

YouGov / Channel 4 Survey Results

Sample Size: 1503 GB Adults
Fieldwork: 27th - 28th June 2010

		Voting intention			AV FIRST Preference							
		Total	Con	Lab	Lib Dem	Con	Lab	Lib Dem	SNP/ PC	Other	Wouldn't vote	Don't know
Weighted Sample		1503	522	432	192	506	444	241	21	95	59	137
Unweighted Sample		1503	550	398	227	527	406	283	21	119	45	102
		%	%	%	%	%	%	%	%	%	%	%

If a referendum were held tomorrow on whether to stick with first-past-the-post or switch to the Alternative Vote for electing MPs, how would you vote?

I would vote in favour of switching to the Alternative Vote	42	30	45	73	31	44	75	46	55	5	24
I would vote in favour of keeping first-past-the-post	34	50	37	12	52	38	11	19	25	22	13
I wouldn't vote	5	3	2	2	2	3	3	0	5	58	11
Don't know	18	17	16	12	15	14	11	35	15	14	52

Imagine the next election was fought on the Alternative Vote, where people rank candidates in order of preference. If the next election was fought using this system, which party would you vote for as your FIRST preference?

Conservative	34	91	0	2	100	0	0	0	0	0	0
Labour	30	1	94	2	0	100	0	0	0	0	0
Liberal Democrat	16	2	2	94	0	0	100	0	0	0	0
Scottish National Party (SNP)/ Plaid Cymru	1	0	0	0	0	0	0	100	0	0	0
Some other party	6	2	2	1	0	0	0	0	100	0	0
Would not vote	4	2	0	0	0	0	0	0	0	100	0
Don't know	9	2	3	1	0	0	0	0	0	0	100

And which of these parties would you vote for as your SECOND preference?

[Excluding Don't know and Wouldn't Vote]

Conservative	10	4	4	39	0	6	38	15	14	0	0
Labour	10	4	3	28	6	0	33	37	14	0	0
Liberal Democrat	30	45	32	5	46	33	0	4	18	0	0
Scottish National Party (SNP)/ Plaid Cymru	3	1	6	1	1	6	1	0	2	0	0
Some other party	20	17	23	13	18	23	14	13	38	0	0
Would not cast a second preference vote	22	25	28	9	26	29	8	18	5	0	0
Don't know	4	4	3	5	4	3	6	13	9	0	0

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Weighted Sample Unweighted Sample		Gender		Age				Social Grade		Region				
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
	1503	732	771	182	386	512	423	843	635	194	495	320	366	128
	1503	792	711	120	400	551	432	1048	430	197	590	287	335	94
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If a referendum were held tomorrow on whether to stick with first-past-the-post or switch to the Alternative Vote for electing MPs, how would you vote?

I would vote in favour of switching to the Alternative Vote	42	46	39	47	42	43	40	47	37	42	44	39	42	46
I would vote in favour of keeping first-past-the-post	34	37	32	22	28	35	45	33	35	33	37	35	34	26
I wouldn't vote	5	4	6	7	10	4	3	4	7	4	3	6	8	9
Don't know	18	13	23	24	21	18	12	16	21	21	16	21	16	19

Imagine the next election was fought on the Alternative Vote, where people rank candidates in order of preference. If the next election was fought using this system, which party would you vote for as your FIRST preference?

Conservative	34	38	30	34	30	28	43	37	29	33	43	34	25	23
Labour	30	28	31	20	28	35	29	28	32	30	20	31	38	35
Liberal Democrat	16	16	16	21	18	16	12	18	13	15	19	15	15	11
Scottish National Party (SNP)/ Plaid Cymru	1	1	2	2	1	1	2	1	2	0	0	2	0	11
Some other party	6	6	6	6	7	7	5	6	7	6	6	4	9	2
Would not vote	4	4	4	3	4	5	3	3	6	3	4	3	6	1
Don't know	9	7	11	15	11	9	5	7	12	13	7	10	7	17

And which of these parties would you vote for as your SECOND preference?

[Excluding Don't know and Wouldn't Vote]

Conservative	10	9	12	13	12	9	9	11	10	13	9	10	10	12
Labour	10	11	9	17	16	8	5	11	8	13	10	9	12	5
Liberal Democrat	30	31	30	35	30	27	32	33	26	28	34	32	25	28
Scottish National Party (SNP)/ Plaid Cymru	3	4	2	2	3	2	3	2	4	0	0	5	1	16
Some other party	20	23	17	17	19	22	20	20	20	18	23	16	23	15
Would not cast a second preference vote	22	20	24	13	16	26	27	19	26	24	19	23	23	23
Don't know	4	2	6	4	4	5	5	4	5	4	4	5	5	2