44 36 16 20 22 29 15 11 16 21 18 19 15 19 23 Which of these would you prefer? A A 15 26 57 36 37<		37	49	37	25	49	39	26		58	21	26	40	33			38	39			36	36	37	35	45
A voting system in which extremist parties have a good chance of winning seats in a general or local election if they have the support of around one-third of local voters 18 17 15 23 17 16 21 24 13 16 12 22 14 26 17 19 15 17 20 15 20 16 19 20 A voting system which makes it very hard for extremist parties to win seats in a general or local election unless they have majority local support 64 70 70 66 69 68 64 15 13 12 44 36 16 20 25 55 66 74 67 59 66 62 69 63 57 Moting system which encourages parties to have clear and distinct policies, and not to compromise many to compromise when necessary 10 14 16 15 13 12 44 36 16 20 22 29 15 11 16 21 18 19 15 19 23 Which of these would you prefer? A 46 50 52 28 51 53 35 41	Don't know	18	13	16	10	14	17	13	12	11	40	41	13	23	21	25	15	15	13	25	20	18	16	21	12
seats in a general or local election if they have the support of around one- third of local voters in a general or local election unless tivery hard for extremist parties to win seats in a general or local election unless they have majority local support Don't know 64 70 70 66 69 68 64 63 75 41 51 62 65 52 55 66 74 67 59 66 62 69 63 57 Moting system which makes it very hard for extremist parties to win seats in a general or local election unless they have majority local support Mon't know 64 13 15 10 14 16 15 13 12 24 36 16 20 22 29 15 11 16 21 18 19 15 19 23 Which of these would you prefer? A voting system which encourages parties to have clear and distinct policies, and not to compromises (43) 43 40 66 11 39 58 52 36 37 36 43 43 46 46 46 46 46 46 46 45 42 40 A voting system which encourages	Which of these would you prefer?																								
A voting system which makes it very hard for extremist parties to win seats in a general or local election unless they have majority local support Don't know 64 70 70 66 69 68 64 63 75 41 51 62 65 52 55 66 74 67 59 66 62 69 63 57 Which of these would you prefer? A voting system which encourages parties to have clear and distinct policies, and not to compromise 46 50 52 28 51 13 12 44 36 16 20 22 29 15 11 16 21 18 19 15 19 23 Which of these would you prefer? A voting system which encourages parties to have clear and distinct policies, and not to compromise 46 50 52 28 51 53 35 41 59 34 39 48 44 51 44 46 46 46 46 45 47 46 46 46 46 46 46 46 46 46 46 46 46 46 46 46 46			47	45	00	47	40	04	24	40	40	40	00		00	47	10	45	47	00	45	00	40	10	20
in a general or local election unless they have majority local support 64 70 70 66 69 68 64 63 75 41 51 62 65 52 55 66 74 67 59 66 62 69 63 57 Moint of these would you prefer? A voting system which encourages parties to have clear and distinct policies, and not to compromise 46 50 52 28 51 53 35 41 59 34 39 48 44 51 46 4	third of local voters	18	17	15	23	17	16	21	24	13	16	12	22	14	26	17	19	15	17	20	15	20	16	19	20
Don't know 18 13 15 10 14 16 15 13 12 44 36 16 20 22 29 15 11 16 21 18 19 15 19 23		64	70	70	66	69	68	64	63	75	41	51	62	65	52	55	66	74	67	59	66	62	69	63	57
A voting system which encourages parties to have clear and distinct policies, and not to compromise 46 50 52 28 51 53 35 41 59 34 39 48 44 51 44 46 46 48 45 47 46 46 A voting system which encourages parties to reach out to voters as widely as possible, and to compromise when necessary 43 40 66 41 39 58 52 36 37 36 43 46 46 48 45 47 46 46			13	15	10	14	16	15	13	12	44	36	16	20	22	29	15	11	16	21	18	19	15	19	23
A voting system which encourages parties to have clear and distinct policies, and not to compromise 46 50 52 28 51 53 35 41 59 34 39 48 44 51 44 46 46 48 45 47 46 46 A voting system which encourages parties to reach out to voters as widely as possible, and to compromise when necessary 43 40 66 41 39 58 52 36 37 36 43 46 46 48 45 47 46 46	Which of these would you prefer?																								
as possible, and to compromise when necessary 43 43 40 bb 41 39 58 52 36 37 3b 43 43 36 38 46 47 46 40 38 46 45 42 40	A voting system which encourages parties to have clear and distinct policies,	46	50	52	28	51	53	35	41	59	34	39	48	44	51	44	46	46	46	46	48	45	47	46	46
		43	43	40	66	41	39	58	52	36	37	36	43	43	36	38	46	47	46	40	38	46	45	42	40
		11	6	7	6	8	8	8	6	5	29	26	8	13	13	18	8	6	8	13	14	9	8	12	14



Fieldwork: 6th - 7th April 2011																								
		Votir	ng inte	ention	20	010 Vo	ote	AV	/ Voti	ng Inte	ntion	Ge	nder		Ag	je		Social	grade			Region		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Yes	No	Won't Vote	Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A referendum is to be held next month on changing the electoral system from first-past-the-post (FPTP) to the Alternative Vote (AV). At the moment, under first-past-the-post (FPTP), voters select ONE candidate with an 'x', and the candidate 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 – '1' for their first choice, '2' for their second choice and so on. How easy or difficult would you personally find it to vote in this way? Very difficult	13	18	13	1	19	14	5	5	28	6	6	11	14	8	8	13	19	13	13	18	13	12	14	5
Fairly difficult		24	17	11	24	18	13		23	23	24	14	22	14	19	16	21	19	17	19	21	18	16	15
TOTAL DIFFICULT	31	42		12	43	32	18	17	51	29	30	25	36	22	27	29	40	32	30	37	34	30	30	20
Fairly easy	32	33	33	37	33	34	32	36	29	25	31	32	33	27	34	35	30	32	33	30	31	31	34	38
Very easy	27	19	31	51	16	26	44	43	17	14	10	35	19	39	25	27	25	30	24	22	27	28	27	34
TOTAL EASY	59	52	64	88	49	60	76	79	46	39	41	67	52	66	59	62	55	62	57	52	58	59	61	72
Don't know	9	6	7	1	7	7	6	4	3	33	29	7	12	11	13	9	6	7	13	12	9	11	8	8
Under AV, you would have the chance of stating your second choice, third choice and so on. But, if you wanted, you could give your first choice and not give any others. If the next election is fought under AV, do you think you would												_						_						
Not vote at all		3	3	2	5	4	3	2	6	45	5	6	6	7	6	7	5	5	7	8	5	6	8	2
Vote, but give only my first preference		51	44	16	51 35	47	20	21	69	15	29 33	34 50	41 40	27 54	27 49	40 43	48	38	37	38	37	39	38	35
Vote and give at least my 1st and 2nd preferences		38	45	80		40	68	71	19	16		50	40	54			39	47	42	42	45	43	45	51
Not sure	11	8	7	3	10	8	9	6	6	24	33	10	13	12	17	10	8	10	14	13	13	11	9	12



Fieldwork: 6th - 7th April 2011		Votir	oting intention			010 Vo	te	AV	Votir	ng Inter	ntion	Ge	nder		A	ge		Social	grade			Region		
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Unweighted Sample	2199	600	698	200	647	518	523	1023	703	119	354	1056	1143	140	588	810	661	1494	705	318	713	446	515	207
In an AV election, the '1st' preference votes are counted first. If a candidates wins more than half of the '1st' votes, a winner is declared. If not, the least popular candidates are eliminated from the contest, and their supporters' subsequent preferences counted and shared accordingly between the remaining candidates. This process continues until one of the candidate's secures a majority of the vote (50%+) and is declared the winner. Do you think this is More democratic than the present system, because it means that the eventual winner has more popular support in some form than any othe Less democratic than the present system because the candidate with the most first preferences may sometimes lose once a range of voters' preferences are taken into consideration Don't know	39	% 22 61 17	% 43 38 19	% 79 10 11	% 21 61 19	% 38 41 21	% 64 20 15	% 71 18 12	% 7 81 12	% 25 26 49	% 21 23 56	% 44 40 17	% 35 39 26	% 43 32 25	% 42 31 27	% 39 41 20	% 35 48 17	% 40 43 17	% 38 35 28	% 35 42 23	% 38 43 19	% 39 39 21	% 40 36 24	% 45 34 21
Some people have suggested that, under AV, when voters' first choice candidate has been eliminated, and their later choices come into play, these second and subsequent choices should count for only half a vote each. Others have disagreed, saying that one person's vote should always have the same value. If Britain adopts AV, do you think each voters' second and later preferences, if they need to be counted, should Count as a full vote, as currently proposed Count as half a vote each Don't know	38 32 30	28 45 27	42 29 29	64 21 15	26 45 29	38 30 32	55 23 22	57 25 17	23 44 33	24 20 56	21 28 51	42 32 25	34 31 35	40 34 25	37 32 31	38 32 30	38 30 32	38 36 26	38 26 36	35 35 30	35 36 29	42 25 33	38 30 32	44 30 26



Total Con Lab Lib Con Lab Lib Main Version Male Female 18-24 25-39 40-59 60+ ABC1 C2DE London Rest of South Weighted Sample 2199 622 779 186 660 597 474 985 717 127 370 1069 1130 266 561 752 620 1253 946 281 715 Unweighted Sample 2199 600 698 200 647 518 523 1023 713 119 354 1056 1143 140 588 810 661 1494 705 318 713 % <	Midlands / Wales North So 471 541 - 446 515 - % % %	Scotla 191 207 %
Unweighted Sample 2199 600 698 200 647 518 523 1023 703 119 354 1056 1143 140 588 810 661 1494 705 318 713 % % % % % % % % % % % % % % % % % % %	446 515	207
If there was a general election tomorrow using the Alternative Vote, how would you vote? Please complete the following questions as if you were voting in a general election tomorrow, but rank the parties in your order of		-
If there was a general election tomorrow using the Alternative Vote, how would you vote? Please complete the following questions as if you were voting in a general election tomorrow, but rank the parties in your order of	% %	%
preference: Put 1 for your most preferred party, then 2 for your second best party, 3 for your third choice, etc. Please number as MANY or as FEW choices as you wish. If you would not vote, or do not know how you would vote, tick the boxes below. AV First Preference [Excluding Don't know and wouldn't vote]		
Options for the SNP AND Plaid Cymru only shown to respondents from Sectional and Wales respectively.		
Scotland and Wales respectively Con 34 96 0 86 3 11 21 51 34 32 36 30 35 31 38 37 30 43 43	31 26	14
Lab 41 0 97 1 4 90 36 43 36 29 47 41 41 42 40 43 38 37 46 37 29	47 52	44
Lib Dem 11 1 0 92 2 2 37 19 2 4 6 12 10 13 9 12 11 12 9 8 14	9 12	9
SNP 2 0 0 0 0 1 1 3 1 0 1 2 2 2 1 3 2 2 3 0 0	0 0	23
PCY 0 0 0 0 0 0 0 1 0 1 0 0 1 0 0 1 0 0 1 0 0 1 0 0 1 0 0 1 0 0 1	2 0	0
UKIP 6 2 0 3 7 2 5 6 7 16 5 7 6 0 7 6 9 6 7 4 8	7 6	4
Green 5 0 2 3 1 2 11 7 1 <i>1</i> 7 6 4 13 7 4 2 5 5 8 5	4 5	6
BNP 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0	0
	05 04	47
No preference given 22 28 25 3 28 29 7 10 40 19 18 20 24 14 19 22 27 22 22 22 20 Con 9 3 5 37 8 4 14 12 5 7 8 10 9 8 11 8 9 10 7 8 13	25 24 7 7	17 7
Con 9 3 5 37 8 4 14 12 5 7 8 10 9 8 11 8 9 10 7 8 13 Lab 9 6 3 26 7 6 16 13 4 14 7 10 8 16 12 6 8 9 9 8 10	7 7 7	10
Lib Dem 23 34 21 5 28 17 28 25 18 21 31 22 25 30 28 22 20 23 24 24 25	25 24	10
SNP 2 0 4 3 0 4 2 3 2 0 1 3 2 2 3 3 1 2 2 0 0	0 0	24
PCY 1 0 2 1 0 2 2 2 0 2 1 1 1 1 2 1 1 1 1 2 0 0	6 0	0
UKIP 13 20 12 7 20 11 9 11 17 10 11 14 12 7 8 15 17 12 14 16 14	11 16	6
Green 17 4 27 17 5 25 22 20 10 17 20 17 16 14 15 19 16 17 17 20 16	14 17	23
BNP 3 4 2 0 4 2 1 4 3 10 2 4 3 6 4 3 2 3 4 1 3	5 3	2
AV Third Preference		
No preference given 43 49 48 21 49 55 24 31 60 43 43 41 46 40 40 45 45 44 42 50 40	44 42	48
Con 8 0 9 22 3 10 14 12 3 <i>1</i> 6 6 9 8 16 8 7 7 8 9 3 8	8 14	2
Lab 7 9 0 18 8 2 13 9 5 7 7 8 7 9 11 7 5 8 6 4 9	6 8	8
Lib Dem 13 11 14 2 13 10 12 15 8 14 14 13 12 12 16 11 11 12 13 12 15	9 12	14
SNP 1 0 2 2 1 1 0 2 2 1 0 2 2 1 1 1 1 0 0 PCY 1 1 1 1 1 1 5 0 1 1 1 1 1 0 0	0 0	12
PCY 1 1 1 0 1 1 1 1 1 5 0 1 1 1 0 1 1 1 1 1 0 0 UKIP 10 13 10 11 10 8 11 11 8 7 14 11 10 13 8 10 11 9 12 11 11	3 0 13 10	0 4
Green 12 11 13 21 10 11 20 15 10 2 9 12 12 6 10 13 15 13 11 14 13	13 10	4
BNP 4 6 3 2 7 2 5 4 4 6 5 5 4 4 3 4 5 3 5 5 5	3 4	4
	т	-



		Voti	ng inte	ention	2	010 Vo	ote	AV	/ Voti	ng Inte	ntion	Ge	nder		A	ge		Social	grade			Region		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Yes	No	Won't Vote	Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Samp	e 2199	622	779	186	660	597	474	985	717	127	370	1069	1130	266	561	752	620	1253	946	281	715	471	541	191
Unweighted Samp	le 2199	600	698	200	647	518	523	1023	703	119	354	1056	1143	140	588	810	661	1494	705	318	713	446	515	207
AV Fourth Preference	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No preference give		66	66	52	66	70	54	55	74	63	64	60	66	55	62	65	64	65	61	73	61	60	61	68
Co	-	0	8	13	1	6	12	9	3	2	6	7	5	11	5	5	6	6	6	5	6	6	6	9
La Lib Da		8	0 6	14	6	0	7	7	3	0	5 3	6	5	5	5 4	5 4	5 6	5	6 5	2	7 4	(2 7	4 7
Lib De SN		4	0	0	5 0	5 1	5 0	6 0	4 0	13 0	3 0	6 0	5 0	9 0	4	4	ь 0	5 0	5 0	3 0	4	6 0	0	3
PC		0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0
UKI		8	5	8	7	5	7	7	6	6	5	6	6	8	9	6	4	6	7	7	7	6	7	3
Gree	-	11	10	11	13	8	12	13	6	17	12	11	10	10	11	10	4 10	10	11	7	11	11	13	5
BN		2	4	2	2	4	3	3	3	0	5	3	3	1	4	3	3	3	3	3	4	2	3	1
AV Fifth Preference	•	- 1	·	-	-	•	Ũ	Ŭ	Ũ	0	0	0	0	1 ·	•	0	Ũ	Ŭ	0	Ū	•	-	0	•
No preference give	n 69	69	71	64	69	73	65	64	76	61	68	66	71	66	67	70	68	71	66	75	68	65	67	76
Co	n 4	0	7	5	1	6	6	6	2	9	1	4	4	1	4	5	5	4	5	2	4	5	5	4
La	b 4	9	0	3	9	0	3	4	4	7	4	4	5	1	4	4	6	5	4	5	5	3	6	2
Lib De	m 4	2	5	0	3	6	1	3	3	3	5	4	3	1	4	3	5	3	4	3	2	6	3	4
SN	P 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PC		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
UKI		4	9	12	4	8	12	10	4	13	9	8	7	14	9	7	6	8	8	5	8	8	9	7
Gree		11	5	10	9	4	9	8	7	0	7	9	7	12	7	8	7	7	9	4	9	8	8	6
BN	P 4	4	3	4	4	2	3	4	3	7	6	5	3	5	4	3	3	3	4	6	3	6	2	1
AV Sixth Preference		1			1			1																
No preference give		72	74	69	71	77	69	69	78	68	73	71	74	75	70	74	71	74	70	81	72	68	70	80
Co		0	7	1	0	6	3	3	2	2	5	3	3	3	3	3	3	2	4	2	2	4	3	6
La Lib Do		6	0	2	7	0	2	2	3	4	3	3	3	4	3	3	2	3	3	4	2	4	2	1
Lib De SN		1 0	2 0	0 0	1 0	2 0	1 0	2 0	2 0	0 0	0 1	2 0	1 0	0 1	1 0	2 0	2 0	2 0	1 0	0	2 0	2 0	1 0	1 2
PC		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
UKI		2	2	1	2	1	1	3	0	0	2	2	1	1	2	2	2	2	2	0	1	4	0	6
Gree		2	1	4	2	2	2	3	2	6	3	3	2	3	4	1	2	2	3	2	2	3	2	4
BN		16	14	23	17	11	21	18	13	19	12	16	15	14	17	14	17	15	16	10	17	14	22	1
AV Referendum Non Voters											. –													-
Won't Vo	e 9	4	4	4	6	3	7	2	7	61	14	8	10	13	13	8	5	8	11	12	8	9	10	5
Don't Kno	v 9	4	5	3	6 8	7	7	2 7	6	5	22	7	11	11	13	7	7	7	11	9	8	10	10	7
		•										•						•	•					
Suppose the candidate who is elected MP is your second or third choice candidate. Would you																								
Be contented because it would mean my MP is someone about whom I for reasonably positive		26	35	68	22	30	60	59	12	20	18	39	30	43	35	32	34	36	33	29	35	39	32	38
Be discontented because the candidate I really wanted to win was		61	51	20	63	55	25	28	79	35	41	44	50	36	41	51	52	48	45	52	48	43	47	44
, Not su		13	14	12	15	15	15	13	10	44	40	17	20	21	24	16	15	16	22	19	17	17	21	18
		•			•			•				•		•				•						



Fieldwork: 6th - 7th April 2011		Votir	ng inte	ention	2	010 Vc	ote	A۱	/ Voti	ng Inte	ntion	Ge	ender		A	ge		Socia	l grade			Region		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Yes	No	Won't Vote	Don't know	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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Unweighted Sample		600	698	200	647	518	523	1023	703	119	354	1056	1143	140	588	810	661	1494	705	318	713	446	515	207
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In the past have you ever engaged in 'tactical voting' in a general election - that is, voted for a party not because you liked it, or its candidate, best, but because you felt that your favourite party could not win in your area? Yes, I have voted for my second choice party/candidate at least once No, I have always voted for my favourite party/candidate Don't know / I have never voted	68	18 81 2	25 70 4	30 68 2	17 80 3	19 79 2	41 55 4	33 64 4	17 81 2	12 35 54	14 67 19	25 67 8	21 69 10	22 59 19	22 64 14	25 69 5	22 75 3	25 68 7	20 69 11	24 65 10	25 67 9	21 70 9	19 72 9	31 64 5
Do you agree or disagree with these statements: "There would be less 'tactical voting' under AV, because people could give the party/candidate they like best their first preference, knowing that their second preference will count if their favourite candidate has only a little support."																								
Agree strongly	12	6	14	32	5	11	27	24	4	3	2	17	8	21	14	11	9	13	12	13	11	12	15	9
Tend to agree		36	38	51	36	40	47	49	30	26	31	36	40	40	36	41	36	39	37	38	41	37	35	40
TOTAL AGREE		42		83	41		74	73		29	33	53	48	61	50	52	45	52	49	51	52	49	50	49
Neither agree nor disagree		20	16	10	20	16	9	11	21	18	22	16	17	7	17	18	18	16	17	15	17	15	15	22
Tend to disagree		13	12	2	13	11	7	6	18	3	5	11	9	9	7	10	12	11 7	8	7	9	10	12	11
Disagree strongly TOTAL DISAGREE		9 22	5 17	0 2	10 23	6 17	2	2 8	14 32	4 7	1	7 18	4 13	8 17	4 11	5 15	7 19	18	4	4 11	6 15	7 17	4 16	7 18
Don't know		17	14	4	17	17	9 8	8	3∠ 14	47	6 39	14	21	15	22	15	18	14	12 22	22	16	19	19	11
"I would be more likely to vote in an election held under AV because I would be able to express my preference for more than one party/candidate"																								
Agree strongly		5	11	31	3	8	23	22	1	1	0	13	8	14	9	10	10	9	12	7	8	11	14	9
Tend to agree TOTAL AGREE		12 17	16 27	26 57	12 15	14 22	25 48	28 50	5 6	7 8	11 11	16 29	16 24	19 33	18 27	16 26	15 25	16 25	16 28	12 19	18 26	17 28	16 30	20 29
Neither agree nor disagree		24	29	28	24	29	40 27	30	0 19	0 28	33	29	24 28	30	31	20	23	23 27	20 27	24	28	20 25	26	33
Tend to disagree		18	15	5	18	17	9	7	25	9	13	12	15	12	12	15	14	15	12	15	12	14	13	16
Disagree strongly		33	18	7	33	19	10	8	44	22	8	22	19	12	12	23	28	23	16	25	23	19	19	14
TOTAL DISAGREE		51	33	12	51	36	19	15	69	31	21	34	34	24	24	38	42	38	28	40	35	33	32	30
Don't know	12	8	11	2	10	12	6	6	6	32	35	10	15	13	17	10	11	9	17	18	10	14	12	9
The question for the coming referendum reads as follows: At present, the UK uses the "first past the post" system to elect MPs to the House of Commons. Should the "alternative vote" system be used instead? How do you intend voting on May 5?																								
Yes	45	31	52	85	27	47	71	100	0	0	0	49	41	49	48	44	41	45	45	34	47	46	44	52
No		54	31	8	53	36	13	0	100	0	0	34	31	20	20	35	46	35	30	35	33	31	33	33
Would not vote		2	2	1	3	2	4	0	0	100	0	4	7	8	10	4	2	5	7	9	6	6	6	2
Don't know		13	14	6	17	15	12	0	0	0	100	13	21	23	22	16	11	15	19	23	14	17	17	14
		•			•			•				•		•				•		•				