

# YouGov / No2AV Campaign Survey Results

Sample Size: 2643 GB Adults

Fieldwork: 16th - 17th February 2011

	Voting intention			2010 Vote			Gender		Age				Social grade		Region					
	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
Weighted Sample	2643				759	653	541	1273	1370	320	684	907	731	1496	1094	337	854	553	658	229
Unweighted Sample	2643	773	788	206	780	577	583	1239	1404	200	710	998	734	1706	884	344	885	537	655	210
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In May this year there will be a referendum on changing the way Britain votes in general elections from the current system, known as “First Past the Post”, to a different electoral system called the “Alternative Vote”. In PRINCIPLE, do you support or oppose changing the electoral system from First Past the Post to the Alternative Vote?

Support	<b>34</b>	26	35	68	25	31	58	40	30	39	34	34	33	37	31	33	34	36	33	39
Oppose	<b>30</b>	45	32	9	43	36	11	34	26	19	19	33	40	30	29	29	31	26	31	32
Not sure	<b>36</b>	29	34	23	33	33	30	26	45	42	47	33	27	33	40	38	35	38	36	29

Some people have claimed that the cost of running the referendum campaigns, holding the referendum and switching the electoral system from “First Past the Post” to the “Alternative Vote” could be as much as £250 million. Other people have disputed this cost. With this in mind, would you support or oppose changing the electoral system from First Past the Post to the Alternative Vote?

Support	<b>22</b>	13	21	53	12	17	42	28	15	25	19	23	21	24	18	22	21	19	22	25
Oppose	<b>53</b>	67	56	24	67	63	31	51	55	42	46	54	63	53	53	47	55	54	52	51
Not sure	<b>26</b>	20	23	23	21	20	27	21	30	33	35	24	16	23	29	31	24	27	26	24