

Opinion Poll

Survey conducted: April, 2011

If there were a general election held tomorrow, which party would you vote for? BY AGE + GENDER + SOCIAL GRADE + REGION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Conservative	612	30.5	36.7	36.7
	Labour	700	34.9	42.0	78.7
	Liberal Democrat	148	7.4	8.9	87.6
	Scottish National Party (SNP)/ Plaid Cymru	55	2.7	3.3	90.9
	Some other party	152	7.6	9.1	100.0
	Total	1666	83.2	100.0	
Missing	Would not vote	119	6.0		
	Don't know	217	10.9		
	Total	337	16.8		
Total		2003	100.0		

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Conservative	149	200	263	303	308	377	235	110	109	68	92	174	21	38
	26.6%	29.3%	34.6%	31.3%	29.9%	33.1%	27.2%	22.3%	33.4%	35.0%	36.0%	37.9%	21.1%	21.6%
Labour	181	264	255	370	329	395	305	230	116	56	86	114	41	57
	32.3%	38.7%	33.6%	38.2%	31.9%	34.6%	35.3%	46.7%	35.3%	28.9%	33.8%	24.7%	41.1%	33.1%
Liberal Democrat	60	43	46	70	78	101	47	34	14	17	10	48	7	18
	10.7%	6.3%	6.0%	7.2%	7.6%	8.9%	5.4%	6.9%	4.3%	8.7%	4.1%	10.4%	7.4%	10.2%
Scottish National Party (SNP)/ Plaid Cymru	18	12	24	19	36	34	21	0	0	1	0	6	9	40
	3.3%	1.8%	3.1%	1.9%	3.5%	2.9%	2.4%	0.0%	0.0%	0.3%	0.0%	1.2%	8.7%	22.8%
Some other party	34	51	66	83	69	75	77	39	31	10	16	37	6	13
	6.0%	7.6%	8.7%	8.6%	6.6%	6.6%	8.9%	8.0%	9.5%	5.0%	6.3%	8.0%	5.9%	7.4%
Would not vote	53	42	25	47	72	53	66	28	20	15	22	31	3	0
	9.5%	6.1%	3.2%	4.9%	7.0%	4.7%	7.7%	5.7%	6.2%	7.7%	8.6%	6.8%	2.9%	0.2%
Don't know	65	70	82	77	140	106	112	52	37	28	29	51	13	8
	11.7%	10.2%	10.8%	8.0%	13.6%	9.3%	13.0%	10.5%	11.3%	14.3%	11.2%	11.1%	12.9%	4.8%

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And which of these parties would you vote for? BY AGE + GENDER + SOCIAL GRADE + REGION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Green	36	1.8	23.5	23.5
	United Kingdom Independence Party (UKIP)	86	4.3	56.7	80.2
	British National Party (BNP)	20	1.0	13.4	93.5
	Respect	1	.0	.6	94.1
	Some other party	8	.4	5.1	99.2
	Don't know	1	.1	.8	100.0
	Total	152	7.6	100.0	
Missing	Not Asked	1851	92.4		
Total		2003	100.0		

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Green	16	13	7	16	19	26	10	9	2	4	4	9	0	7
	2.8%	1.9%	0.9%	1.7%	1.9%	2.2%	1.2%	1.8%	0.7%	2.2%	1.6%	2.0%	0.0%	4.0%
United Kingdom Independence Party (UKIP)	9	32	45	49	37	38	48	23	20	4	7	23	2	6
	1.6%	4.7%	5.9%	5.1%	3.6%	3.3%	5.6%	4.7%	6.2%	2.2%	2.8%	5.0%	2.3%	3.3%
British National Party (BNP)	5	4	11	13	7	6	14	5	5	1	5	2	2	0
	0.9%	0.6%	1.4%	1.3%	0.7%	0.6%	1.6%	1.0%	1.5%	0.4%	2.0%	0.5%	2.2%	0.0%
Respect	0	1	0	0	1	0	1	1	0	0	0	0	0	0
	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Some other party	3	2	3	4	3	4	4	2	4	0	0	0	1	0
	0.6%	0.2%	0.3%	0.4%	0.3%	0.4%	0.4%	0.4%	1.1%	0.2%	0.0%	0.1%	1.4%	0.0%
Don't know	0	0	1	0	1	1	1	0	0	0	0	1	0	0
	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Not Asked	527	630	694	887	964	1066	785	453	296	184	240	424	94	161
	94.0%	92.4%	91.3%	91.4%	93.4%	93.4%	91.1%	92.0%	90.5%	95.0%	93.7%	92.0%	94.1%	92.6%

Opinion Poll

Survey conducted: April, 2011

Which party is best able to handle this problem? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Conservatives	166	211	271	323	325	403	246	129	121	68	85	178	28	39
	31.2%	31.8%	36.0%	34.0%	32.6%	35.9%	29.7%	26.7%	38.1%	36.4%	35.2%	39.5%	28.8%	23.0%
Labour	131	203	206	299	240	308	231	182	83	37	70	89	36	42
	24.6%	30.5%	27.3%	31.4%	24.1%	27.5%	27.8%	37.6%	26.1%	19.9%	28.7%	19.7%	38.0%	24.8%
Liberal Democrats	47	34	20	65	35	67	33	17	5	11	12	36	1	18
	8.7%	5.1%	2.7%	6.9%	3.5%	6.0%	4.0%	3.5%	1.7%	6.0%	5.1%	7.9%	1.2%	10.5%
Scottish National Party (SNP)	13	8	9	8	23	22	9	0	0	0	0	6	0	24
	2.5%	1.2%	1.2%	0.8%	2.3%	1.9%	1.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	14.3%
Plaid Cymru	7	0	2	5	5	3	6	1	4	0	1	2	2	0
	1.4%	0.0%	0.3%	0.5%	0.5%	0.3%	0.8%	0.1%	1.3%	0.0%	0.3%	0.4%	2.6%	0.0%
Green Party	8	6	6	8	13	13	7	7	3	1	0	6	0	3
	1.5%	0.9%	0.9%	0.8%	1.3%	1.2%	0.8%	1.4%	1.0%	0.3%	0.1%	1.4%	0.0%	1.9%
Other party	17	23	60	58	42	46	54	30	24	9	6	24	4	2
	3.1%	3.5%	7.9%	6.1%	4.2%	4.1%	6.5%	6.1%	7.6%	5.0%	2.5%	5.3%	4.3%	1.1%
None -- no party	144	180	178	186	316	258	244	118	77	61	68	111	24	42
	27.0%	27.1%	23.6%	19.5%	31.6%	23.0%	29.4%	24.5%	24.3%	32.4%	28.0%	24.6%	25.2%	24.5%

Opinion Poll

Survey conducted: April, 2011

How likely is that you will vote in the May 5th referendum on a proposed change in the UK electoral system? BY AGE + GENDER + SOCIAL GRADE + REGION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	1443	72.0	75.7	75.7
	Somewhat likely	234	11.7	12.3	87.9
	Not Very Likely	91	4.5	4.8	92.7
	Not at all likely	139	6.9	7.3	100.0
	Total	1907	95.2	100.0	
Missing	Don't know	96	4.8		
Total		2003	100.0		

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Very likely	352	472	619	758	685	846	597	355	221	150	162	340	77	138
	62.8%	69.3%	81.3%	78.1%	66.3%	74.1%	69.3%	72.1%	67.5%	77.3%	63.3%	73.9%	77.4%	79.3%
Somewhat likely	80	104	50	96	138	133	101	56	47	13	40	45	10	23
	14.2%	15.3%	6.6%	9.9%	13.3%	11.6%	11.7%	11.4%	14.4%	6.5%	15.6%	9.9%	10.3%	13.1%
Not Very Likely	37	26	29	35	56	48	43	22	23	7	12	22	3	1
	6.6%	3.7%	3.7%	3.6%	5.4%	4.2%	5.0%	4.5%	7.0%	3.8%	4.9%	4.8%	3.3%	0.6%
Not at all likely	49	45	45	49	90	72	67	37	24	13	24	32	5	4
	8.7%	6.7%	5.9%	5.1%	8.7%	6.3%	7.8%	7.5%	7.5%	6.9%	9.4%	6.9%	4.8%	2.2%
Don't know	43	34	19	32	64	43	53	22	12	11	18	21	4	8
	7.7%	5.0%	2.5%	3.3%	6.2%	3.8%	6.1%	4.5%	3.6%	5.4%	6.9%	4.5%	4.2%	4.9%

Opinion Poll

Survey conducted: April, 2011

If you do vote in the May 5th referendum, how will you vote? 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? BY AGE + GENDER + SOCIAL GRADE + REGION

		Frequency	Percent	Valid Percent	Cumulative Percent										
Valid	Yes, adopt the alternative vote system	658	32.9	39.1	39.1										
	No, keep the first past the post system	1025	51.2	60.9	100.0										
	Total	1683	84.0	100.0											
Missing	System	320	16.0												
Total		2003	100.0												
		AGE			GENDER		SOCIAL GRADE		REGION						
		18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Yes, adopt the alternative vote system		231	225	202	382	276	435	224	161	95	66	76	141	29	89
		.5	.4	.3	.4	.3	.4	.3	.4	.3	.4	.4	.4	.4	.6
No, keep the first past the post system		205	343	477	483	542	550	475	251	189	105	121	249	52	59
		.5	.6	.7	.6	.7	.6	.7	.6	.7	.6	.6	.6	.6	.4

Opinion Poll

Survey conducted: April, 2011

Are you voting yes because: BY AGE + GENDER + SOCIAL GRADE + REGION

		Frequency	Percent	Valid Percent	Cumulative Percent										
Valid	The current system is unfair	331	16.5	51.3	51.3										
	I oppose David Cameron who supports the No campaign	79	4.0	12.3	63.6										
	I prefer coalition governments	29	1.5	4.5	68.1										
	Voting for minor parties will no longer be a wasted vote	163	8.1	25.3	93.4										
	Other reasons	43	2.1	6.6	100.0										
	Total	645	32.2	100.0											
Missing	Don't know	13	.6												
	Not Asked	1345	67.1												
	Total	1358	67.8												
Total		2003	100.0												
		AGE			GENDER		SOCIAL GRADE		REGION						
		18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
The current system is unfair		111	112	108	199	132	224	107	71	46	32	40	82	10	49
		48.1%	49.7%	53.3%	52.1%	47.7%	51.5%	47.8%	44.3%	48.5%	48.5%	53.0%	57.9%	32.8%	55.6%
I oppose David Cameron who supports the No campaign		15	37	28	44	35	52	28	29	13	10	5	7	7	8
		6.3%	16.6%	13.6%	11.6%	12.7%	11.9%	12.5%	18.1%	14.2%	14.8%	6.9%	4.8%	24.0%	8.8%
I prefer coalition governments		7	13	10	17	13	19	10	7	9	4	2	5	1	2
		3.0%	5.6%	4.7%	4.3%	4.5%	4.4%	4.5%	4.2%	9.3%	6.6%	2.1%	3.4%	4.1%	1.7%
Voting for minor parties will no longer be a wasted vote		65	50	48	82	81	112	51	34	20	7	24	43	9	25
		28.1%	22.2%	23.8%	21.5%	29.3%	25.9%	22.7%	21.0%	21.3%	11.2%	31.0%	30.6%	31.8%	28.5%
Other reasons		25	9	9	32	11	26	17	15	6	6	5	3	2	5
		10.8%	4.1%	4.3%	8.3%	4.0%	5.9%	7.6%	9.5%	6.7%	8.3%	7.0%	2.4%	7.3%	5.4%
Don't know		9	4	0	8	5	2	11	5	0	7	0	1	0	0
		3.7%	1.8%	0.2%	2.2%	1.7%	0.5%	4.9%	2.9%	0.0%	10.6%	0.0%	0.9%	0.0%	0.0%

Opinion Poll

Survey conducted: April, 2011

Are you voting no because: BY AGE + GENDER + SOCIAL GRADE + REGION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The current system is simple	327	16.3	32.2	32.2
	I oppose Nick Clegg who supports the Yes campaign	42	2.1	4.1	36.3
	The current system is more likely to produce strong governments	300	15.0	29.5	65.8
	People who vote for parties like the BNP should not have a second vote	66	3.3	6.5	72.3
	I don't want a system that leads to more coalition governments	235	11.7	23.1	95.4
	Other reasons	47	2.3	4.6	100.0
	Total	1017	50.8	100.0	
Missing	Don't know	8	.4		
	Not Asked	978	48.8		
	Total	986	49.2		
Total		2003	100.0		

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
The current system is simple	56	118	152	146	181	178	150	69	69	22	31	89	25	22
	27.5%	34.5%	32.0%	30.2%	33.4%	32.3%	31.5%	27.4%	36.6%	21.3%	25.4%	35.8%	47.7%	37.9%
I oppose Nick Clegg who supports the Yes campaign	6	21	15	24	18	21	21	12	14	0	8	2	1	5
	2.9%	6.2%	3.1%	4.9%	3.3%	3.8%	4.4%	4.6%	7.2%	0.2%	6.5%	1.0%	2.0%	8.6%
The current system is more likely to produce strong governments	53	87	160	145	156	172	129	83	43	45	39	59	15	16
	25.8%	25.5%	33.5%	30.0%	28.7%	31.2%	27.1%	33.3%	22.6%	43.2%	32.1%	23.9%	28.3%	27.5%
People who vote for parties like the BNP should not have a second vote	15	19	33	22	44	33	34	22	8	7	3	24	1	1
	7.1%	5.5%	6.9%	4.6%	8.1%	5.9%	7.1%	8.8%	4.2%	6.8%	2.5%	9.8%	1.3%	2.1%
I don't want a system that leads to more coalition governments	60	81	94	117	118	113	122	58	41	27	32	58	9	10
	29.2%	23.7%	19.7%	24.1%	21.8%	20.5%	25.7%	23.0%	21.7%	25.7%	26.5%	23.1%	17.3%	17.6%
Other reasons	15	12	19	26	20	35	12	7	9	3	8	14	2	4
	7.5%	3.5%	4.0%	5.5%	3.8%	6.3%	2.5%	2.9%	4.9%	2.8%	6.3%	5.8%	3.3%	6.3%
Don't know	0	4	4	3	5	0	8	0	6	0	1	2	0	0
	0.0%	1.1%	0.9%	0.6%	0.9%	0.0%	1.7%	0.0%	2.9%	0.0%	0.7%	0.6%	0.0%	0.0%

Opinion Poll

Survey conducted: April, 2011

Have you changed your mind about how you intend to vote in the referendum in the last few weeks? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Yes	52	73	60	95	90	111	74	55	32	12	23	43	7	13
	9.2%	10.8%	7.9%	9.8%	8.7%	9.7%	8.6%	11.1%	9.7%	6.3%	9.1%	9.3%	6.8%	7.6%
No	445	579	674	827	871	982	717	412	270	171	214	394	87	151
	79.4%	85.0%	88.6%	85.2%	84.4%	86.0%	83.2%	83.7%	82.5%	88.2%	83.7%	85.5%	87.2%	86.7%
Don't Know	64	29	27	49	71	49	71	26	26	11	18	24	6	10
	11.4%	4.3%	3.6%	5.0%	6.9%	4.3%	8.3%	5.2%	7.9%	5.5%	7.2%	5.1%	6.0%	5.7%

Opinion Poll

Survey conducted: April, 2011

How have your views changed? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
I was against a change in the electoral system but I have decided to vote in favour	6	20	9	25	11	25	10	10	4	2	6	4	0	9
	11.6%	27.6%	15.7%	26.5%	11.7%	22.9%	13.9%	18.9%	13.0%	14.6%	25.0%	10.1%	6.7%	67.2%
I was in favour of a change in the electoral system but I have decided to vote against	13	19	17	23	26	34	15	13	9	5	6	16	1	0
	25.3%	26.3%	28.9%	24.5%	29.3%	30.9%	20.7%	23.1%	29.4%	38.3%	24.9%	36.3%	15.7%	3.8%
I was undecided but now I have decided to vote in favour	14	19	11	22	21	24	19	18	5	2	5	9	4	1
	26.2%	25.9%	18.4%	23.2%	23.9%	21.8%	26.2%	32.5%	14.4%	19.9%	19.6%	21.3%	53.5%	10.7%
I was undecided but now I have decided to vote against	9	9	15	16	17	17	16	5	7	3	6	9	0	2
	18.3%	11.7%	25.9%	17.2%	19.2%	15.7%	21.9%	10.0%	22.1%	27.2%	26.3%	20.8%	3.6%	18.3%
Don't Know	10	6	7	8	14	10	13	8	7	0	1	5	1	0
	18.6%	8.5%	11.1%	8.6%	15.9%	8.8%	17.3%	15.4%	21.2%	0.0%	4.2%	11.5%	20.6%	0.0%

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Why have you decided to vote in favour? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
When someone explained to me how AV works I realised that it is fairer	5	9	10	9	15	19	6	6	3	3	4	2	1	6
	26.7%	23.5%	50.5%	19.7%	48.3%	38.4%	19.3%	20.4%	31.1%	65.2%	37.2%	17.9%	35.7%	57.2%
It could lead to more coalition governments	1	2	0	3	0	1	2	1	0	0	1	1	0	0
	4.6%	5.9%	0.0%	6.8%	0.0%	2.9%	6.0%	3.1%	0.0%	0.0%	13.9%	6.7%	0.0%	0.0%
The Yes campaign is more convincing than the No campaign	4	15	5	19	5	16	9	9	3	0	4	5	1	2
	22.2%	37.4%	26.7%	41.3%	15.6%	32.0%	29.1%	32.4%	36.9%	0.0%	37.0%	35.5%	36.6%	20.1%
Other reasons	7	12	5	15	10	13	11	12	1	1	1	5	1	2
	36.0%	31.5%	22.8%	30.8%	29.7%	26.7%	36.5%	41.8%	8.5%	34.8%	11.9%	39.8%	27.7%	22.7%
Don't know	2	1	0	1	2	0	3	1	2	0	0	0	0	0
	10.4%	1.7%	0.0%	1.4%	6.4%	0.0%	9.1%	2.3%	23.5%	0.0%	0.0%	0.0%	0.0%	0.0%

Opinion Poll

Survey conducted: April, 2011

Why have you decided to vote against? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
When someone explained to me how AV works I realised that it is too complicated	7	2	10	6	13	14	5	3	1	3	2	9	1	1
	31.8%	6.4%	30.7%	15.2%	29.9%	26.9%	16.2%	15.4%	4.0%	31.5%	17.6%	35.4%	100.0%	33.1%
It could lead to more coalition governments	8	11	15	19	15	19	15	11	10	3	3	5	0	1
	35.0%	38.8%	46.7%	47.2%	35.2%	35.9%	49.1%	61.3%	64.1%	42.2%	27.0%	19.5%	0.0%	35.5%
The No campaign is more convincing than the Yes campaign	1	6	4	4	7	9	2	1	2	0	4	4	0	0
	6.1%	20.4%	12.3%	10.8%	15.7%	17.8%	6.0%	5.9%	11.2%	0.0%	35.1%	14.8%	0.0%	14.3%
Other reasons	6	9	3	11	7	9	8	3	3	2	2	7	0	0
	24.7%	32.2%	10.3%	26.9%	16.7%	18.3%	26.9%	17.5%	20.7%	19.0%	20.3%	28.2%	0.0%	17.2%
Don't know	1	1	0	0	1	1	1	0	0	1	0	1	0	0
	2.3%	2.1%	0.0%	0.0%	2.5%	1.0%	1.9%	0.0%	0.0%	7.3%	0.0%	2.1%	0.0%	0.0%

Opinion Poll

Survey conducted: April, 2011

Would you say that you understand how the Alternative Vote System works? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE			REGION					
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Yes, I understand it fully	229	321	398	578	371	592	357	233	152	90	114	237	47	76
	40.9%	47.2%	52.3%	59.5%	35.9%	51.9%	41.4%	47.3%	46.5%	46.3%	44.5%	51.5%	47.1%	43.7%
Yes, I understand it to some extent	216	273	304	312	480	439	354	195	140	80	95	160	36	86
	38.4%	40.1%	39.9%	32.2%	46.5%	38.4%	41.0%	39.7%	42.6%	41.2%	37.3%	34.7%	36.2%	49.5%
No, I don't understand it	85	74	53	60	153	88	125	54	25	22	34	56	13	9
	15.2%	10.9%	7.0%	6.2%	14.8%	7.7%	14.5%	10.9%	7.5%	11.2%	13.2%	12.3%	13.5%	5.4%
Don't Know	31	12	6	20	29	22	27	10	11	3	13	7	3	3
	5.5%	1.8%	0.8%	2.1%	2.8%	2.0%	3.1%	2.1%	3.4%	1.3%	5.0%	1.5%	3.2%	1.5%

Opinion Poll

Survey conducted: April, 2011

Under the alternative vote an elector has the right to vote for all the candidates in order of preference, or they can vote for only one as at present. How about you? Would you vote for the candidates in order of preference or for only one? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
I would vote for one candidate	179	319	452	436	514	514	436	238	182	103	102	213	46	67
	38.1%	53.7%	67.9%	50.2%	59.7%	50.7%	61.0%	55.8%	63.4%	58.5%	51.1%	53.6%	57.3%	40.8%
I would vote for many candidates in order of preference.	290	275	214	432	347	500	279	188	105	73	98	184	34	97
	61.9%	46.3%	32.1%	49.8%	40.3%	49.3%	39.0%	44.2%	36.6%	41.5%	48.9%	46.4%	42.7%	59.2%

Opinion Poll

Survey conducted: April, 2011

Independent estimates show that the referendum will cost £80 million and this is a waste of money. BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Agree	232	341	474	490	557	552	494	271	172	107	121	248	54	74
	41.3%	50.1%	62.2%	50.5%	53.9%	48.4%	57.3%	55.1%	52.4%	55.3%	47.3%	54.0%	53.6%	42.4%
Neither agree nor disagree	88	142	110	149	191	193	147	87	63	34	34	67	21	34
	15.7%	20.9%	14.4%	15.4%	18.5%	16.9%	17.0%	17.7%	19.4%	17.5%	13.3%	14.5%	20.7%	19.8%
Disagree	159	139	130	272	157	298	130	92	56	43	62	103	17	56
	28.4%	20.4%	17.1%	28.0%	15.2%	26.2%	15.1%	18.6%	17.1%	22.1%	24.4%	22.3%	16.9%	32.3%
Don't know	82	58	47	60	128	97	91	42	36	10	38	42	9	10
	14.6%	8.6%	6.2%	6.2%	12.4%	8.5%	10.5%	8.6%	11.1%	5.1%	15.0%	9.2%	8.8%	5.6%

Opinion Poll

Survey conducted: April, 2011

The alternative vote system is likely to make MPs work harder for their constituents BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Agree	210	205	181	310	287	379	217	143	93	53	68	132	34	74
	37.5%	30.1%	23.8%	31.9%	27.8%	33.2%	25.2%	29.1%	28.4%	27.6%	26.7%	28.6%	33.6%	42.5%
Neither agree nor disagree	123	177	183	211	271	260	222	125	78	66	46	108	20	40
	21.9%	25.9%	24.0%	21.8%	26.3%	22.8%	25.8%	25.3%	23.9%	34.1%	18.0%	23.4%	20.2%	22.9%
Disagree	141	216	306	366	297	385	278	166	116	59	88	159	36	39
	25.2%	31.7%	40.2%	37.7%	28.8%	33.8%	32.2%	33.7%	35.5%	30.5%	34.4%	34.5%	36.1%	22.3%
Don't know	87	83	91	84	178	116	145	59	40	15	54	62	10	21
	15.4%	12.2%	12.0%	8.6%	17.2%	10.2%	16.8%	11.9%	12.2%	7.8%	21.0%	13.5%	10.1%	12.3%

Opinion Poll

Survey conducted: April, 2011

The first past the post electoral system is better than the alternative vote system because it is simpler BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Agree	190	308	452	454	496	515	435	236	160	91	113	227	54	69
	33.8%	45.2%	59.4%	46.8%	48.0%	45.1%	50.5%	48.0%	48.7%	46.9%	44.4%	49.2%	54.3%	39.7%
Neither agree nor disagree	106	126	97	142	187	180	149	81	63	39	47	55	14	29
	18.8%	18.5%	12.8%	14.6%	18.1%	15.7%	17.3%	16.5%	19.2%	20.3%	18.5%	12.0%	13.9%	16.7%
Disagree	196	195	175	328	238	375	191	138	80	57	61	133	25	71
	34.9%	28.6%	23.0%	33.8%	23.0%	32.9%	22.1%	28.0%	24.5%	29.6%	23.9%	28.8%	25.5%	40.9%
Don't know	70	53	36	46	112	72	87	37	25	6	34	46	6	5
	12.4%	7.7%	4.8%	4.8%	10.9%	6.3%	10.1%	7.5%	7.5%	3.2%	13.3%	10.0%	6.4%	2.7%

Opinion Poll

Survey conducted: April, 2011

The alternative vote system will make it less likely that MPs will fiddle their expenses BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Agree	53	48	54	77	79	83	73	35	34	15	25	29	7	11
	9.5%	7.1%	7.1%	7.9%	7.7%	7.3%	8.4%	7.2%	10.5%	7.7%	9.6%	6.3%	6.7%	6.4%
Neither agree nor disagree	173	209	200	261	321	339	243	157	100	72	44	125	26	58
	30.8%	30.7%	26.3%	26.9%	31.1%	29.7%	28.3%	31.9%	30.4%	37.2%	17.3%	27.2%	26.2%	33.4%
Disagree	236	329	401	538	428	574	391	225	150	83	131	237	52	87
	42.1%	48.2%	52.7%	55.4%	41.4%	50.3%	45.4%	45.8%	45.8%	42.7%	51.2%	51.5%	52.3%	50.2%
Don't know	99	95	106	95	205	146	154	75	44	24	56	69	15	18
	17.6%	14.0%	13.9%	9.8%	19.8%	12.8%	17.9%	15.2%	13.4%	12.4%	21.9%	15.0%	14.7%	10.1%

Opinion Poll

Survey conducted: April, 2011

The alternative vote is designed mainly to help the Liberal Democrats BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Agree	178	256	363	415	383	422	376	197	137	72	94	192	48	58
	31.8%	37.7%	47.7%	42.7%	37.1%	37.0%	43.6%	40.1%	41.9%	37.0%	36.9%	41.7%	47.7%	33.4%
Neither agree nor disagree	126	182	195	245	258	290	213	127	90	62	63	101	21	39
	22.5%	26.8%	25.6%	25.3%	25.0%	25.4%	24.7%	25.8%	27.5%	32.2%	24.8%	21.9%	21.2%	22.3%
Disagree	179	169	146	255	240	332	163	115	68	46	58	115	24	67
	32.0%	24.8%	19.2%	26.2%	23.2%	29.1%	18.9%	23.4%	20.9%	23.9%	22.7%	25.1%	24.5%	38.6%
Don't know	77	73	57	56	151	97	110	53	32	13	40	52	7	10
	13.7%	10.8%	7.5%	5.7%	14.7%	8.5%	12.8%	10.7%	9.7%	6.9%	15.7%	11.4%	6.6%	5.7%

Opinion Poll

Survey conducted: April, 2011

If a majority of electors in England vote No in the referendum, but the Yes camp wins thanks to votes in Scotland, should the result count? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Yes	234	264	264	460	301	493	268	181	105	61	92	144	50	127
	41.6%	38.7%	34.7%	47.4%	29.2%	43.2%	31.1%	36.7%	32.1%	31.7%	35.9%	31.3%	50.4%	73.3%
No	205	302	390	404	493	488	408	234	161	100	119	235	33	14
	36.5%	44.3%	51.2%	41.6%	47.7%	42.8%	47.4%	47.6%	49.1%	51.8%	46.7%	51.1%	32.7%	7.9%
Don't Know	122	116	107	107	238	160	186	77	61	32	45	81	17	33
	21.8%	17.0%	14.1%	11.1%	23.1%	14.0%	21.6%	15.7%	18.7%	16.5%	17.4%	17.6%	16.9%	18.8%

Opinion Poll

Survey conducted: April, 2011

Should there be a minimum turnout in the referendum for the result to be binding? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Yes - a minimum of 30 per cent	33	35	26	41	52	53	41	28	14	10	13	12	4	12
	5.8%	5.1%	3.4%	4.3%	5.0%	4.6%	4.7%	5.6%	4.3%	5.4%	5.2%	2.7%	3.8%	6.9%
Yes - a minimum of 40 per cent	51	66	51	85	84	111	58	31	32	16	31	39	4	14
	9.1%	9.8%	6.7%	8.7%	8.1%	9.7%	6.7%	6.4%	9.7%	8.4%	12.3%	8.5%	4.4%	8.1%
Yes - a minimum of 50 per cent	75	146	144	187	177	217	147	80	61	34	44	96	20	29
	13.3%	21.4%	18.9%	19.3%	17.1%	19.0%	17.0%	16.3%	18.5%	17.7%	17.3%	20.9%	20.1%	16.4%
Yes - a minimum more than 50 per cent	129	173	261	275	287	318	244	158	90	67	63	120	26	38
	22.9%	25.4%	34.3%	28.3%	27.8%	27.9%	28.3%	32.0%	27.6%	34.8%	24.7%	26.1%	25.6%	21.9%
No	158	162	195	294	221	307	208	127	81	44	51	128	27	56
	28.2%	23.8%	25.6%	30.3%	21.4%	26.9%	24.2%	25.7%	24.8%	22.7%	20.1%	27.8%	27.5%	32.4%
Don't Know	116	99	85	88	211	136	164	69	49	21	52	64	19	25
	20.6%	14.6%	11.1%	9.1%	20.4%	11.9%	19.0%	14.0%	15.1%	11.1%	20.5%	14.0%	18.6%	14.2%

Opinion Poll

Survey conducted: April, 2011

Whose views do you respect most on the subject of the AV referendum? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Ed Miliband	61	87	73	125	96	121	101	88	33	14	23	29	13	21
	10.8%	12.8%	9.6%	12.9%	9.3%	10.6%	11.7%	17.9%	10.2%	7.4%	8.9%	6.2%	12.9%	12.3%
David Cameron	82	114	185	192	189	212	169	74	60	49	51	112	16	20
	14.7%	16.7%	24.3%	19.8%	18.3%	18.6%	19.7%	15.0%	18.3%	25.1%	19.9%	24.3%	16.3%	11.3%
Nick Clegg	34	29	25	44	43	61	26	21	6	11	9	26	3	12
	6.0%	4.2%	3.3%	4.5%	4.2%	5.4%	3.1%	4.3%	1.7%	5.5%	3.6%	5.7%	3.0%	6.7%
Paddy Ashdown	19	27	22	44	24	42	26	16	11	3	9	20	2	7
	3.3%	4.0%	2.9%	4.6%	2.3%	3.7%	3.0%	3.2%	3.4%	1.3%	3.7%	4.3%	2.3%	4.1%
Peter Mandelson	5	6	5	15	1	9	7	1	4	1	1	5	0	4
	0.9%	0.8%	0.7%	1.6%	0.1%	0.8%	0.8%	0.2%	1.1%	0.3%	0.6%	1.1%	0.0%	2.5%
George Osborne	5	0	5	6	5	3	7	3	4	1	0	1	0	1
	0.9%	0.0%	0.6%	0.6%	0.5%	0.3%	0.8%	0.6%	1.1%	0.6%	0.0%	0.2%	0.0%	0.8%
David Blunkett	4	1	5	8	1	4	5	1	1	2	2	4	0	0
	0.7%	0.1%	0.7%	0.9%	0.1%	0.4%	0.6%	0.2%	0.3%	1.1%	0.6%	0.8%	0.0%	0.0%
Sayeeda Warsi	2	1	3	5	2	4	2	4	0	0	1	1	0	0
	0.4%	0.2%	0.4%	0.5%	0.2%	0.4%	0.3%	0.8%	0.0%	0.0%	0.4%	0.3%	0.4%	0.0%
None of them	159	300	343	376	426	481	320	193	142	79	96	182	42	68
	28.4%	44.0%	45.0%	38.7%	41.3%	42.2%	37.2%	39.2%	43.4%	40.9%	37.7%	39.4%	41.8%	39.1%
Don't know	189	116	95	155	246	204	197	92	67	34	63	81	23	40
	33.7%	17.1%	12.5%	15.9%	23.9%	17.9%	22.9%	18.7%	20.5%	17.7%	24.6%	17.6%	23.3%	23.1%

Opinion Poll

Survey conducted: April, 2011

If the "No" camp wins, will it cause lasting damage to Nick Clegg and the Liberal Democrats? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Yes	241	291	323	469	386	500	355	234	147	69	102	184	41	78
	42.9%	42.7%	42.5%	48.3%	37.4%	43.8%	41.2%	47.5%	44.9%	35.7%	39.9%	39.9%	40.7%	45.2%
No	127	161	174	256	206	289	174	112	70	42	59	113	27	40
	22.7%	23.7%	22.8%	26.4%	20.0%	25.3%	20.2%	22.7%	21.3%	21.6%	23.1%	24.6%	27.2%	22.8%
Don't Know	193	229	264	245	441	353	333	146	111	83	94	163	32	56
	34.4%	33.6%	34.7%	25.3%	42.7%	30.9%	38.6%	29.8%	33.8%	42.7%	37.0%	35.5%	32.1%	32.1%

Opinion Poll

Survey conducted: April, 2011

If the "Yes" camp wins, will it cause lasting damage to David Cameron and the Conservatives? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Yes	149	209	217	339	236	336	239	162	68	53	74	131	29	56
	26.6%	30.6%	28.5%	34.9%	22.9%	29.4%	27.7%	33.0%	20.7%	27.6%	29.0%	28.5%	29.5%	32.4%
No	191	251	294	386	351	461	276	163	147	66	89	168	42	61
	34.1%	36.9%	38.6%	39.8%	34.0%	40.4%	32.0%	33.0%	44.9%	34.2%	34.9%	36.6%	41.9%	35.4%
Don't Know	221	221	250	246	446	345	347	167	113	74	92	161	28	56
	39.4%	32.5%	32.8%	25.3%	43.2%	30.2%	40.2%	34.0%	34.5%	38.2%	36.2%	34.9%	28.5%	32.2%

Opinion Poll

Survey conducted: April, 2011

Given the heated arguments between the Liberal Democrats and Conservatives during the AV referendum campaign, will this make it more or less likely that the coalition will break up before 2015? BY AGE + GENDER + SOCIAL GRADE + REGION

	AGE			GENDER		SOCIAL GRADE		REGION						
	18-34	35-54	55 & over	Male	Female	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Less likely	8	6	3	13	4	13	3	6	2	2	1	4	0	2
	1.3%	0.8%	0.4%	1.3%	0.4%	1.2%	0.4%	1.2%	0.6%	1.0%	0.3%	0.8%	0.0%	1.3%
More likely	267	301	371	466	473	520	419	266	140	81	113	211	46	81
	47.7%	44.2%	48.7%	48.1%	45.8%	45.5%	48.7%	54.0%	42.6%	42.0%	44.3%	45.9%	46.6%	46.7%
It will make no difference	187	279	292	400	358	467	291	154	139	82	93	178	39	73
	33.4%	40.9%	38.4%	41.2%	34.6%	40.9%	33.8%	31.3%	42.5%	42.2%	36.5%	38.7%	38.7%	41.8%
Don't Know	99	96	95	91	198	142	148	66	47	29	48	67	15	18
	17.6%	14.1%	12.5%	9.4%	19.2%	12.4%	17.2%	13.5%	14.2%	14.9%	18.9%	14.6%	14.7%	10.2%