

YouGov / Electoral Reform Society Survey Results

Sample Size: 2234 GB Adults
Fieldwork: 30th October 2009 - 2nd November 2009

	Voting intention			Gender		Age			Social Grade		Region					
	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	2234	703	482	334	1072	1162	605	847	782	1228	1005	286	727	478	549	194
Unweighted Sample	2234	735	464	310	1029	1205	413	844	977	1391	842	318	712	438	528	238
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Some people say a referendum should be held on changing voting system for electing Britain's Members of Parliament.

At the moment, under first-past-the-post (FPTP), voters select ONE candidate, and the candidate with the most votes wins.

It has been suggested that this system should be replaced by the Alternative Vote (AV). Voters would RANK a number of candidates from a list. If a candidate wins more than half of the '1st' votes, a winner is declared. If not, the least popular candidates are eliminated from the contest, and their supporters' subsequent preferences counted and shared accordingly between the remaining candidates. This process continues until an outright winner is declared.

Supporters of AV say it means that each MP would have the support of at least half of his or her local voters; something FPTP does not guarantee. Others say there is no need to change a system that is easy to understand and generally works well, while some suggest that AV does not go far enough, and that Britain should have a much more proportional voting system.

If a referendum were held on whether to stick with FPTP or switch to AV for electing MPs, how would you vote?

Which of these systems is your first preference?

The present system - first-past-the-post	39	52	47	23	39	38	40	38	38	39	37	36	37	40	40	40
The Alternative Vote	22	21	24	31	26	18	22	21	22	22	22	25	23	21	21	16
Proportional Representation	22	16	18	38	24	21	12	23	29	24	20	20	23	19	22	30
Don't know	18	12	12	9	12	23	26	18	12	15	21	20	17	20	17	15

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

And which one is your second preference?

[Excluding Don't Knows to previous question]

The present system - first-past-the-post	20	18	24	21	22	18	23	19	20	18	22	22	20	20	20	19
The Alternative Vote	32	32	28	37	35	30	29	33	34	35	29	37	31	34	31	34
Proportional Representation	34	32	38	33	33	34	34	35	32	36	30	28	35	33	35	32
Don't know	14	18	11	8	11	18	15	14	14	11	18	13	14	14	15	15

There is currently a campaign calling for a referendum to be held on the day of the general election concerning a change in the system for electing MPs.

Would you be more or less likely to vote for a Conservative government if David Cameron were to SUPPORT holding a referendum on the voting system on Election Day?

Would definitely vote Conservative if David Cameron were to support holding a referendum	9	26	0	1	11	7	5	9	13	10	8	10	9	12	8	3
Would be much MORE likely to vote Conservative	7	9	3	8	9	5	8	5	8	7	7	8	9	5	6	6
Would be a little MORE likely to vote Conservative	9	6	3	17	9	9	8	11	8	10	8	10	10	8	7	8
Would be a little LESS likely to vote Conservative	2	3	3	1	3	1	4	1	1	2	2	2	1	2	3	1
Would be much LESS likely to vote Conservative	1	1	2	1	1	1	0	1	2	1	1	1	1	1	2	3
Not applicable: I would vote for the Conservative party anyway	18	47	5	3	19	17	15	20	18	19	16	15	22	17	17	11
Not applicable: I would NOT vote for the Conservative party anyway	39	0	80	59	37	41	37	39	41	38	41	38	32	38	44	57
Don't know	16	8	4	9	12	19	24	14	11	13	18	15	16	18	14	12
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

And if David Cameron were to OPPOSE holding a referendum on the voting system on Election Day...

Would you be more or less likely to vote for a Conservative government if David Cameron were to OPPOSE holding a referendum on the voting system on Election Day?

Would definitely vote Conservative if David Cameron were to oppose holding a referendum	3	9	0	0	4	3	1	2	5	3	3	2	3	5	3	1
Would be much MORE likely to vote Conservative	2	4	1	1	2	2	2	1	3	2	2	3	2	2	2	2
Would be a little MORE likely to vote Conservative	3	5	4	1	4	2	4	3	3	3	3	3	3	3	5	1
Would be a little LESS likely to vote Conservative	8	12	3	9	9	6	8	8	7	9	7	6	9	8	7	7
Would be much LESS likely to vote Conservative	8	5	4	14	10	5	6	7	9	8	7	12	9	6	5	7
Not applicable: I would vote for the Conservative party anyway	18	53	2	3	18	18	16	20	19	21	15	19	23	16	17	10
Not applicable: I would NOT vote for the Conservative party anyway	41	1	84	60	41	41	38	41	43	39	43	39	33	40	46	59
Don't know	17	10	3	11	12	22	24	18	11	15	20	15	19	19	15	14
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	Voting intention			Gender		Age			Social Grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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Now thinking about David Cameron's attitude to a change in the voting system (i.e. moving away from first-past-the-post to another voting system)...

Would you be more or less likely to vote for a Conservative government if David Cameron SUPPORTED a change in the voting system?

Would definitely vote Conservative if David Cameron were to support a change in the voting system	5	13	2	1	6	4	3	5	7	5	5	3	6	5	5	3
Would be much MORE likely to vote Conservative	5	8	1	8	7	4	4	5	6	6	4	6	6	5	5	5
Would be a little MORE likely to vote Conservative	10	9	3	19	11	9	10	11	9	10	10	12	11	11	8	9
Would be a little LESS likely to vote Conservative	3	6	2	3	4	3	3	4	3	3	3	2	4	4	4	1
Would be much LESS likely to vote Conservative	2	3	2	1	3	2	3	1	3	3	2	4	2	2	2	3
Not applicable: I would vote for the Conservative party anyway	18	52	2	3	18	18	15	19	19	20	15	18	22	17	17	9
Not applicable: I would NOT vote for the Conservative party anyway	41	0	85	59	40	41	38	41	42	39	43	39	33	40	46	58
Don't know	15	10	2	8	11	19	23	14	10	14	17	15	17	17	13	12
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

And if David Cameron OPPOSED a change in the voting system...

Would you be more or less likely to vote for a Conservative government if David Cameron OPPOSED a change in the voting system?

Would definitely vote Conservative if David Cameron were to oppose a change in the voting system	3	8	0	0	4	2	1	3	4	3	3	1	3	4	3	2
Would be much MORE likely to vote Conservative	2	4	0	1	2	2	2	1	3	2	2	2	2	2	2	2
Would be a little MORE likely to vote Conservative	3	6	2	1	4	2	4	3	4	4	3	4	3	3	4	3
Would be a little LESS likely to vote Conservative	8	12	2	9	9	7	8	8	8	8	8	8	8	9	7	6
Would be much LESS likely to vote Conservative	9	6	5	16	11	7	6	10	9	10	7	11	10	7	7	9
Not applicable: I would vote for the Conservative party anyway	19	53	2	3	18	20	16	19	20	21	16	18	23	18	18	7
Not applicable: I would NOT vote for the Conservative party anyway	41	0	85	58	40	41	39	40	43	39	43	40	34	40	45	60
Don't know	16	11	2	10	12	20	24	16	10	14	18	16	18	18	14	11
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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

Moving on...

Which, if any, of the following words and phrases do you associate with David Cameron? [Please tick all that apply.]

Opportunistic	36	24	50	50	44	30	31	37	40	41	30	41	35	36	33	44
Forward thinking	28	65	7	19	28	29	26	29	30	30	27	25	36	25	26	18
Realistic	26	63	3	14	28	25	22	28	28	28	24	21	33	23	24	22
Insincere	26	3	53	35	26	25	23	27	27	26	25	26	21	26	28	33
On the ball	21	49	4	14	22	20	21	20	23	23	19	23	25	24	15	13
Decisive	20	44	6	17	21	19	19	18	23	21	18	19	25	18	16	17
Stuck in his ways	8	1	17	8	9	7	11	7	7	7	9	7	6	8	9	11
Resistant to change	4	1	7	4	5	3	5	3	4	4	4	5	3	3	4	6
None of these	10	3	11	11	9	11	12	10	8	11	9	9	11	10	10	9
Don't know	10	3	6	8	7	13	13	9	9	7	15	8	9	12	12	9

Now imagine each of the following scenarios...

Which, if any, of the following words and phrases would you associate with David Cameron in each case? [Please tick all that apply.]

Imagine David Cameron SUPPORTED holding a referendum on the voting system on Election Day...

Opportunistic	30	18	45	40	35	26	24	31	35	34	26	29	30	28	31	39
Forward thinking	27	47	13	30	28	27	24	28	29	30	24	29	31	27	24	23
Insincere	13	3	28	15	16	10	10	13	16	13	14	15	11	12	17	15
Realistic	13	26	3	11	14	12	8	13	17	14	11	13	18	11	9	9
Decisive	12	23	4	11	12	11	11	12	13	12	12	12	14	12	10	9
On the ball	11	21	3	9	10	11	10	10	13	11	10	10	12	13	9	8
Stuck in his ways	2	0	4	2	3	1	3	2	2	2	2	2	1	3	2	3
Resistant to change	2	1	4	1	2	1	2	2	1	1	2	1	1	1	2	2
None of these	13	11	17	9	13	12	15	12	12	13	13	10	12	12	14	18
Don't know	18	14	13	11	13	22	28	15	13	14	22	19	17	19	18	11

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

Imagine David Cameron OPPOSED holding a referendum on the voting system on Election Day...

Resistant to change	26	28	19	40	28	24	24	28	25	28	23	27	29	26	21	28
Stuck in his ways	17	16	14	26	18	15	14	18	17	18	15	17	16	19	15	17
Insincere	15	7	24	19	18	12	11	15	18	15	15	15	13	15	16	18
Opportunistic	12	5	22	17	14	10	7	12	16	13	10	15	10	13	12	14
Realistic	8	18	4	2	8	7	5	6	12	9	6	8	8	9	6	5
Decisive	7	15	4	4	8	5	6	6	8	6	7	5	8	6	6	5
Forward thinking	4	9	3	1	5	4	4	3	5	4	4	5	5	3	4	2
On the ball	3	7	2	1	3	3	2	2	4	4	2	3	3	4	2	4
None of these	16	13	23	11	17	16	17	18	14	17	16	14	17	15	18	20
Don't know	22	19	17	15	15	28	33	19	16	18	26	24	21	23	23	16

Imagine David Cameron SUPPORTED a change in the voting system...

Forward thinking	29	48	14	33	30	29	24	31	31	32	26	27	32	30	27	26
Opportunistic	27	12	42	40	29	25	21	26	33	30	23	31	26	26	24	30
Realistic	16	28	5	16	15	16	10	15	21	16	15	13	21	14	14	10
Insincere	13	3	29	16	16	10	9	15	15	13	14	14	11	11	17	17
Decisive	13	23	5	16	15	12	12	12	15	13	13	12	13	15	13	9
On the ball	11	20	4	8	10	11	8	10	13	11	10	12	12	11	9	8
Stuck in his ways	2	0	5	2	2	1	2	2	2	2	2	1	2	2	2	2
Resistant to change	1	0	3	1	2	1	2	1	1	1	2	3	1	1	2	1
None of these	12	12	14	6	13	11	13	12	12	12	12	11	12	11	12	15
Don't know	19	15	13	10	14	23	28	17	13	16	22	19	17	20	19	16

Imagine David Cameron OPPOSED a change in the voting system...

Resistant to change	27	30	20	41	29	26	27	28	27	28	26	27	31	26	23	27
Stuck in his ways	21	19	19	32	22	20	19	24	19	21	20	18	21	23	20	21
Insincere	15	6	25	16	18	12	10	15	18	14	15	15	13	14	14	21
Opportunistic	12	3	22	18	14	10	5	12	17	13	10	13	10	13	12	13
Realistic	8	18	4	4	8	8	5	7	11	10	6	7	8	7	9	7
Decisive	6	14	1	6	7	5	5	5	8	7	5	8	8	6	5	2
Forward thinking	3	8	3	1	4	3	3	2	5	4	3	4	4	4	3	2
On the ball	2	6	2	0	3	2	2	2	3	3	2	4	3	2	2	2
None of these	15	15	19	8	16	14	15	15	15	17	13	16	14	14	17	17
Don't know	21	18	17	12	16	26	31	20	15	18	25	21	19	24	22	17