

YouGov / Spectator Survey Results

Sample Size: 2214
Fieldwork: 5th - 6th July 2010

	Standard FPTP Voting Intention					AV First Preference				
	Total	Con	Lab	Lib Dem	Other	Con	Lab	Lib Dem	SNP / PCY	Other
All GB Adults	2214	743	625	278	152	751	641	326	43	127
Unweighted Sample	2214	749	605	290	223	739	622	341	75	174
	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

Con	41	100	0	0	0	99	0	3	0	5
Lab	35	0	100	0	0	0	98	4	8	4
Lib Dem	16	0	0	100	0	1	1	91	0	2
Other	9	0	0	0	100	0	1	2	92	89

Other Parties Voting Intention

SNP / PCY	2	0	0	0	27	0	0	0	90	0
Green	2	0	0	0	19	0	0	1	0	20
UKIP	2	0	0	0	27	0	0	0	0	33
BNP	2	0	0	0	21	0	0	1	0	28
Respect	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	6	0	0	0	2	7

Non Voters

Would Not Vote	6	0	0	0	0	1	2	2	3	5
Don't know	12	0	0	0	0	3	4	10	2	12

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	96	1	2	2	100	0	0	0	0
Labour	29	0	94	3	4	0	100	0	0	0
Liberal Democrat	15	1	2	94	3	0	0	100	0	0
Scottish National Party (SNP)/ Plaid Cymru	2	0	1	0	25	0	0	0	100	0
Some other party	6	1	1	1	62	0	0	0	0	100
Would not vote	5	0	1	0	2	0	0	0	0	0
Don't know	10	2	2	1	3	0	0	0	0	0

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All GB Adults	2214	743	625	278	152	751	641	326	43	127
Unweighted Sample	2214	749	605	290	223	739	622	341	75	174
	%	%	%	%	%	%	%	%	%	%

Headline AV First intention (only those naming a party)

Con	40	98	1	2	2	100	0	0	0	0
Lab	34	0	97	3	4	0	100	0	0	0
Lib Dem	17	1	2	95	3	0	0	100	0	0
SNP / PCY	2	0	1	0	26	0	0	0	100	0
Other	7	1	1	1	65	0	0	0	0	100

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

Conservative	8	2	3	31	14	0	4	33	8	17
Labour	9	4	2	31	18	4	0	33	20	18
Liberal Democrat	33	47	34	5	18	49	35	0	17	20
Scottish National Party (SNP)/ Plaid Cymru	3	1	8	3	1	1	8	2	0	1
Some other party	20	17	24	18	30	17	24	18	35	25
Would not cast a second preference vote	21	27	25	4	16	26	25	5	13	17
Don't know	5	3	5	8	3	3	5	9	6	3

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	62	135
Male 25 to 39	229	283
Male 40 to 54	395	373
Male 55 +	362	280
Female 18 to 24	105	130
Female 25 to 39	340	287
Female 40 to 54	407	384
Female 55 +	314	342
Region		
North England	535	541
Midlands	301	363
East England	191	213
London	314	284
South England	532	507
Wales	129	109
Scotland	212	197
Social Grade		
AB	857	607
C1	602	628
C2	306	454
DE	400	476
Newspaper Type		
Express / Mail	530	340
Sun / Star	298	471
Mirror / Record	180	336
Guardian / Independent	185	69
FT / Times / Telegraph	267	191
Other Paper	293	257
No Paper	460	549
Political Party Identification		
Labour	706	716
Conservative	602	633
Liberal Democrat	269	264
Others	252	71
None/ DK	385	530

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