

IPSOS MORI SCOTTISH POLITICAL MONITOR

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VOTING INTENTION

POLLING
STATION

WAY IN

WAY IN

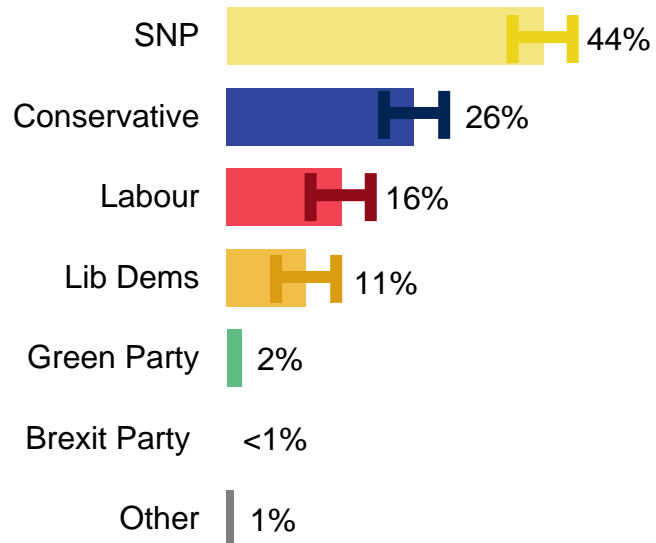
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Voting Intention: November 2019

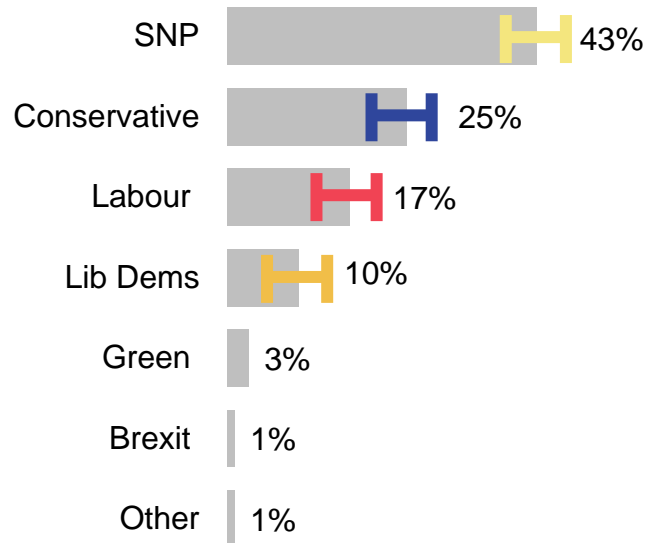
How do you intend to vote in the general election?

Headline voting intention



SNP lead = +18

All giving a voting intention



SNP lead = +18



Base: 1,032 Scottish adults 18+, 19-25 November 2019; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections and registered to vote (868). Margin of error is displayed at +/- 4%. All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos MORI Scottish Political Monitor



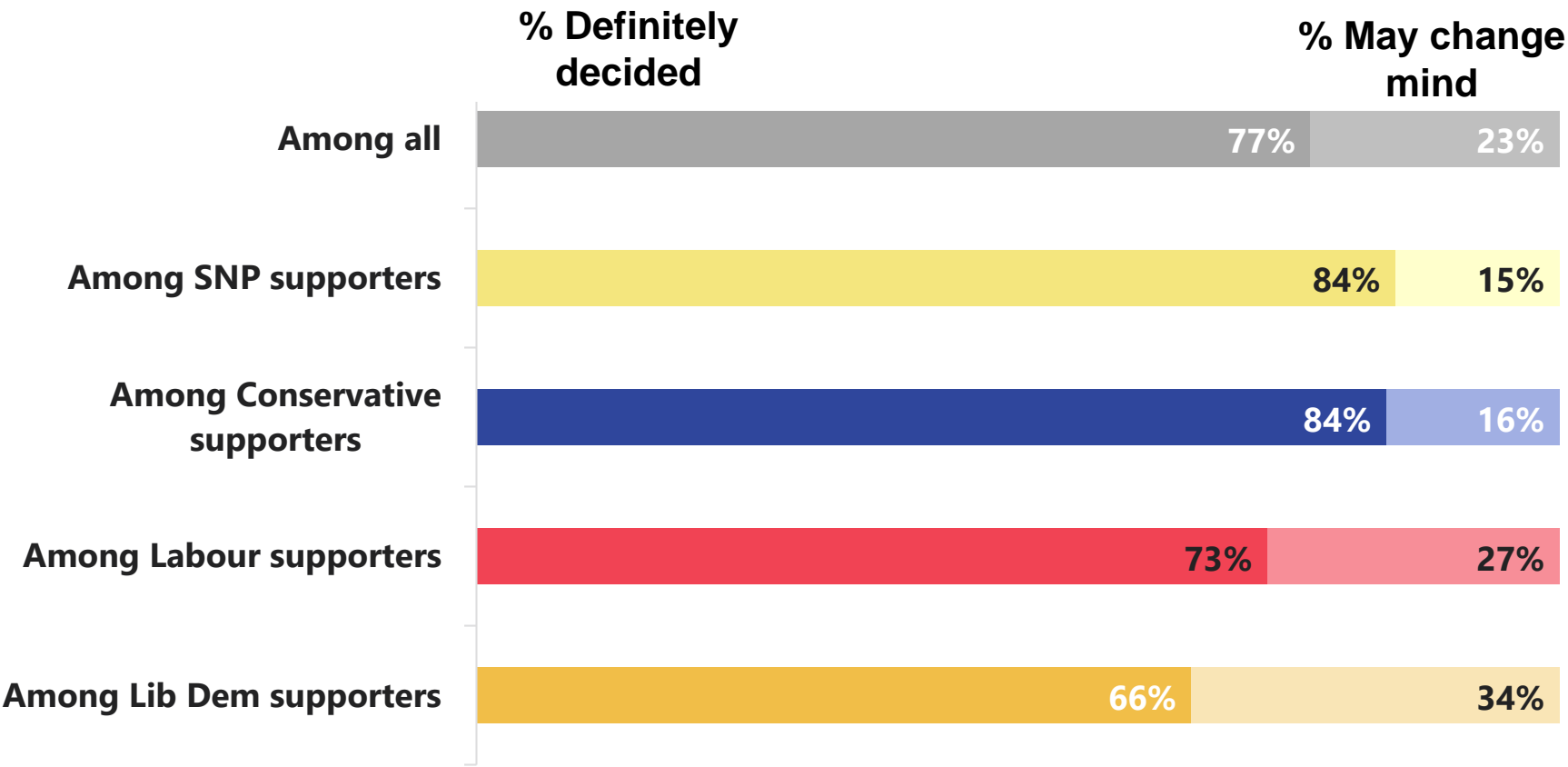
VOTING DECISIONS

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Which party to vote for? % Definitely decided

Have you definitely decided to vote for the party or is there a chance you may change your mind before you vote?

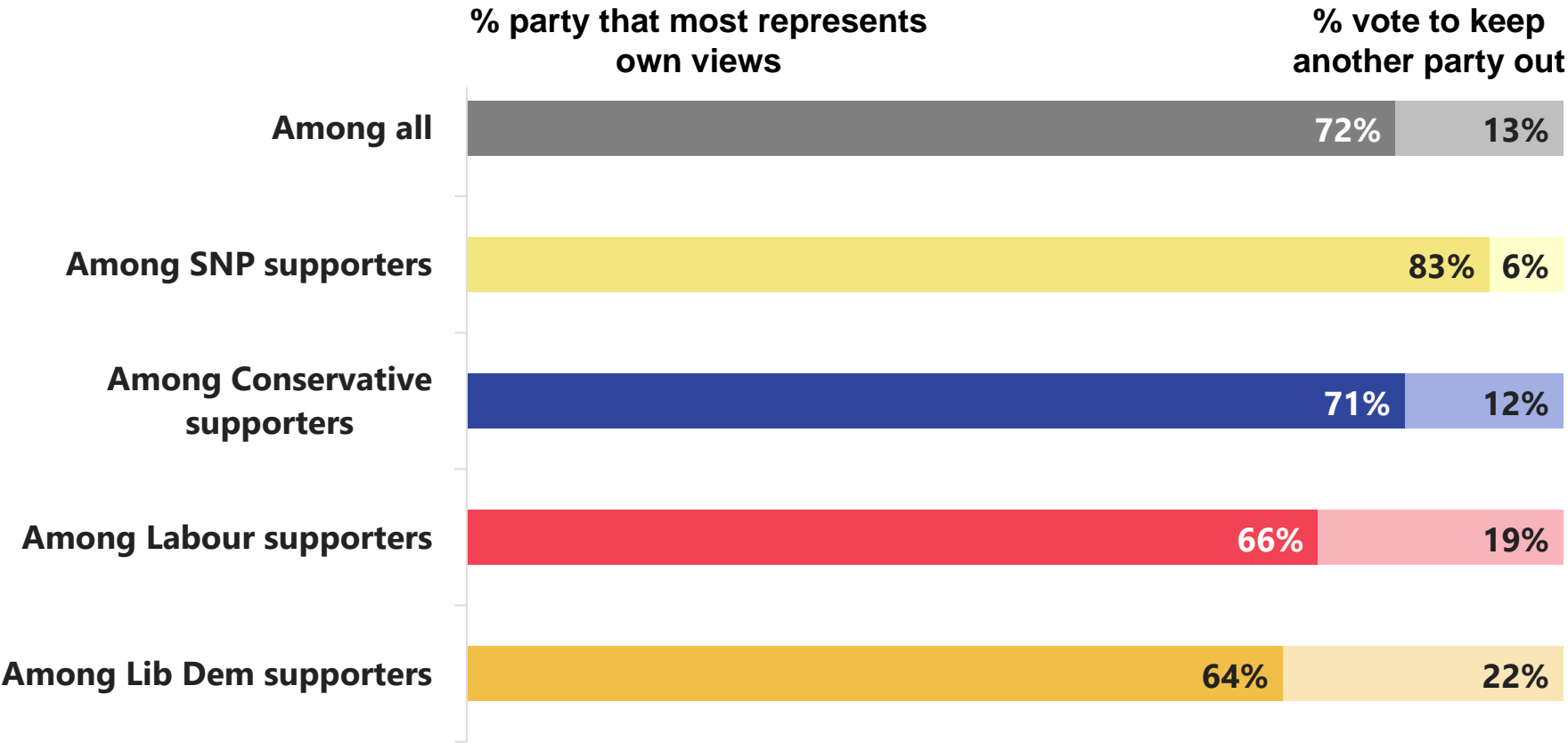


Base: Scottish adults 18+ who said they would vote for a party (716); SNP supporters (299); Conservative supporters (183); Labour supporters (83); Lib Dem supporters (63); 19th-25th November 2019

Source: Ipsos MORI Scottish Political Monitor

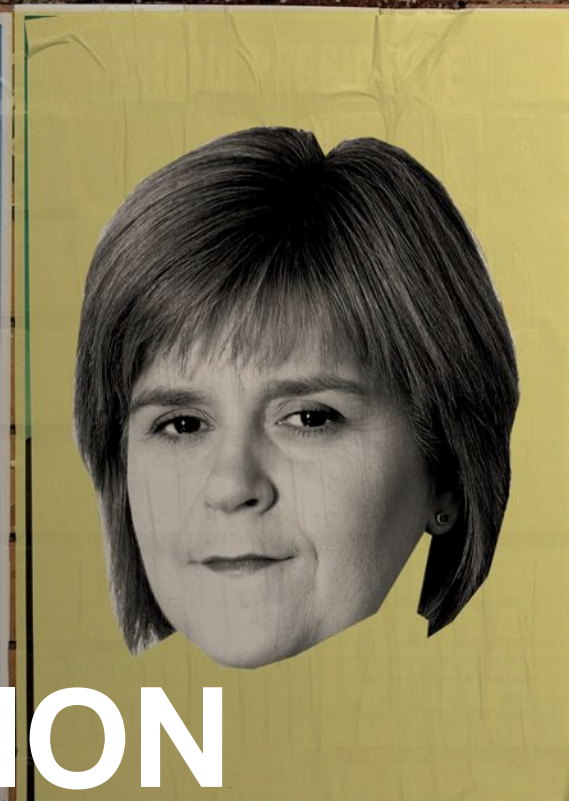
Tactical voting decisions: By party

Which of the following statements comes closest to your reasons for intending to vote for [party]?
‘It is the party that most represents your views’ or ‘The party you support has little chance of winning so you vote for [party] to try to keep another party out’



Base: Scottish adults 18+ with a voting intention (902); SNP supporters (339); Conservative supporters (219); Labour supporters (120); Lib Dem supporters (94); 19th-25th November 2019

Source: Ipsos MORI Scottish Political Monitor



SATISFACTION

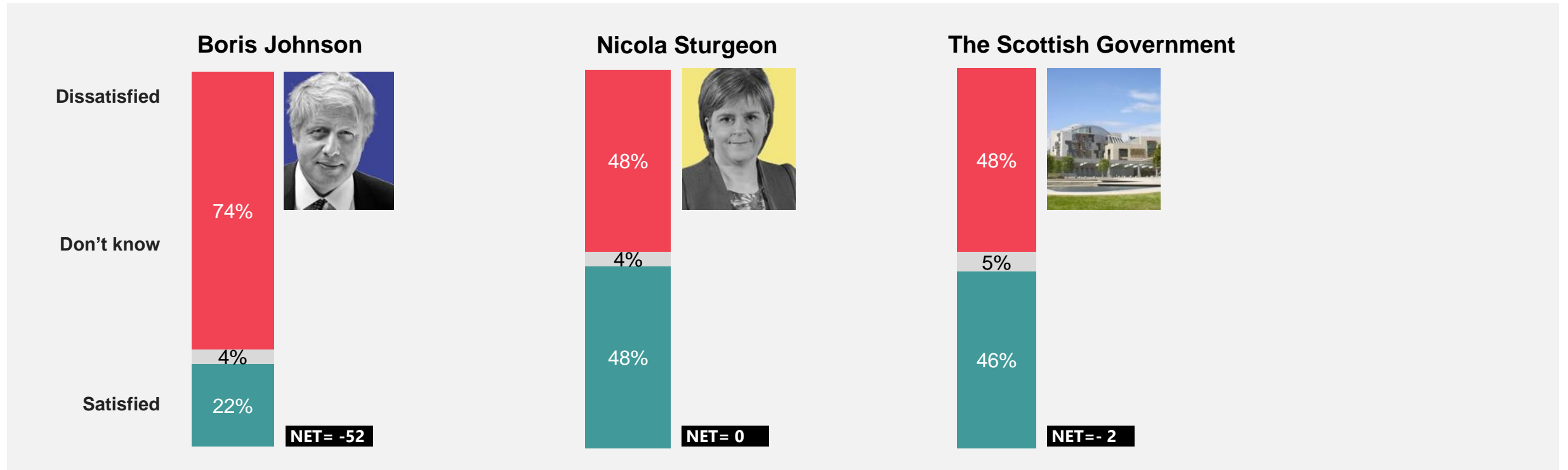
WITH GOVERNMENT
AND PARTY LEADERS

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Satisfaction with leaders and the Scottish Government

Are you satisfied or dissatisfied with the way.... is running the country/doing his/her job... as Prime Minister/First Minister?



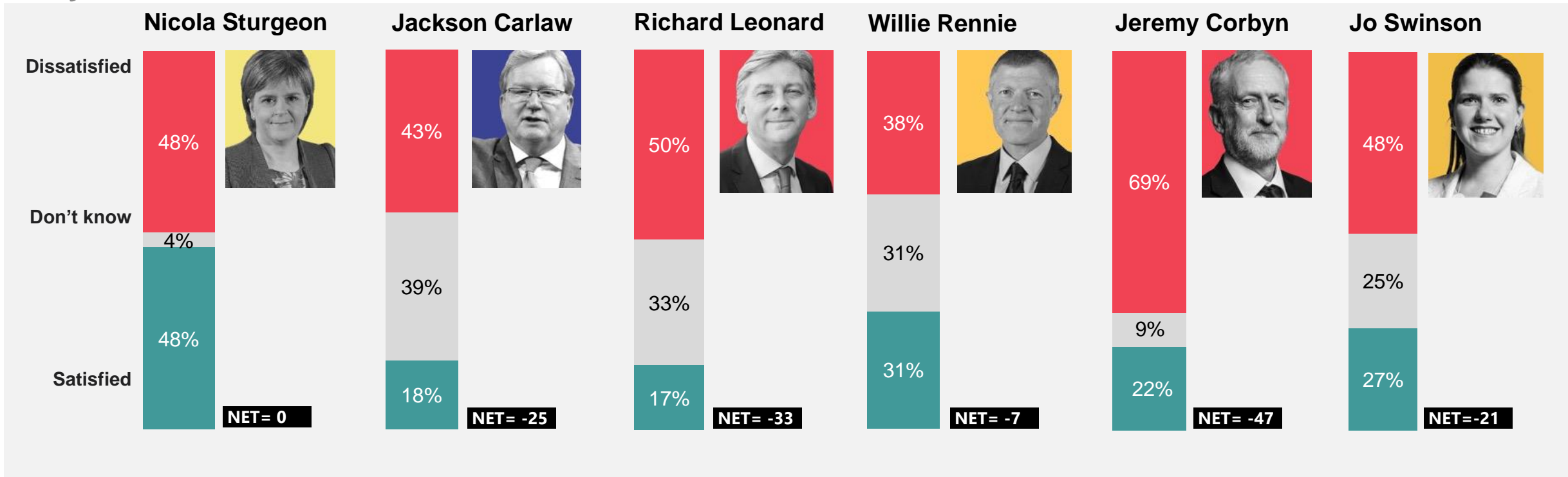
Base: Scottish adults 16+ (1,046), 19-25 November 2019

Source: Ipsos MORI Scottish Political Monitor

Satisfaction with party leaders

Are you satisfied or dissatisfied with the way.... is doing his/her job...

as First Minister of Scotland/ interim leader of the Scottish Conservative and Unionist Party/ leader of the Scottish Labour Party/ the Scottish Liberal Democrats/ the UK Labour Party/ the UK Liberal Democrat Party?



Base: Scottish adults 16+ (1.046), 19-25 November 2019

Source: Ipsos MORI Scottish Political Monitor

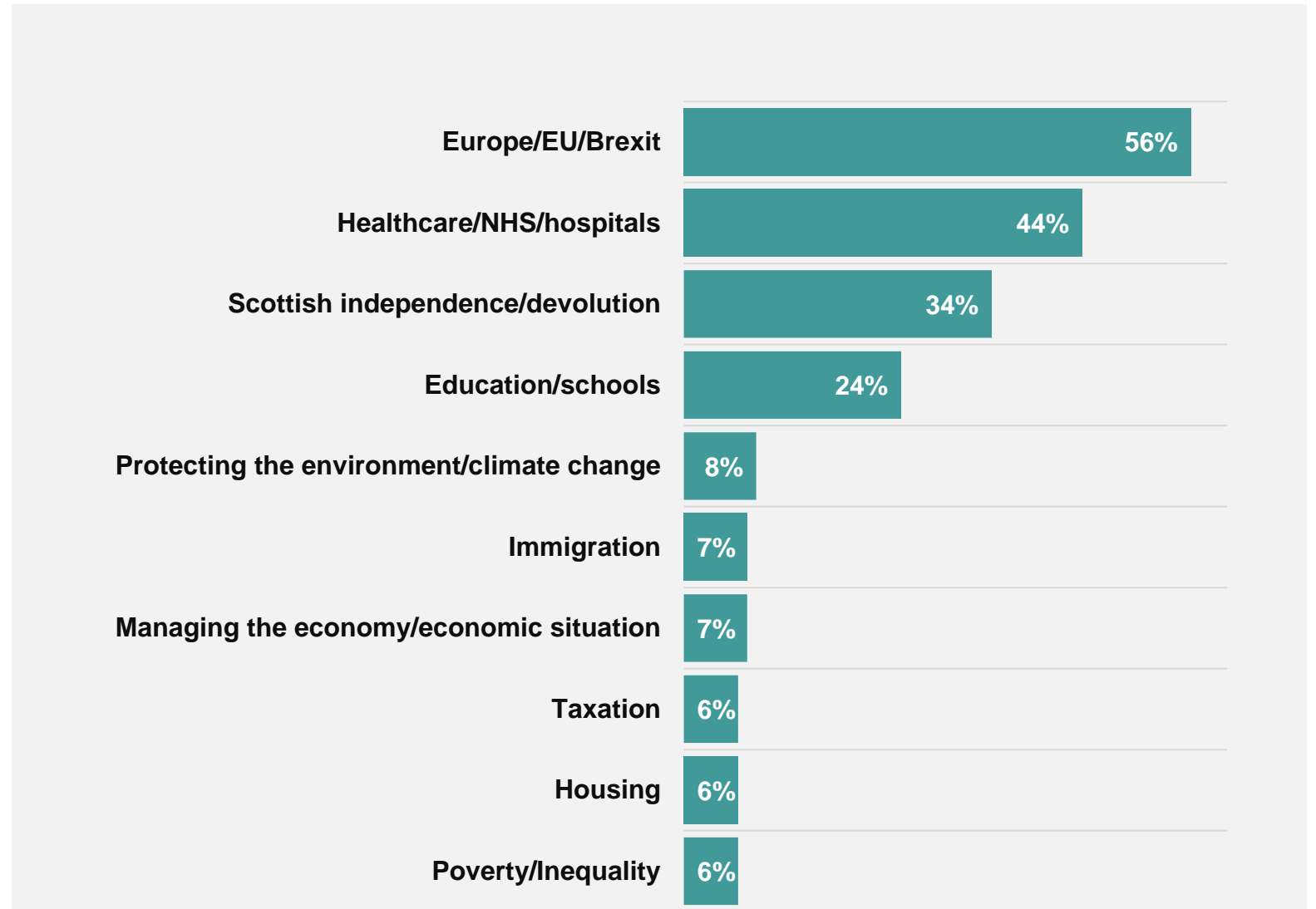
KEY ISSUES

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Which issues will help decide your vote?

Looking ahead to the General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?



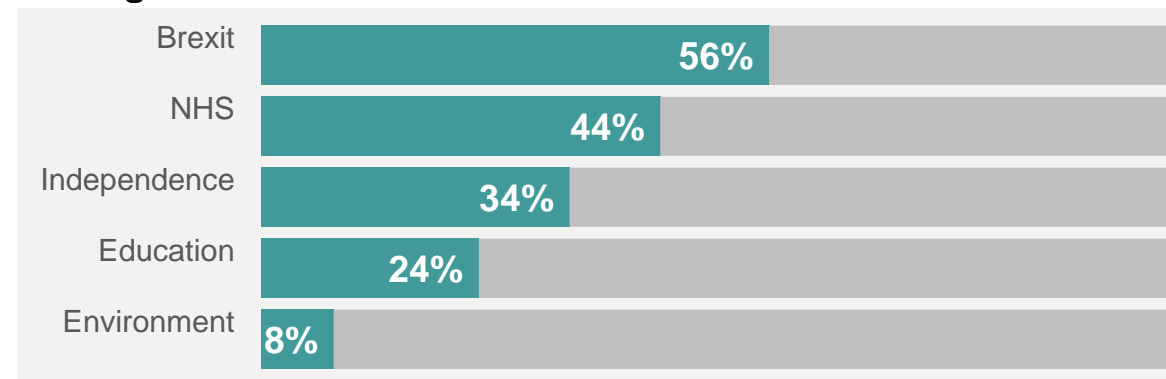
Base: Scottish adults 18+ with a voting intention (902); 19-25 November 2019

Source: Ipsos MORI Scottish Political Monitor

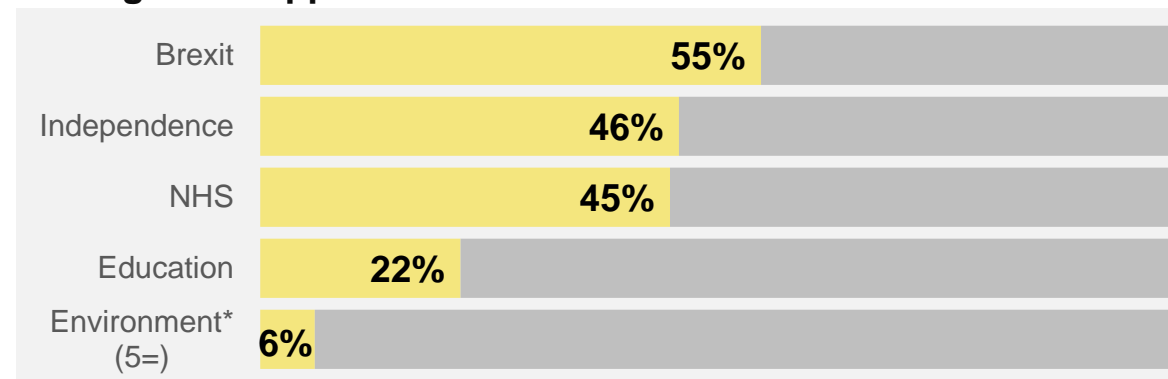
Which issues will help decide your vote?

Looking ahead to the next General Election, which, if any, issues do you think will be very important to you in helping you decide which party to vote for?

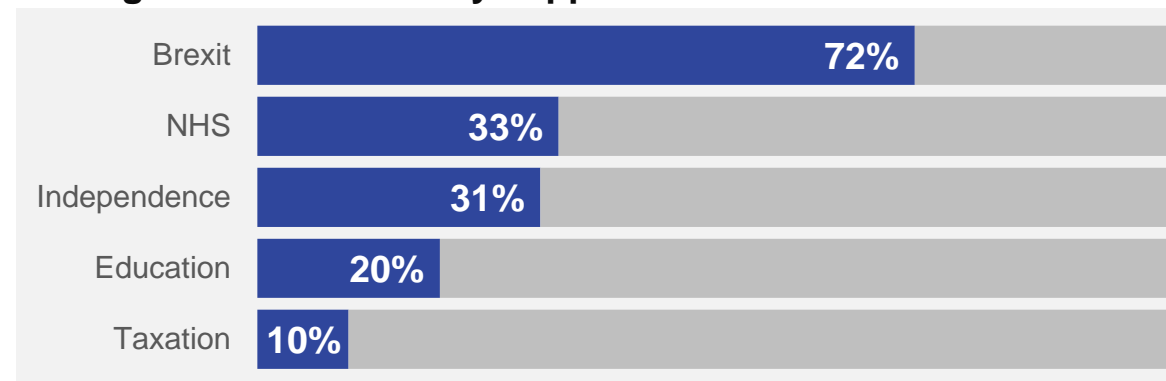
Among all



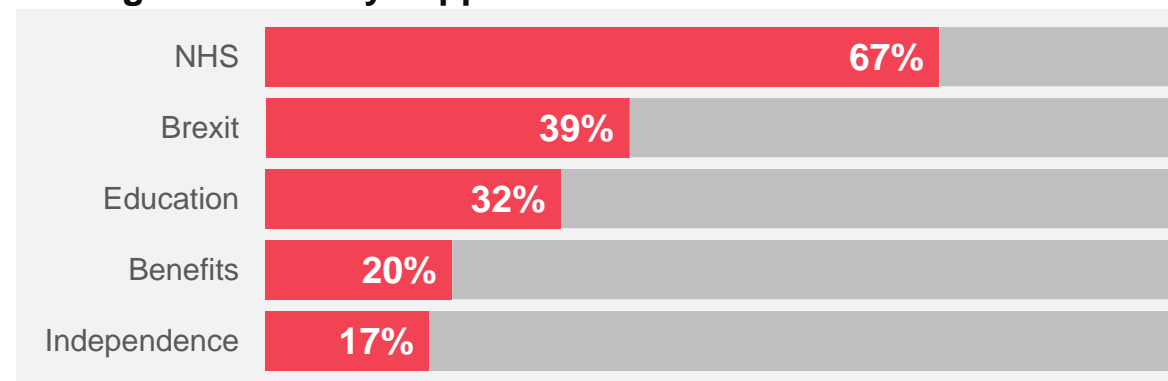
Among SNP supporters



Among Conservative Party supporters



Among Labour Party supporters



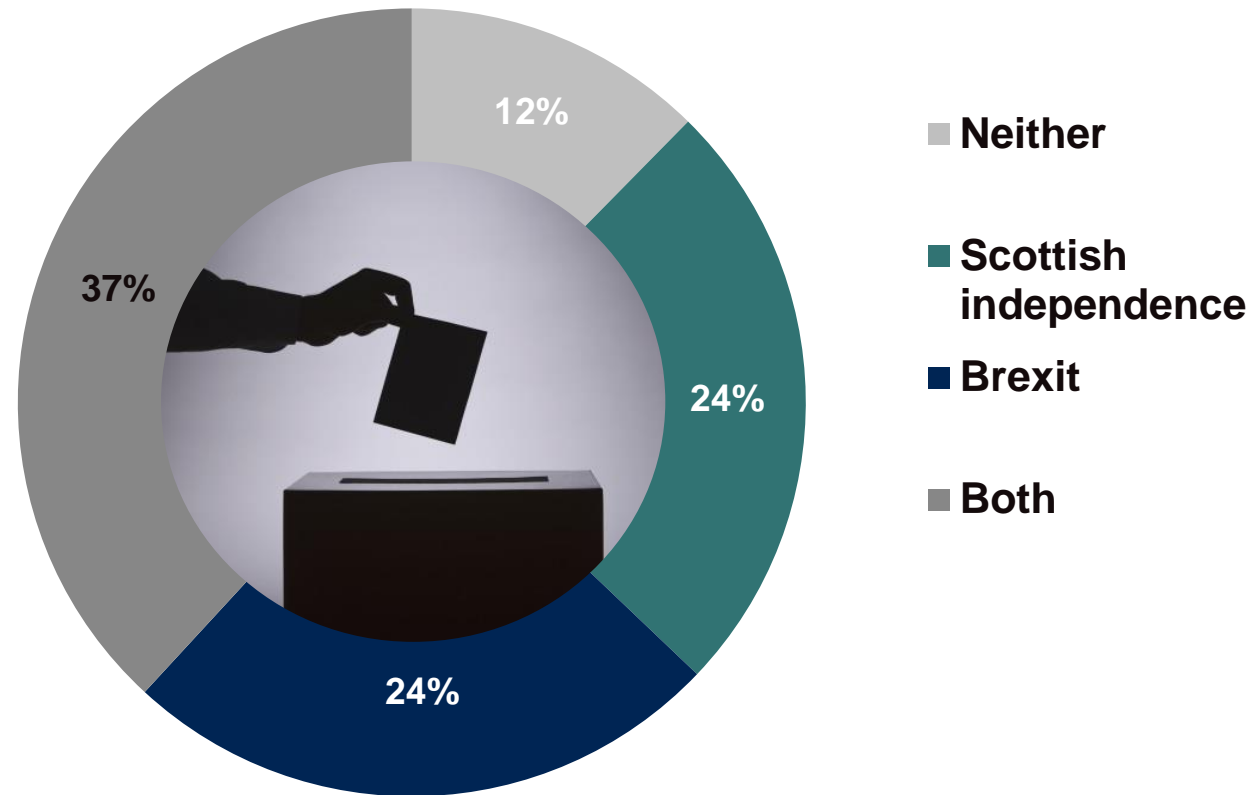
Base: Scottish adults 18+ with a voting intention (902); SNP supporters (339); Conservative supporters (219); Labour supporters (120), 19-25 November 2019

Source: Ipsos MORI Scottish Political Monitor

*Both environment and immigration are mentioned by 6% of SNP supporters

Influence of Brexit vs Scottish independence on voting intention

Regardless of whether you support or oppose Brexit or Scottish independence, which of these has more influence on what party you think you will vote for in the general election?



Base: Scottish adults 18+ with a voting intention (902); 19-25 November 2019

Source: Ipsos MORI Scottish Political Monitor

FUTURE OF THE UNION

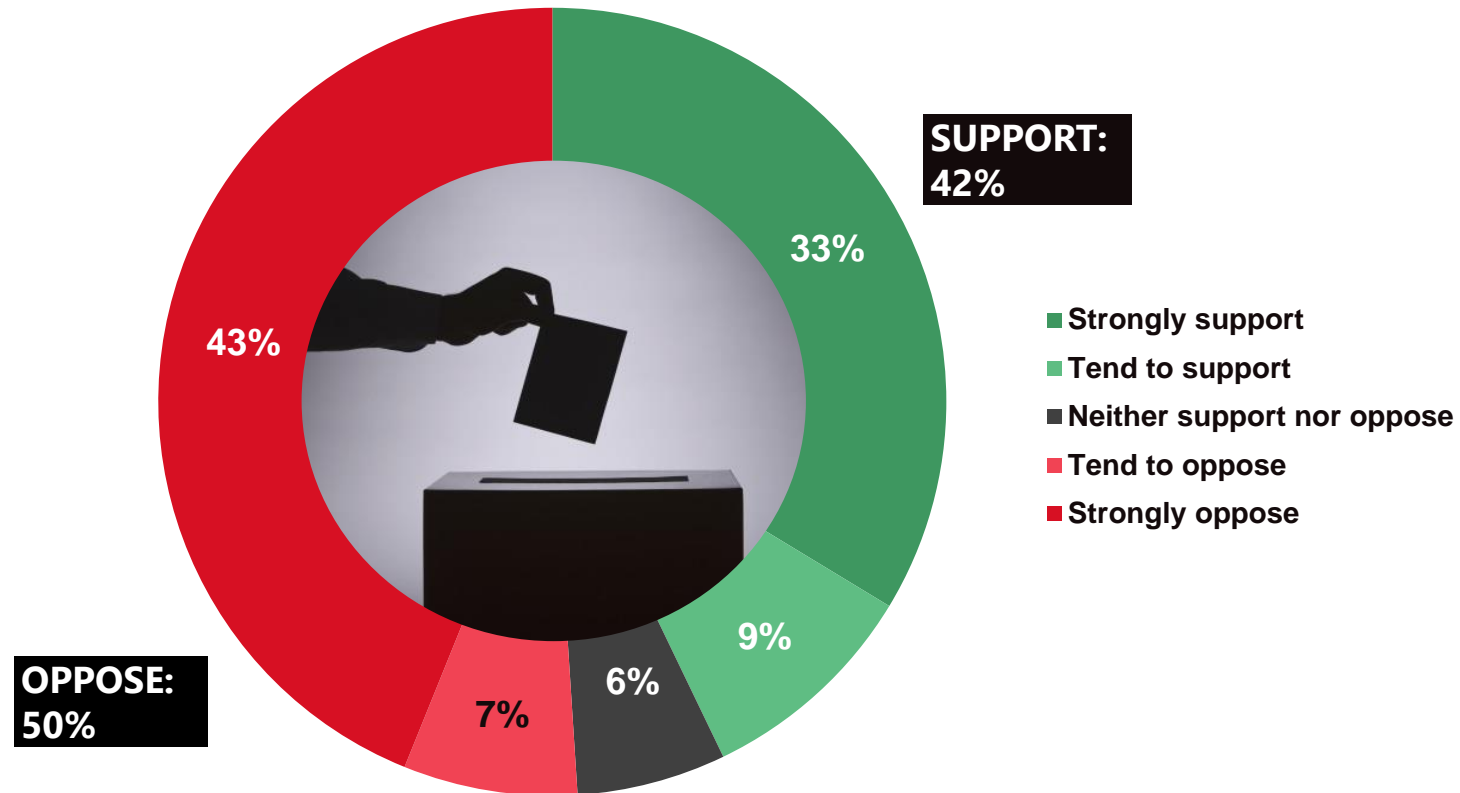


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Indyref 2 next year?

Do you support or oppose a second referendum on Scottish independence being held within the next year?



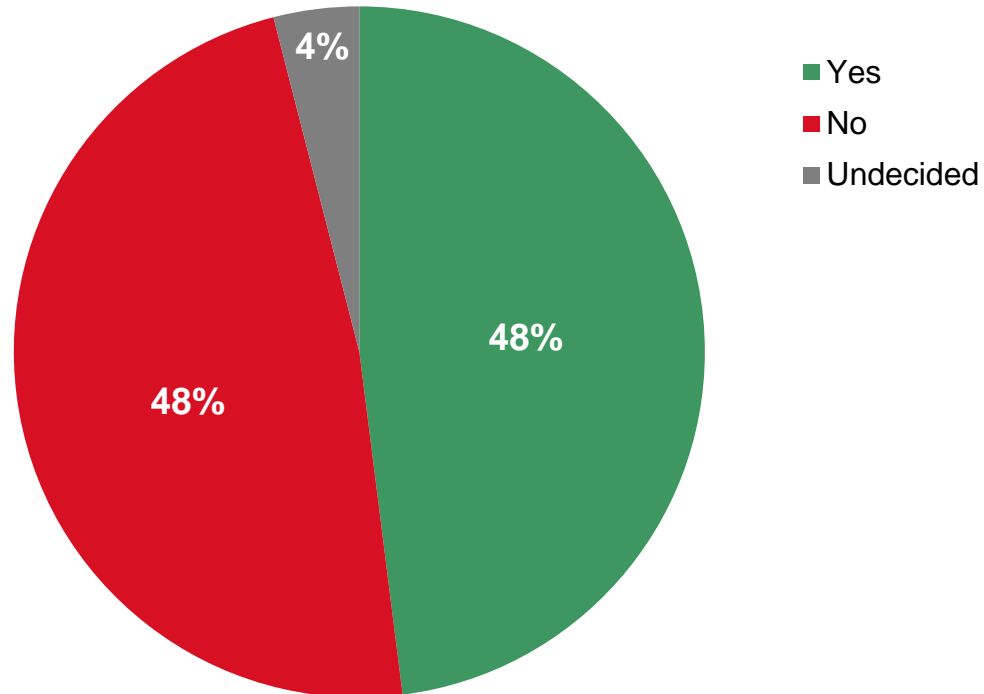
Base: Scottish adults 16+ (1.046), 19-25 November 2019

Source: Ipsos MORI Scottish Political Monitor

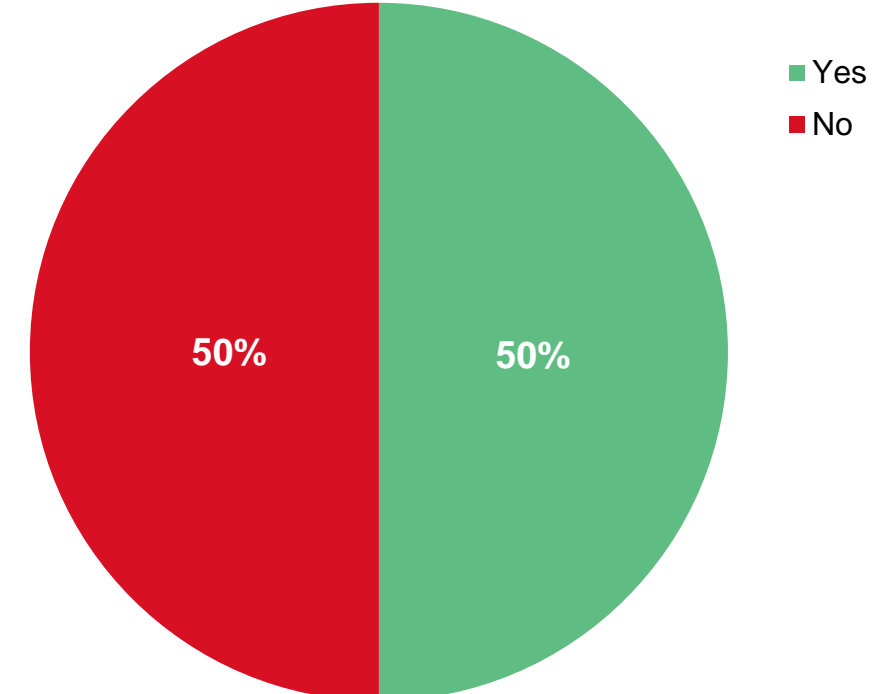
Support for independence?

If a referendum were held tomorrow about Scotland's constitutional future, how would you vote in response to the following question:
Should Scotland be an independent country?

All likely to vote



All likely to vote and expressing a voting intention



Base: Scottish adults 16+ likely to vote in an independence referendum (915); Scottish adults 16+ likely to vote and expressing a voting intention (897); 19th – 25th November 2019

Source: Ipsos MORI Scottish Political Monitor

Technical note

Ipsos MORI Scotland interviewed a representative sample of 1,046 adults aged 16+ across Scotland. Interviews were conducted by telephone: 19 – 25 November 2019. Data are weighted by age, sex, region, social grade, working status, tenure, education and country of birth to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent.

Questions are asked of the total sample of n=1,046 unless otherwise stated.

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Scottish Political Monitor 2019

For more information

Emily Gray
Managing Director, Ipsos MORI Scotland
Emily.Gray@ipsos.com

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