

YouGov / The Sun Survey Results

Sample Size: 5725 GB Adults
Fieldwork: 3rd - 4th May 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					AV Vote		Changed to NO		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Changed from Yes to No	Changed from DK / WNV to No
Weighted Sample	5725	1682	1892	517	1775	1485	1362	2784	2941	692	1462	1956	1614	3265	2460	730	1853	1220	1403	496	1981	2772	233	296
Unweighted Sample	5725	1828	1770	560	1914	1395	1427	2901	2824	252	1239	2231	2003	3792	1933	763	1952	1179	1287	522	2068	2871	227	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 to 10, where 0 means you will definitely not vote, and 10 means you definitely will vote, how likely are you to vote [in these elections/ the referendum]* on May 5th?

0 - will definitely not vote	7	4	4	3	4	3	4	8	7	11	9	7	4	6	9	10	6	8	8	5	3	3	3	6
1	1	1	1	1	1	1	1	1	2	3	2	1	1	1	2	2	2	2	1	0	0	0	0	1
2	2	1	1	2	1	1	2	1	2	3	3	1	0	1	2	2	2	2	1	1	1	1	0	2
3	1	1	1	0	1	1	2	1	2	3	2	1	0	2	1	1	1	2	1	1	1	1	0	1
4	1	0	1	1	0	1	1	0	1	2	1	1	1	1	1	2	1	1	0	0	1	1	1	2
5	4	3	4	3	3	3	3	3	4	9	5	4	1	3	5	5	4	4	3	3	2	3	3	7
6	2	1	2	1	1	1	2	2	2	2	2	2	1	1	2	2	2	1	2	2	2	1	1	2
7	4	3	4	3	2	4	4	4	3	5	5	4	2	4	3	5	3	5	3	4	3	3	4	3
8	5	5	5	7	5	5	5	5	5	6	6	5	3	5	4	4	6	4	4	5	5	5	7	6
9	8	7	10	9	7	10	9	8	8	10	8	8	7	8	8	9	7	9	8	8	12	7	9	9
10 - will definitely vote, or have already voted by post	63	74	67	70	74	68	65	65	62	42	52	65	80	66	59	56	62	60	66	70	70	74	72	58
Don't know	2	1	1	0	1	2	1	2	2	5	4	2	0	2	3	3	2	2	2	1	0	1	0	3

* exact wording differed based on geographical region of respondents

And thinking about the candidates and parties who are standing in local council elections in your area, who would you vote for in a local council election in your area on the 5th May?

[Only those who live in areas with a local council election. Adjusted for likelihood to vote]

Conservative	32	83	1	4	74	3	8	30	33	30	29	28	38	35	27	0	37	33	24	0	15	46	31	34
Labour	33	1	87	4	4	85	26	35	32	35	35	37	28	29	39	0	25	32	46	0	38	30	33	31
Liberal Democrats	14	6	5	80	6	4	39	13	15	10	17	13	14	16	12	0	18	11	11	0	24	7	12	8
Another party or an independent	12	6	4	6	10	4	15	13	10	9	8	14	13	12	12	0	10	14	12	0	15	10	14	12
Would not vote	1	1	0	1	1	1	1	1	1	1	2	1	1	2	1	0	2	1	1	0	1	1	3	4
Don't know	8	4	3	6	6	4	11	7	8	15	9	8	5	7	9	0	9	9	6	0	7	5	7	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Local Council Voting Intention

*[Only those who live in areas with a local council election.
Adjusted for likelihood to vote]*

Conservative	35	87	1	4	79	3	9	33	36	35	32	30	41	38	30	0	41	37	26	0	16	49	34	40
Labour	37	1	90	4	4	89	29	38	35	41	39	41	30	32	43	0	27	35	49	0	42	32	37	36
Liberal Democrats	15	6	5	85	6	4	45	14	17	12	19	14	15	17	13	0	20	13	11	0	26	8	13	10
Another party or an independent	13	6	4	7	11	4	17	15	12	11	9	15	14	13	14	0	12	16	13	0	16	11	15	14

Other: Local Council Voting Intention

Green	3	1	1	3	2	1	5	3	3	7	3	3	2	4	2	0	3	3	3	0	5	1	3	0
United Kingdom Independence Party (UKIP)	4	1	1	0	3	1	3	4	3	0	1	5	5	3	5	0	4	5	3	0	3	4	5	8
British National Party (BNP)	1	0	0	0	0	0	1	1	1	3	0	1	1	0	2	0	0	2	1	0	1	1	3	0
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Another party	1	0	0	1	1	0	1	1	0	0	1	1	1	1	1	0	1	1	0	0	1	1	1	2
Independent candidate	5	4	2	3	4	2	6	6	3	0	3	5	6	5	4	0	4	5	5	0	5	4	3	3

Non Voters

Would not vote	1	1	0	1	1	1	1	1	1	1	2	1	1	2	1	0	2	1	1	0	1	1	3	4
Don't know	8	4	3	6	6	4	11	7	8	15	9	8	5	7	9	0	9	9	6	0	7	5	7	10

And thinking about the candidates and parties who are standing in local council elections in your area, who would you vote for in a local council election in your area on the 5th May?

*[Only those who live in areas with a local council election.
Not adjusted for likelihood to vote]*

Conservative	29	82	1	3	71	3	7	28	29	26	25	25	36	33	23	0	34	29	21	0	15	44	30	31
Labour	31	1	86	4	4	82	24	33	29	29	30	35	28	27	35	0	23	29	43	0	37	29	32	30
Liberal Democrats	12	5	4	78	5	4	37	12	13	7	14	12	13	14	10	0	16	10	10	0	23	7	12	7
Another party or an independent	11	6	4	6	10	4	14	12	10	9	8	12	13	11	11	0	10	13	11	0	15	10	14	11
Would not vote	6	1	1	1	3	2	4	6	7	7	9	6	4	5	8	0	6	7	7	0	1	3	5	8
Don't know	11	5	4	7	7	5	14	10	12	21	14	9	6	10	12	0	12	12	9	0	8	6	7	13

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Local Council Voting Intention

*[Only those who live in areas with a local council election.
NOT adjusted for likelihood to vote]*

Conservative	34	87	1	4	79	3	9	33	36	36	33	30	40	38	29	0	41	36	25	0	17	48	34	39
Labour	37	1	90	4	4	89	29	39	36	41	39	41	31	32	44	0	28	36	50	0	41	32	37	37
Liberal Democrats	15	6	4	85	6	4	45	14	16	10	18	14	15	17	13	0	19	12	12	0	26	8	14	9
Another party or an independent	13	6	4	7	11	4	17	15	12	13	10	15	14	13	14	0	12	16	13	0	16	12	16	14

Other: Local Council Voting Intention

Green	3	1	1	3	2	1	5	2	3	7	3	3	2	3	2	0	3	3	3	0	5	1	3	0
United Kingdom Independence Party (UKIP)	4	1	1	0	4	1	4	4	4	1	2	5	5	3	5	0	4	5	4	0	4	4	5	8
British National Party (BNP)	1	0	0	0	1	0	1	1	1	4	1	1	1	1	2	0	1	2	1	0	1	1	3	0
Respect	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Another party	1	0	0	1	1	0	1	1	1	0	1	1	1	1	1	0	1	1	1	0	1	1	0	2
Independent candidate	4	4	2	3	4	2	6	6	3	0	4	5	5	5	4	0	4	5	5	0	5	4	4	3

Non Voters

Would not vote	6	1	1	1	3	2	4	6	7	7	9	6	4	5	8	0	6	7	7	0	1	3	5	8
Don't know	11	5	4	7	7	5	14	10	12	21	14	9	6	10	12	0	12	12	9	0	8	6	7	13

The referendum question 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?

If this referendum were held tomorrow, how would you vote?*

[Adjusted for likelihood to vote]

Yes	38	17	45	76	18	40	65	44	33	49	44	40	30	40	36	36	39	39	36	41	100	0	0	0
No	53	79	47	17	77	52	26	51	56	36	45	52	66	52	56	53	54	52	56	49	0	100	100	100
Don't know	7	4	7	7	4	8	9	5	10	13	11	8	3	7	8	10	7	8	8	10	0	0	0	0
Would not vote	1	1	0	0	1	0	0	1	1	3	1	0	0	1	1	1	1	0	0	1	0	0	0	0

REBASED : If this referendum were held tomorrow, how would you vote?

[Adjusted for likelihood to vote, and excluding don't know and wouldn't vote N=4777]

Yes	41	18	49	82	19	43	72	46	37	57	49	43	31	44	39	41	42	43	40	46	100	0	0	0
No	59	82	51	18	81	57	28	54	63	43	51	57	69	56	61	59	58	57	60	54	0	100	100	100

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If this referendum were held tomorrow, how would you vote?

[Only those who say they are certain to vote or have already voted]

Yes	39	16	45	80	17	40	69	45	32	44	46	41	30	40	36	36	38	40	37	42	100	0	0	0
No	57	81	51	16	80	55	26	52	62	44	49	54	67	55	59	59	58	55	59	50	0	100	100	100
Don't know	4	2	4	4	3	5	5	2	6	10	4	5	2	4	4	4	3	5	4	7	0	0	0	0
Would not vote	0	1	0	0	1	0	0	1	0	3	0	0	0	0	1	0	1	0	0	1	0	0	0	0

REBASED : If this referendum were held tomorrow, how would you vote?

[Only those who say they are certain to vote or have already voted; n= 3,923]

Yes	40	17	47	83	17	42	72	46	34	50	49	43	31	42	38	38	40	42	39	46	100	0	0	0
No	60	83	53	17	83	58	28	54	66	50	51	57	69	58	62	62	60	58	61	54	0	100	100	100

If this referendum were held tomorrow, how would you vote?

[Not adjusted for likelihood to vote]

Yes	35	17	43	73	17	37	60	39	30	42	37	35	29	38	31	33	35	35	32	41	100	0	0	0
No	48	76	45	17	74	50	25	47	50	29	39	49	64	48	49	45	49	48	51	48	0	100	100	100
Don't know	11	5	10	9	6	11	12	8	14	18	16	11	4	10	12	15	10	11	11	8	0	0	0	0
Would not vote	6	2	2	1	3	2	3	6	6	11	8	5	3	4	8	8	6	6	6	3	0	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three of the following, if any, has had the greatest influence on how you will vote in the upcoming referendum on the alternative vote?

The arguments put forward by the 'No' campaign	19	28	18	16	26	18	16	19	19	18	20	17	21	21	16	21	20	21	15	18	12	28	31	23
The arguments put forward by the 'Yes' campaign	16	10	18	33	10	16	26	18	14	22	18	15	13	18	12	18	17	18	12	16	34	6	5	4
What I have read in the newspapers	14	16	16	13	15	16	12	13	15	12	14	14	14	15	12	16	13	13	15	14	14	15	17	15
TV and radio coverage	12	12	13	13	11	13	14	11	12	14	12	11	11	13	10	9	13	13	12	10	14	11	12	13
A leaflet or brochure I have received	10	11	11	9	11	12	10	7	13	12	10	10	10	10	11	8	13	11	9	8	10	12	25	16
David Cameron's position	9	16	9	4	15	8	6	9	9	7	8	9	10	9	9	10	10	8	9	10	9	10	10	5
Nick Clegg's position	5	3	6	13	4	5	7	6	5	5	5	5	5	5	5	6	5	4	6	6	6	5	8	5
How my friends and family say they'll vote	5	5	6	5	4	5	6	3	7	12	7	4	2	6	4	6	5	6	4	4	6	4	8	6
Ed Miliband's position	4	2	9	2	2	9	3	6	3	5	4	4	5	4	5	6	3	5	5	4	8	3	3	3
Celebrities supporting the 'Yes' campaign	1	1	2	2	1	1	2	2	1	0	2	1	1	1	1	2	1	1	1	3	3	1	1	0
Celebrities supporting the 'No' campaign	1	0	1	1	1	1	0	1	0	0	1	1	1	1	1	0	1	1	1	1	1	1	0	0
Another politician's position	1	0	1	1	1	1	1	1	1	1	1	1	1	1	0	2	1	1	1	1	2	1	0	0
Other	8	8	7	13	7	7	12	9	7	9	9	8	6	10	5	9	8	6	8	8	12	6	5	5
Not applicable - nothing has influenced how I will vote	39	38	35	32	41	37	34	40	38	29	31	43	46	35	44	34	38	39	44	39	29	43	35	40
Don't know	4	3	3	1	3	4	3	4	5	8	7	4	2	4	6	6	4	5	4	4	2	2	1	5

Which two or three of these do you think are the biggest advantages of switching to AV?

[only those who are voting yes in the referendum n=2068]

It will make the overall result of the election across Britain fairer	40	30	40	48	28	39	47	39	43	36	40	42	42	43	37	37	44	40	37	42	40	0	0	0
It will end the system that allows candidates to be elected with less than half the local vote	39	34	34	52	33	33	47	41	36	29	37	39	46	41	36	36	45	37	35	32	39	0	0	0
It will be a stepping stone to a more proportional system in the future	33	26	29	42	25	24	40	33	32	32	32	31	37	37	26	36	37	33	26	32	33	0	0	0
It will force MPs to work harder to win and then keep their seats	30	20	31	33	21	31	33	32	28	26	34	30	29	29	33	35	30	31	28	32	30	0	0	0
It will take away the need for tactical voting	28	18	30	31	22	31	31	26	30	31	30	26	25	28	27	24	31	27	28	20	28	0	0	0
It will force parties to broaden their appeal beyond their 'core' vote	26	25	26	24	22	26	27	30	21	32	24	27	24	27	25	26	25	29	25	29	26	0	0	0
It will make it harder for the Conservatives to win future elections outright	11	2	18	5	3	19	10	11	11	6	12	11	12	10	13	11	7	12	11	20	11	0	0	0
It will make it harder for extremists to win seats at Westminster	9	7	11	9	7	10	9	10	8	10	8	8	10	10	8	9	8	10	10	7	9	0	0	0
It will help the party I normally support	7	2	5	14	5	5	8	6	8	4	9	7	7	7	7	8	7	8	7	5	7	0	0	0
It will lead to more coalition governments at Westminster	5	9	4	7	8	6	4	5	5	7	4	4	7	5	5	4	4	6	6	5	5	0	0	0
None of these	5	17	6	0	17	6	1	4	7	1	4	8	6	4	8	7	4	6	7	6	5	0	0	0
Don't know	5	7	4	1	9	3	3	5	4	13	3	3	3	3	6	3	4	4	6	5	5	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which two or three of these do you think are the biggest advantages of voting to keep the present voting system?

[Only those who are voting no in the referendum n=2871]

It keeps elections simple: the candidate with the most votes wins	53	56	50	48	56	53	47	51	54	44	58	51	53	55	50	48	56	55	50	46	0	53	49	54
It is a tried-and-tested system that has served Britain well	42	45	40	34	45	39	35	45	39	38	34	41	47	40	44	44	42	39	44	40	0	42	31	39
It is clearer and more straightforward than alternative systems	38	41	36	41	40	38	40	38	39	29	41	38	40	40	36	37	38	39	39	42	0	38	39	37
It normally produces a clear-cut government, rather than coalition rule	33	36	33	23	35	31	28	33	33	26	32	33	35	35	30	29	34	32	34	31	0	33	27	27
It means we won't have to waste public money on a more expensive system	32	32	30	30	32	34	30	27	36	37	31	30	34	31	34	31	34	34	29	35	0	32	37	31
It means candidates won't have to pander to extremists to secure their second or third preference votes	18	22	16	19	21	16	17	19	17	28	14	19	17	20	15	22	19	15	18	16	0	18	23	12
It encourages parties to present clear policies and not to fudge or compromise	17	18	17	15	17	16	15	20	14	20	19	15	16	20	13	20	15	18	15	20	0	17	12	15
It will reduce the chance of the Liberal Democrats having a say in who governs Britain in future	10	6	13	0	8	11	8	12	8	10	9	10	10	10	10	10	9	9	11	8	0	10	9	6
It leaves open the opportunity to have a more proportionate system in the future	7	6	7	16	6	7	14	6	8	9	7	8	6	9	5	8	8	5	6	11	0	7	14	8
It helps the party I normally support	4	4	6	3	4	6	3	4	4	5	5	4	3	4	4	4	4	2	5	3	0	4	6	3
None of these	2	1	1	6	1	2	4	2	2	5	2	3	1	1	3	3	2	2	2	3	0	2	4	5
Don't know	2	1	2	3	1	2	3	2	3	6	4	2	1	1	3	3	2	3	2	2	0	2	1	6

Thinking about your views on the referendum on changing the electoral system and how they have changed since the start of the year, which of the following applies to you?

I was opposed to AV and still am	35	58	31	10	58	35	14	36	34	18	23	36	52	33	38	30	34	36	37	37	6	65	36	42
I wasn't sure, but now oppose AV	13	18	13	5	17	14	9	11	15	11	13	14	12	14	12	12	15	12	12	10	3	24	42	39
I supported AV, but now oppose it	2	2	2	2	2	2	2	2	2	3	3	2	2	2	2	2	2	2	2	4	1	3	8	4
I supported AV, but am no longer sure	2	2	3	2	1	3	3	2	2	4	3	2	1	3	2	4	2	2	3	2	2	1	6	2
I was unsure, and still haven't made my mind up	7	5	6	4	5	5	8	5	8	8	10	6	3	6	7	8	7	6	6	7	4	2	1	4
I was opposed to AV, but am no longer sure	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	0	2	1	1	2	0	1	1
I was opposed to AV but now support it	2	1	4	2	1	4	2	2	2	2	2	2	2	2	2	2	2	2	2	1	6	0	0	0
I wasn't sure, but now support AV	10	4	15	19	4	13	18	11	10	12	13	11	7	12	9	10	11	10	10	12	29	0	0	0
I was a supporter of AV and still am	15	5	16	46	5	13	33	20	11	17	14	16	14	17	12	13	17	15	13	17	42	0	1	0
Don't know	13	5	9	7	6	10	9	10	15	23	17	11	5	10	16	17	11	13	13	9	5	3	6	8

Fieldwork: 3rd - 4th May 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					AV Vote		Changed to NO			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Changed from Yes to No	Changed from DK / WNV to No	
Weighted Sample	5725	1682	1892	517	1775	1485	1362	2784	2941	692	1462	1956	1614	3265	2460	730	1853	1220	1403	496	1981	2772	233	296	
Unweighted Sample	5725	1828	1770	560	1914	1395	1427	2901	2824	252	1239	2231	2003	3792	1933	763	1952	1179	1287	522	2068	2871	227	287	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you been contacted by the 'Yes' campaign in the past month or so in any of the following ways? Please tick all that apply

In person at my home	2	2	2	2	2	1	2	2	2	3	1	2	2	2	2	1	3	1	1	2	2	2	4	1
In person in the street	1	1	1	1	1	1	1	1	1	1	2	1	1	2	1	3	1	1	1	2	2	1	0	2
By telephone	1	1	1	2	0	1	1	1	0	3	1	0	1	1	1	1	1	1	0	2	1	1	0	1
By email/twitter/text etc	4	2	5	9	2	4	6	5	2	7	4	3	3	4	4	4	3	4	3	4	7	2	1	1
By a leaflet through my letterbox	40	44	41	40	44	42	40	39	40	26	38	39	48	42	36	40	39	41	37	45	41	44	41	38
In some other way	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0
No, I have not been contacted at all	55	52	53	51	52	53	54	55	56	61	58	56	49	53	58	54	55	54	59	49	51	52	55	58

Have you been contacted by the 'No' campaign in the past month or so in any of the following ways? Please tick all that apply

In person at my home	1	2	1	1	2	1	1	1	2	1	1	2	1	1	2	0	2	1	1	2	1	1	3	1
In person in the street	1	1	2	2	1	2	1	1	1	1	2	1	1	1	2	3	1	1	1	1	2	1	2	1
By telephone	1	1	1	1	0	1	1	1	0	2	1	0	0	1	0	1	0	1	0	1	1	0	0	0
By email/twitter/text etc	3	5	2	2	5	2	1	3	2	3	2	2	3	3	3	5	3	2	2	3	2	4	3	1
By a leaflet through my letterbox	48	54	50	51	53	49	51	50	46	44	47	46	53	51	43	47	50	50	43	51	52	53	50	46
In some other way	1	1	1	0	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1	0	1	1	0	0
No, I have not been contacted at all	49	43	47	46	43	48	47	47	51	49	50	52	45	45	54	49	47	47	55	44	44	45	47	53

From what you have seen, do you think the 'Yes' campaign overall has been...

Effective	14	11	17	26	11	14	21	15	13	17	16	13	12	15	12	14	14	13	12	17	28	7	7	4
Ineffective	30	37	32	26	36	30	28	36	25	24	25	30	38	32	28	31	31	30	29	29	25	40	37	27
Have not noticed the 'Yes' campaign	27	28	24	22	29	24	25	27	28	28	31	29	22	26	30	23	28	29	29	26	21	30	31	31
Not sure	29	24	27	27	24	31	26	22	35	31	28	29	28	27	31	32	28	28	30	28	27	23	25	39

And from what you have seen, do you think the 'Yes' campaign overall has been...

Honest	22	15	27	45	15	23	36	25	19	25	22	21	22	25	19	21	23	22	20	26	45	11	15	6
Dishonest	15	23	14	8	23	12	10	18	12	12	11	14	21	16	13	15	15	14	15	17	9	23	15	11
Have not noticed the 'Yes' campaign	29	31	26	23	31	27	26	30	29	30	33	32	24	27	33	26	30	31	30	25	21	33	37	34
Not sure	34	31	34	24	31	38	28	27	40	34	34	34	33	32	36	38	32	33	35	32	25	33	33	48

Fieldwork: 3rd - 4th May 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					AV Vote		Changed to NO		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Changed from Yes to No	Changed from DK / WNV to No
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Unweighted Sample	5725	1828	1770	560	1914	1395	1427	2901	2824	252	1239	2231	2003	3792	1933	763	1952	1179	1287	522	2068	2871	227	287
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From what you have seen, do you think the 'No' campaign overall has been...

Effective	33	44	32	32	43	33	29	35	30	30	31	29	39	35	30	32	33	31	33	32	27	45	46	31
Ineffective	17	12	21	23	12	16	22	20	13	17	16	17	16	18	14	17	17	16	14	19	27	11	12	8
Have not noticed the 'No' campaign	23	21	21	18	21	21	22	22	24	24	25	25	18	20	26	22	21	23	26	21	18	22	21	23
Not sure	28	23	27	27	24	29	27	22	33	29	27	29	27	26	30	29	28	29	28	27	28	22	21	38

And from what you have seen, do you think the 'No' campaign overall has been...

Honest	24	42	21	13	40	23	14	24	24	16	20	22	33	24	23	23	26	22	24	24	8	42	43	26
Dishonest	21	9	27	44	10	22	37	28	15	28	21	20	20	25	16	20	23	21	18	25	48	6	8	5
Have not noticed the 'No' campaign	24	22	21	19	22	22	22	23	24	24	26	26	19	21	27	23	22	23	27	22	18	23	22	24
Not sure	31	28	31	24	28	33	27	26	37	32	32	33	28	30	33	34	30	34	32	29	25	29	27	44

Here are some people who have taken part in the referendum campaign. From what you have seen, could you give your verdict on each

David Cameron

They have been effective 'Yes' campaigners	5	7	4	3	6	5	3	4	5	7	3	5	5	4	5	5	5	5	5	3	4	6	8	4
They have been ineffective 'Yes' campaigners	3	2	5	4	2	4	3	3	3	2	3	3	4	3	3	3	4	3	3	2	3	4	7	5
They have been effective 'No' campaigners	42	63	35	45	60	37	38	44	40	33	37	40	53	46	36	44	43	43	39	41	39	54	47	41
They have been ineffective 'No' campaigners	18	8	26	20	10	24	24	20	16	13	15	20	18	18	17	18	17	16	18	24	29	12	11	9
I am not sure which side they are on	33	20	30	28	21	31	31	29	36	45	42	32	20	28	39	30	31	34	36	29	26	25	27	41

Nick Clegg

They have been effective 'Yes' campaigners	22	23	21	45	22	20	32	21	23	15	22	21	27	25	19	22	24	23	20	24	31	21	21	17
They have been ineffective 'Yes' campaigners	37	44	40	27	43	41	32	43	31	31	31	38	43	40	32	38	37	35	36	39	38	43	35	31
They have been effective 'No' campaigners	3	3	4	3	3	3	4	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4	8	3
They have been ineffective 'No' campaigners	4	5	4	1	6	4	2	4	4	4	2	4	4	3	4	4	4	4	4	3	2	5	6	6
I am not sure which side they are on	34	25	32	24	26	32	30	29	39	47	42	34	22	29	41	32	33	35	37	31	27	27	29	43

Ed Miliband

They have been effective 'Yes' campaigners	17	10	28	21	10	26	22	19	15	19	14	17	17	18	14	18	17	18	15	16	30	11	11	9
They have been ineffective 'Yes' campaigners	24	35	19	25	34	20	20	29	19	16	20	22	31	26	20	27	25	21	21	26	22	30	19	13
They have been effective 'No' campaigners	6	4	9	4	5	8	6	6	6	3	6	6	7	5	7	6	6	6	7	4	8	13	7	
They have been ineffective 'No' campaigners	4	6	4	2	6	4	3	5	4	2	3	5	6	4	5	3	4	5	5	3	4	6	6	2
I am not sure which side they are on	49	45	40	48	44	42	49	42	56	59	57	50	38	46	54	46	48	50	53	48	41	44	51	68

Fieldwork: 3rd - 4th May 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					AV Vote		Changed to NO			
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Changed from Yes to No	Changed from DK / WNV to No	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
William Hague																									
They have been effective 'Yes' campaigners	2	3	2	2	3	3	1	2	2	5	1	2	3	2	3	3	2	3	2	3	2	3	3	2	2
They have been ineffective 'Yes' campaigners	3	2	4	2	2	3	3	3	2	2	2	2	4	2	3	2	3	3	2	3	2	3	6	2	2
They have been effective 'No' campaigners	22	38	15	22	38	16	16	26	18	13	17	19	32	24	18	22	23	21	20	21	19	29	25	21	21
They have been ineffective 'No' campaigners	15	10	21	16	11	19	18	18	12	15	13	17	13	16	13	18	13	15	15	15	24	11	8	6	6
I am not sure which side they are on	59	47	58	59	46	59	62	51	66	65	67	59	48	55	64	55	59	58	61	57	53	53	58	70	70
John Reid																									
They have been effective 'Yes' campaigners	2	2	2	2	2	2	1	2	2	3	1	1	2	2	2	1	2	2	1	4	2	2	2	3	3
They have been ineffective 'Yes' campaigners	2	2	2	2	2	2	2	3	2	3	2	2	2	2	2	3	2	2	1	4	2	2	2	2	2
They have been effective 'No' campaigners	15	23	16	10	23	16	10	20	10	8	10	14	23	16	13	17	14	16	14	16	12	20	13	11	11
They have been ineffective 'No' campaigners	7	5	10	12	5	9	10	10	5	5	6	8	8	9	6	7	6	6	7	15	13	5	5	3	3
I am not sure which side they are on	74	69	71	74	69	71	77	66	82	81	81	75	64	71	78	72	76	75	77	60	71	71	78	82	82
Chris Huhne																									
They have been effective 'Yes' campaigners	9	6	12	20	6	12	15	13	6	9	9	9	10	10	8	10	10	9	9	9	18	6	5	4	4
They have been ineffective 'Yes' campaigners	14	22	11	11	22	11	9	19	9	12	10	13	19	17	10	16	13	13	13	16	11	19	9	8	8
They have been effective 'No' campaigners	2	1	2	2	2	2	1	2	2	0	2	1	3	2	2	2	2	2	1	2	2	2	4	2	2
They have been ineffective 'No' campaigners	2	3	2	2	3	2	2	2	2	2	2	2	3	2	2	2	2	2	2	3	2	2	4	1	1
I am not sure which side they are on	73	68	73	66	67	73	73	65	81	76	77	75	65	69	78	70	73	74	74	69	67	71	79	85	85
David Blunkett																									
They have been effective 'Yes' campaigners	2	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	3	2	2	4	1	1
They have been ineffective 'Yes' campaigners	3	3	3	1	3	2	2	3	2	2	2	3	3	3	2	4	2	2	2	3	2	3	3	3	3
They have been effective 'No' campaigners	12	15	14	6	16	14	7	13	10	5	7	11	19	12	12	12	11	10	14	9	8	17	9	10	10
They have been ineffective 'No' campaigners	7	4	8	12	5	8	9	8	5	4	6	7	8	7	6	6	7	7	6	9	11	5	4	2	2
I am not sure which side they are on	77	75	73	79	74	73	80	73	81	87	84	77	67	77	78	76	79	78	76	77	76	74	80	84	84
Eddie Izzard																									
They have been effective 'Yes' campaigners	13	7	17	23	7	18	17	15	10	13	13	14	11	14	10	15	11	12	13	16	24	7	7	6	6
They have been ineffective 'Yes' campaigners	12	19	10	9	18	10	9	15	9	9	9	11	17	14	9	14	13	10	11	13	9	17	9	9	9
They have been effective 'No' campaigners	2	1	2	1	2	2	1	2	2	2	2	2	1	1	2	2	1	3	2	1	1	2	3	1	1
They have been ineffective 'No' campaigners	2	2	1	0	3	2	1	1	2	1	1	2	2	2	2	1	1	2	2	3	1	2	1	1	1
I am not sure which side they are on	72	71	69	67	70	69	72	67	77	76	75	72	68	69	77	68	74	74	72	66	65	72	80	82	82
Joanna Lumley																									
They have been effective 'Yes' campaigners	4	2	5	7	3	5	5	4	4	9	4	3	4	4	4	7	4	4	2	6	7	3	2	2	2
They have been ineffective 'Yes' campaigners	6	10	4	4	10	4	4	6	5	6	5	5	8	7	4	9	7	4	5	4	4	8	7	4	4
They have been effective 'No' campaigners	2	1	2	2	1	2	1	2	1	0	2	1	2	1	2	1	1	3	1	2	1	2	3	1	1
They have been ineffective 'No' campaigners	1	1	1	0	2	1	0	1	2	0	1	1	2	1	1	1	1	1	2	1	1	1	1	0	0
I am not sure which side they are on	87	85	88	87	84	88	89	87	88	85	88	90	85	86	89	82	87	88	90	87	86	87	87	93	93
David Gower																									
They have been effective 'Yes' campaigners	0	1	0	0	0	1	0	1	0	2	0	0	0	0	1	1	0	1	0	0	1	0	1	1	1
They have been ineffective 'Yes' campaigners	1	1	2	2	1	1	1	1	1	2	2	1	1	1	1	2	1	1	1	2	2	1	2	0	0
They have been effective 'No' campaigners	2	2	2	1	3	2	1	2	1	2	2	2	2	2	2	2	1	2	2	1	1	2	3	2	2
They have been ineffective 'No' campaigners	2	2	3	3	3	3	1	3	2	1	2	3	2	2	2	2	2	2	3	4	3	2	2	0	0
I am not sure which side they are on	94	95	93	94	94	93	96	93	95	94	94	94	95	94	94	93	95	94	95	92	94	94	93	97	97

Fieldwork: 3rd - 4th May 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					AV Vote		Changed to NO		
	Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	Changed from Yes to No	Changed from DK / WNV to No
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Darren Gough																								
They have been effective 'Yes' campaigners	1	0	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	0	2	1	1	1	1	1
They have been ineffective 'Yes' campaigners	1	2	2	2	2	1	1	2	1	2	2	1	1	1	1	2	1	1	1	1	2	1	0	0
They have been effective 'No' campaigners	2	2	3	0	3	3	1	3	2	2	2	2	2	2	2	2	1	3	2	1	1	3	4	2
They have been ineffective 'No' campaigners	2	2	3	2	2	3	2	3	2	3	2	2	2	2	2	2	2	3	3	2	4	2	2	0
I am not sure which side they are on	93	94	92	95	93	91	96	92	95	91	93	94	94	94	93	92	95	92	93	93	92	94	93	97
Colin Firth																								
They have been effective 'Yes' campaigners	4	2	5	8	3	5	7	4	4	6	5	4	3	4	4	7	4	4	3	3	7	2	2	2
They have been ineffective 'Yes' campaigners	6	11	5	6	10	5	5	8	5	8	6	5	8	7	5	10	7	6	5	5	6	9	5	3
They have been effective 'No' campaigners	1	1	1	0	1	2	1	1	1	1	2	1	1	1	1	1	1	2	1	1	1	1	3	1
They have been ineffective 'No' campaigners	1	1	1	1	2	1	1	1	2	1	1	2	2	1	2	1	1	1	2	2	1	1	2	0
I am not sure which side they are on	87	85	87	84	84	88	87	86	88	83	87	89	86	86	88	81	86	87	90	88	84	87	88	95

Leaving aside if, or how, you intend to vote in the AV referendum, which of these words best sums up your view of the battle over whether or not to change our voting system?

Very interesting	8	7	8	17	6	8	13	10	6	8	8	7	10	9	6	9	10	8	5	7	14	5	5	3
Fairly interesting	30	30	33	39	29	30	36	30	29	35	35	27	25	33	25	26	31	32	28	29	44	25	37	17
TOTAL INTERESTING	38	37	41	56	35	38	49	40	35	43	43	34	35	42	31	35	41	40	33	36	58	30	42	20
Fairly boring	33	36	34	29	35	37	30	31	35	30	29	35	36	33	34	35	31	32	35	38	28	39	33	50
Very boring	21	22	18	10	25	19	15	23	20	12	16	25	25	18	25	19	21	21	23	21	9	27	23	22
TOTAL BORING	54	58	52	39	60	56	45	54	55	42	45	60	61	51	59	54	52	53	58	59	37	66	56	72
Not sure	8	4	6	4	5	7	7	7	10	15	12	7	4	6	11	11	8	7	9	6	5	4	3	7

Again, leaving aside if, or how, you intend to vote in the AV referendum, how big a difference do you think makes to how well Britain is governed whether our MPs are elected by first-past-the-post or the alternative vote?

It makes a big difference	28	37	26	26	38	26	24	28	27	15	22	28	38	28	27	25	31	27	25	28	27	36	28	23
It makes some difference	31	28	35	41	26	34	38	32	30	37	31	31	27	34	26	32	31	32	29	31	45	26	33	26
TOTAL SOME/ BIG DIFFERENCE	59	65	61	67	64	60	62	60	57	52	53	59	65	62	53	57	62	59	54	59	72	62	61	49
It makes only a small difference	14	15	14	17	13	15	17	15	14	17	16	14	12	15	13	15	14	14	13	19	16	13	15	17
It makes no difference	15	13	13	7	16	14	10	16	14	9	14	17	15	13	17	14	13	15	18	13	6	17	17	19
TOTAL SMALL/ NO DIFFERENCE	29	28	27	24	29	29	27	31	28	26	30	31	27	28	30	29	27	29	31	32	22	30	32	36
Don't know	12	7	11	8	8	11	11	9	15	22	16	11	7	10	16	14	11	13	15	8	5	8	8	15

* For this final poll, as YouGov conducted separate polls in Wales and Scotland, we have used the AV voting figures from those surveys in this table. This was done in order to provide the best overall eve-of-referendum voting intentions. This applies only to the referendum voting intention question.