

YouGov Survey Results

Sample Size: 3021 GB Adults

Fieldwork: 5th May 2011

	Westminster			Referendum		Gender		Age				Social		Region					
	Total	Con	Lab	Lib Dem	Yes	No	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	3021	913	1049	239	908	1489	1468	1553	366	770	1033	852	1722	1299	387	982	646	743	263
Unweighted Sample	3021	930	980	233	992	1474	1553	1468	191	781	1218	831	2028	993	467	953	568	727	306
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Did you vote in the referendum on the
Alternative Vote today?

Yes, I did vote (or voted earlier by post)	79	86	85	81	100	100	82	77	72	68	81	91	81	77	77	79	82	78	80
No, I did not vote	21	15	15	19	0	0	18	23	28	32	20	9	19	23	23	21	18	22	20

The following questions only went to those who said
they voted in the referendum n. = 2397

How did you vote in the referendum?

"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?"

Yes	38	15	47	78	100	0	40	36	51	42	38	31	41	34	38	39	34	38	44
No	62	85	53	22	0	100	60	64	49	58	62	69	59	66	62	61	66	62	56

When did you decide how you would vote in the
AV referendum?

In the last day or two	12	8	15	10	17	10	11	14	14	15	12	11	12	13	12	12	13	13	14
In the last week	15	11	19	10	19	13	14	16	21	16	15	13	15	15	15	14	14	15	21
Two or three weeks ago	21	18	22	25	22	21	19	24	18	23	23	20	22	21	19	22	23	24	12
A month or two ago	17	20	17	17	13	20	17	18	13	17	16	20	16	18	19	17	15	18	16
More than two months ago	32	43	25	36	28	35	39	26	32	27	32	36	33	31	34	34	33	28	34
Don't know	2	0	1	3	1	2	1	2	3	2	2	1	2	2	1	1	2	2	3

And how did you vote in the AV referendum?

I voted at a polling station	73	73	74	74	75	73	74	73	73	73	74	72	73	73	74	75	75	66	85
I voted by post	26	27	26	26	25	27	26	27	26	27	25	28	26	27	26	25	25	34	15
Someone else cast a proxy vote on my behalf	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0

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If the Alternative Vote is introduced, do you think it will make Britain more or less democratic, or would it make no difference?

Much more democratic	12	6	15	20	30	1	14	10	16	12	12	10	12	11	10	13	9	14	15
A little more democratic	22	9	26	50	54	2	22	21	25	25	24	17	25	18	24	24	19	20	25
TOTAL MORE DEMOCRATIC	34	14	41	70	84	3	36	31	41	38	35	27	37	29	34	37	28	34	39
Would not make much difference	19	20	20	11	10	25	21	17	20	23	21	15	18	21	19	18	19	20	22
A little less democratic	16	22	15	9	0	26	14	18	15	14	16	19	17	15	15	16	18	18	11
Much less democratic	23	39	17	2	0	37	24	23	12	16	23	33	21	26	24	24	27	21	19
TOTAL LESS DEMOCRATIC	40	61	32	11	1	63	38	41	27	30	38	52	38	41	39	40	44	39	30
Don't know	7	5	8	9	5	9	5	10	12	10	6	6	6	9	8	6	9	7	9

Which of these statements comes closest to your view about the current first-past-the-post system for electing MPs to the House of Commons?

It is an excellent system that we should definitely keep	12	17	9	3	3	17	13	11	10	9	11	15	10	14	14	12	11	12	7
It's not perfect, but it's probably better than any other way of electing MPs	50	67	46	25	11	73	47	53	36	48	50	56	48	52	51	49	52	51	43
It's not awful, but another system would probably be better	25	12	31	39	54	7	25	25	37	27	24	20	27	22	21	26	26	22	31
It's a bad system that we should definitely change	12	4	12	30	29	1	15	9	15	13	13	9	13	10	12	12	9	12	17
Don't know	2	0	2	3	3	2	1	3	3	3	2	1	2	2	2	1	2	3	2

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

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

[Only those voting yes n. = 908]

It will make the overall result of the election across Britain fairer	54	53	55	51	54	0	53	55	62	50	53	53	53	55	55	54	53	52	56
It will force MPs to work harder to win and then keep their seats	46	47	48	40	46	0	46	45	50	44	48	42	44	49	42	45	46	46	49
It will end the system that allows candidates to be elected with less than half the local vote	44	44	41	48	44	0	45	43	29	42	46	50	46	40	37	44	48	46	38
It will force parties to broaden their appeal beyond their 'core' vote	31	33	30	32	31	0	33	29	30	28	36	28	33	28	31	33	27	28	41
It will be a stepping stone to a more proportional system in the future	30	31	24	32	30	0	30	31	26	34	29	32	33	25	24	29	33	29	38
It will take away the need for tactical voting	20	17	18	25	20	0	20	21	22	24	19	17	22	18	20	28	18	15	13
It will make it harder for extremists to win seats at Westminster	11	16	10	12	11	0	11	11	14	10	12	8	11	11	12	11	11	13	7
It will make it harder for the Conservatives to win future elections outright	9	0	15	3	9	0	11	8	10	6	11	10	8	12	8	7	8	10	19
It will help the party I normally support	9	7	8	17	9	0	7	11	7	11	8	10	8	10	16	8	11	6	5
It will lead to more coalition governments at Westminster	7	10	6	8	7	0	7	7	1	9	7	9	6	8	6	6	8	8	6
None of these	1	1	0	1	1	0	1	0	0	1	0	1	1	1	1	1	0	1	0
Don't know	2	0	4	0	2	0	2	2	3	0	1	4	2	1	2	2	2	3	0

Weighted Sample

Unweighted Sample

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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 voting no n. = 1,489]

It keeps elections simple: the candidate with the most votes wins	76	79	75	60	0	76	75	78	76	75	74	78	77	75	74	78	74	76	77
It is a tried-and-tested system that has served Britain well	59	58	61	54	0	59	61	58	58	51	57	67	55	65	55	61	59	59	63
It means each persons vote is only counted once, not several times	33	34	31	33	0	33	32	33	33	31	33	33	33	32	29	31	33	36	31
It normally produces a clearcut government, rather than coalition rule	31	35	30	24	0	31	35	27	26	27	33	32	34	28	37	31	32	28	32
It means we won't have to waste public money on a more expensive system	27	25	28	19	0	27	20	33	24	26	26	28	23	32	28	29	25	24	25
It encourages parties to present clear policies and not to fudge or compromise	17	18	17	25	0	17	20	14	19	15	17	17	19	14	17	18	16	17	15
It means candidates won't have to pander to extremists to secure their sceond or third preference votes	13	15	13	17	0	13	14	12	11	14	13	13	16	9	13	12	17	13	7
It will reduce the chance of the Liberal Democrats having a say in who governs Britain in future	5	3	9	0	0	5	8	3	7	7	5	4	7	4	7	4	7	5	3
It leaves open the opportunity to have a more proportional system in the future	5	4	5	6	0	5	5	4	4	3	5	5	6	4	6	5	5	5	3
It helps the party I normally support	3	3	2	3	0	3	2	3	12	2	2	1	3	2	3	2	3	3	2
None of these	0	0	0	4	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Don't know	2	1	1	3	0	2	2	1	1	5	1	0	1	2	1	2	1	2	2

Some people suggested that the referendum should also have offered Proportional Representation as a choice. If the referendum had offered the choice of First Past the Post, Alternative Vote or Proportional Representation how would you have voted?

To keep First Past the Post	46	67	39	16	4	71	44	48	36	38	45	55	41	52	46	45	50	46	37
To change to the Alternative Vote	11	5	16	20	28	0	12	9	18	11	9	10	10	12	12	11	8	12	11
To change to Proportional Representation	28	16	28	52	49	14	32	23	30	30	29	24	33	20	23	28	27	26	38
Would not have voted	0	0	0	0	0	0	1	0	0	1	1	0	0	0	0	1	0	0	0
Don't know	16	12	17	12	18	14	12	19	17	21	17	10	16	16	18	15	15	16	14