

SCOTTISH PUBLIC OPINION MONITOR

April 2016



Ipsos MORI

April 2016

VOTING INTENTIONS

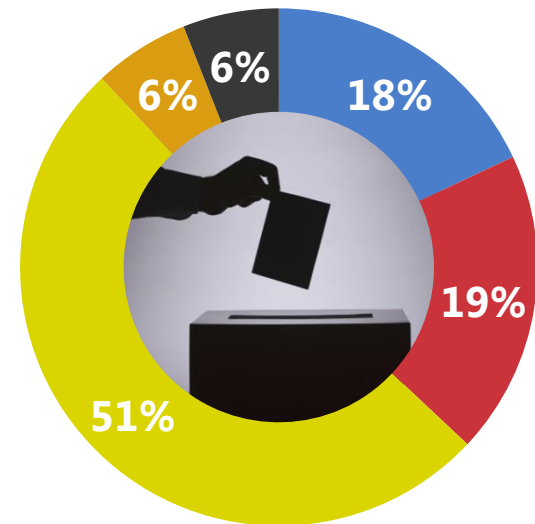
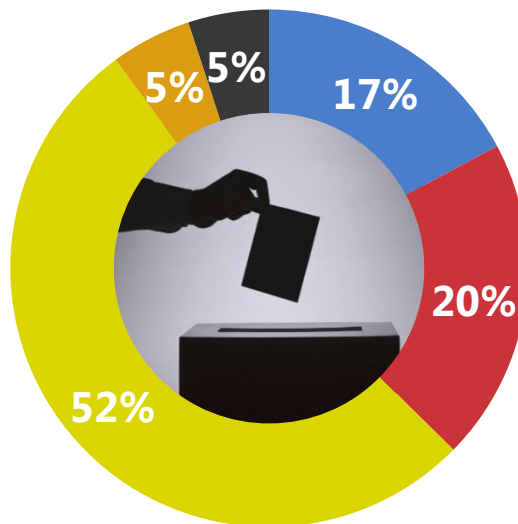
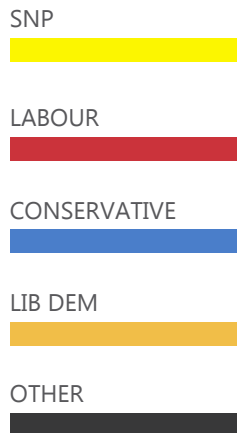


Scottish Parliament Voting Intention (Constituency)

HOW WOULD YOU USE YOUR CONSTITUENCY VOTE IF THERE WERE ELECTIONS TO THE SCOTTISH PARLIAMENT TOMORROW?

ALL GIVING A VOTING INTENTION

ALL LIKELY TO VOTE



SNP LEAD = +32

SNP LEAD = +32

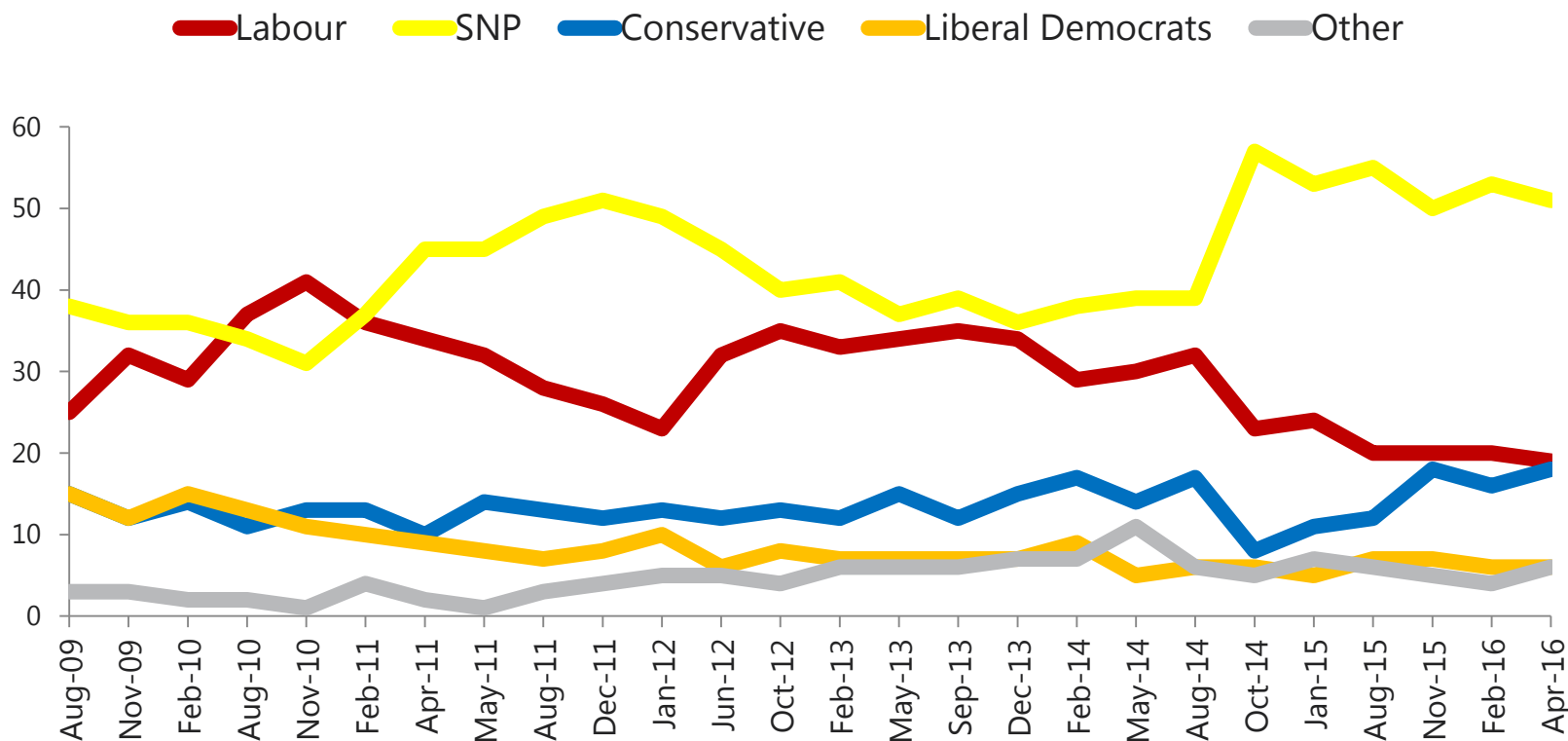
Base: All giving a voting intention = 920 . All likely to vote = 743 Data collected among 1,000 Scottish adults 16+,

18th-25th April 2016

Source: Ipsos MORI Scottish Public Opinion Monitor

Holyrood- Constituency vote trend

IF THERE WERE ELECTIONS TO THE SCOTTISH PARLIAMENT TOMORROW, HOW WOULD YOU USE YOUR FIRST VOTE?



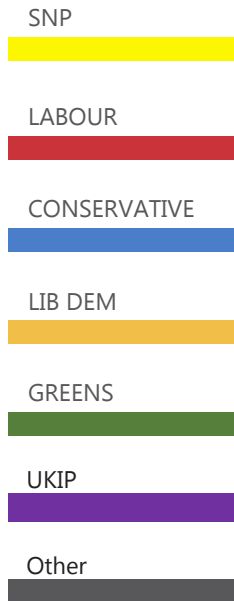
Base: All certain/likely to vote. Data collected among c1,000 Scottish adults.

Source: Ipsos MOR Scottish Public Opinion Monitor

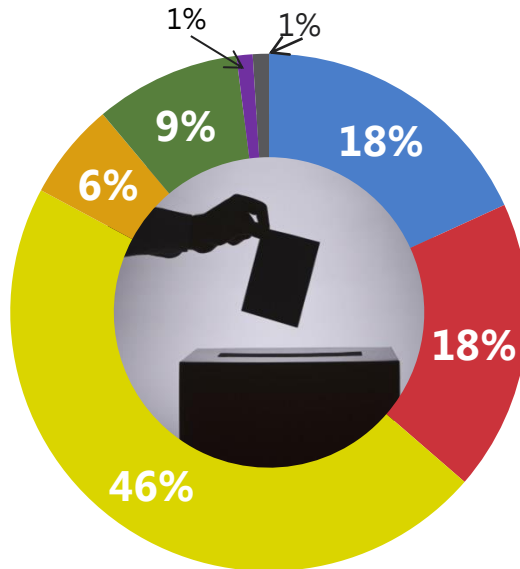
Scottish Parliament Voting Intention

(Regional list)

HOW WOULD YOU USE YOUR REGIONAL VOTE IF THERE WERE ELECTIONS TO THE SCOTTISH PARLIAMENT TOMORROW?

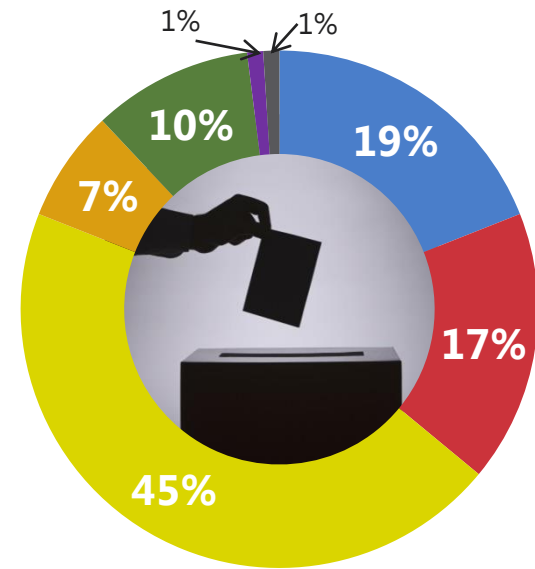


ALL GIVING A VOTING INTENTION



SNP LEAD = +28

ALL LIKELY TO VOTE



SNP LEAD = +26

Base: All giving a voting intention = 922 . All likely to vote = 744 Data collected among 1,015 Scottish adults 16+,

18th-25th April 2016

Source: Ipsos MORI Scottish Public Opinion Monitor

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SATISFACTION WITH PARTY LEADERS AND GOVERNMENT

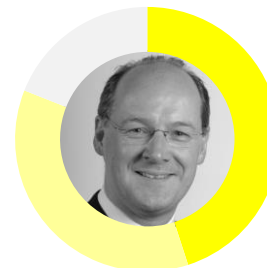
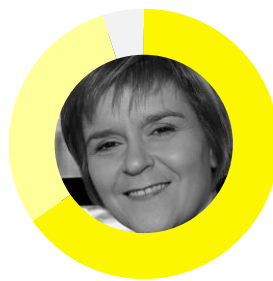
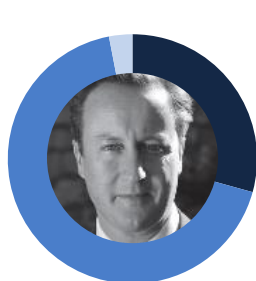
Satisfaction with leaders

ARE YOU SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS RUNNING THE COUNTRY / DOING HIS/ HER JOB AS PRIME MINISTER / FIRST MINISTER/ DEPUTY FIRST MINISTER?

DAVID CAMERON

NICOLA STURGEON

JOHN SWINNEY



0%
swing from February

-38 Net

SATISFIED	29%
DISSATISFIED	67%

-3%
swing from February

+36 Net

SATISFIED	66%
DISSATISFIED	30%

0%
swing from February

+9% Net

SATISFIED	45%
DISSATISFIED	36%

Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

Source: Ipsos MORI Scottish Public Opinion Monitor

Satisfaction with leaders

ARE YOU SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS DOING HIS/HER JOB AS LEADER OF THE XXXX PARTY?

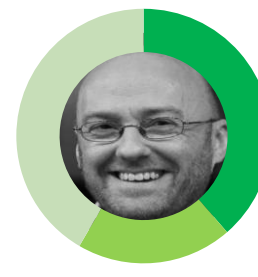
KEZIA DUGDALE

RUTH DAVIDSON

WILLIE RENNIE

PATRICK HARVIE

JEREMY CORBYN



-16%
swing from February

+7%
swing from February

+4%
swing from February

+4%
swing from February

+6%
swing from February

-11 Net

+15 Net

- Net

+23 Net

-7 Net

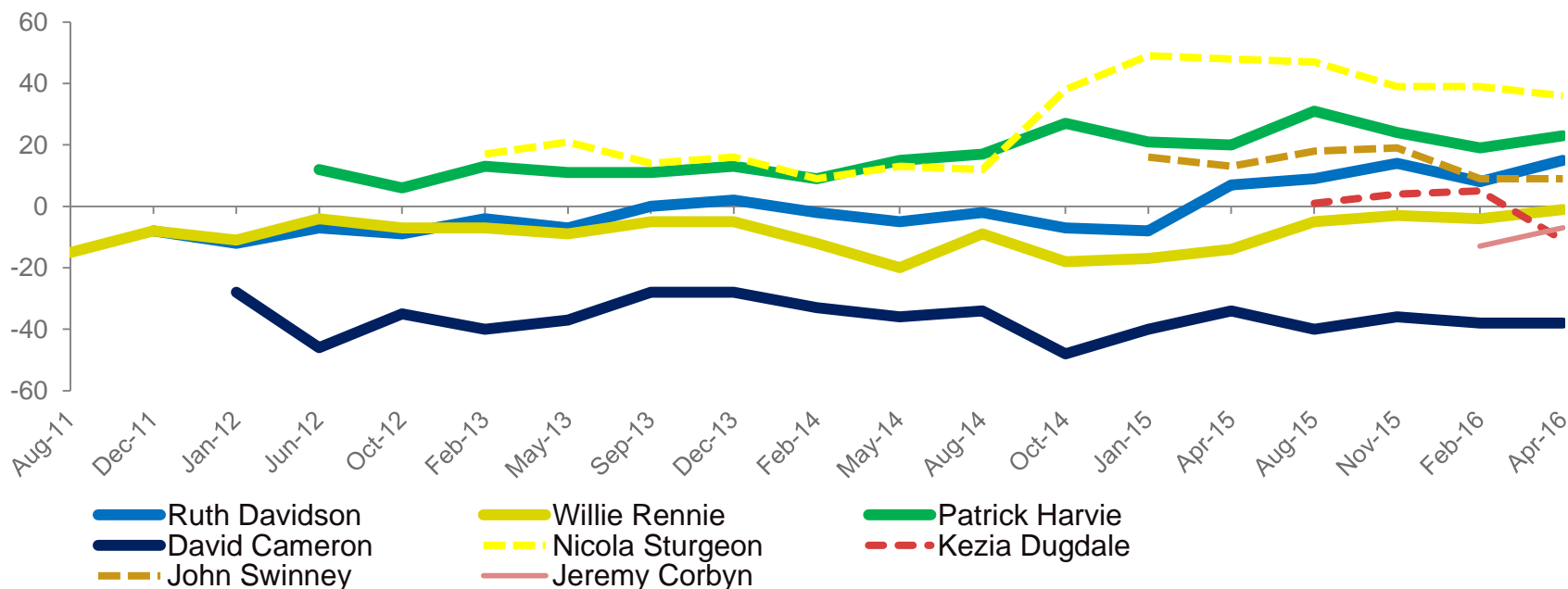
SATISFIED	33%	SATISFIED	47%	SATISFIED	33%	SATISFIED	44%	SATISFIED	39%
DISSATISFIED	44%	DISSATISFIED	33%	DISSATISFIED	33%	DISSATISFIED	20%	DISSATISFIED	46%

Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

Source: Ipsos MORI Scottish Public Opinion Monitor

Net Satisfaction with party leaders trend

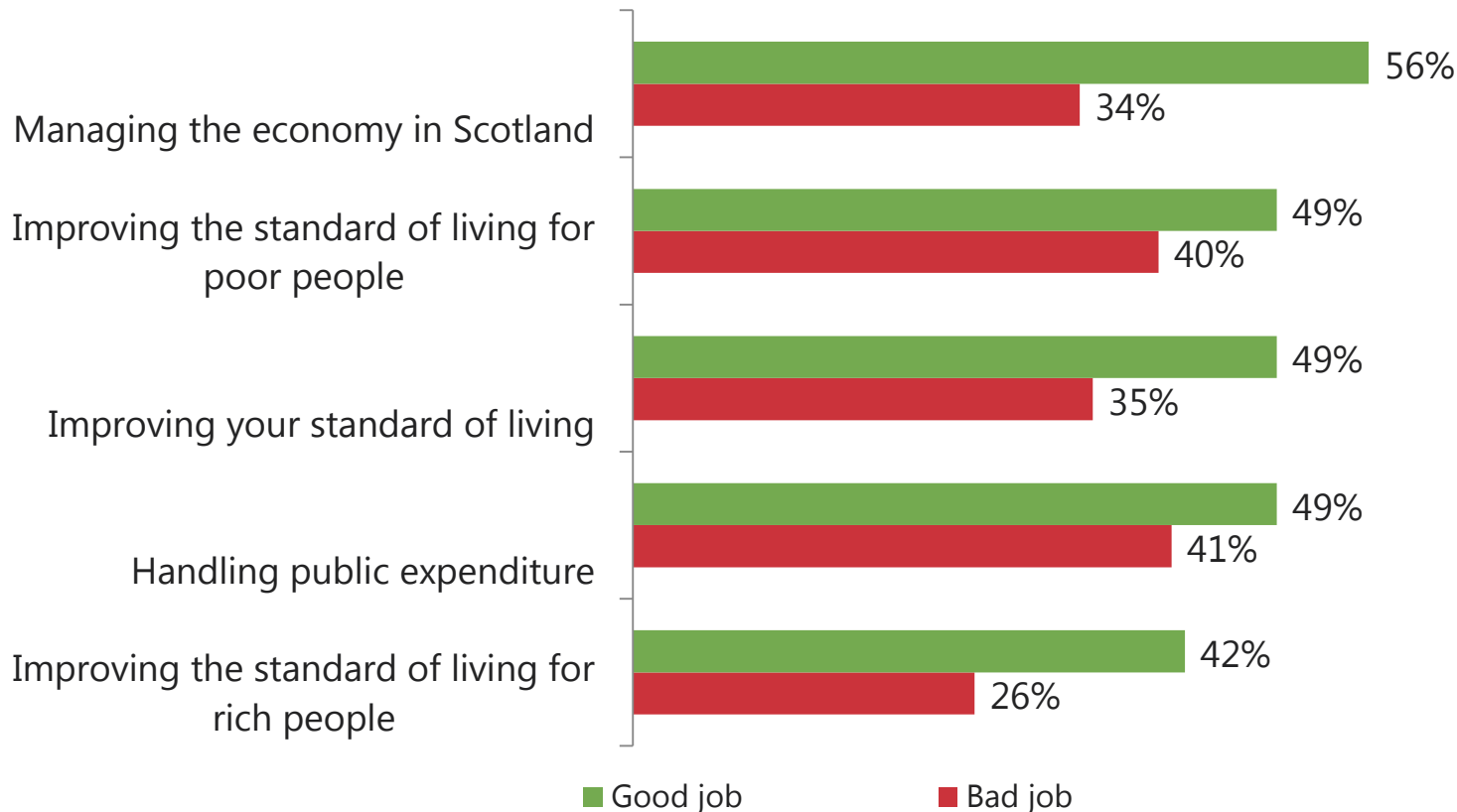
ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY ... IS DOING HIS/HER JOB AS FIRST MINISTER//PRIME MINISTER/LEADER OF SCOTTISH LABOUR/THE SCOTTISH LIBERAL DEMOCRATS/THE SCOTTISH CONSERVATIVES?



Base: All certain/likely to vote. Data collected among c1,000 Scottish adults.

Source: Ipsos MORI Scottish Public Opinion Monitor

SINCE THE LAST SCOTTISH PARLIAMENT ELECTION IN 2011, DO YOU THINK THAT THE SCOTTISH GOVERNMENT HAS DONE A GOOD JOB OR A BAD JOB AT...?



Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

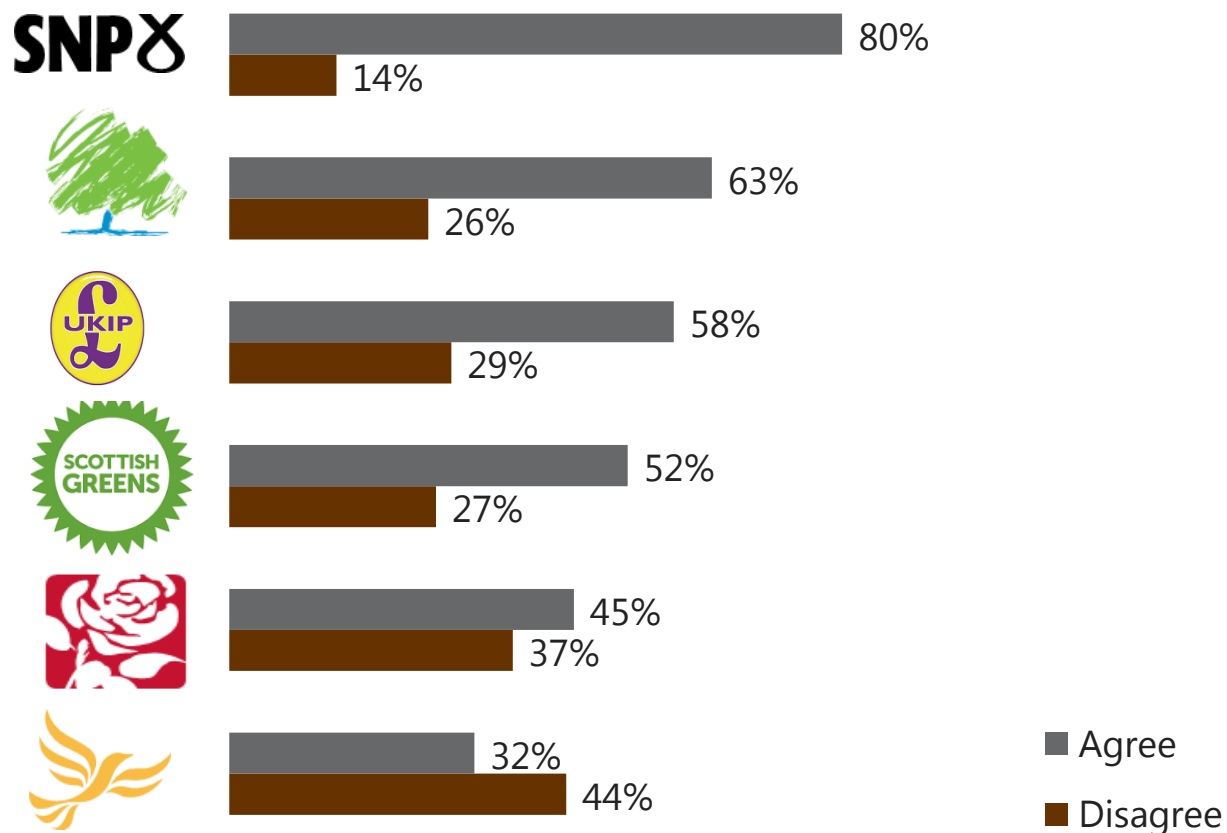
Source: Ipsos MORI Scottish Public Opinion Monitor

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PARTIES AND POLICIES

Strength of Party identity

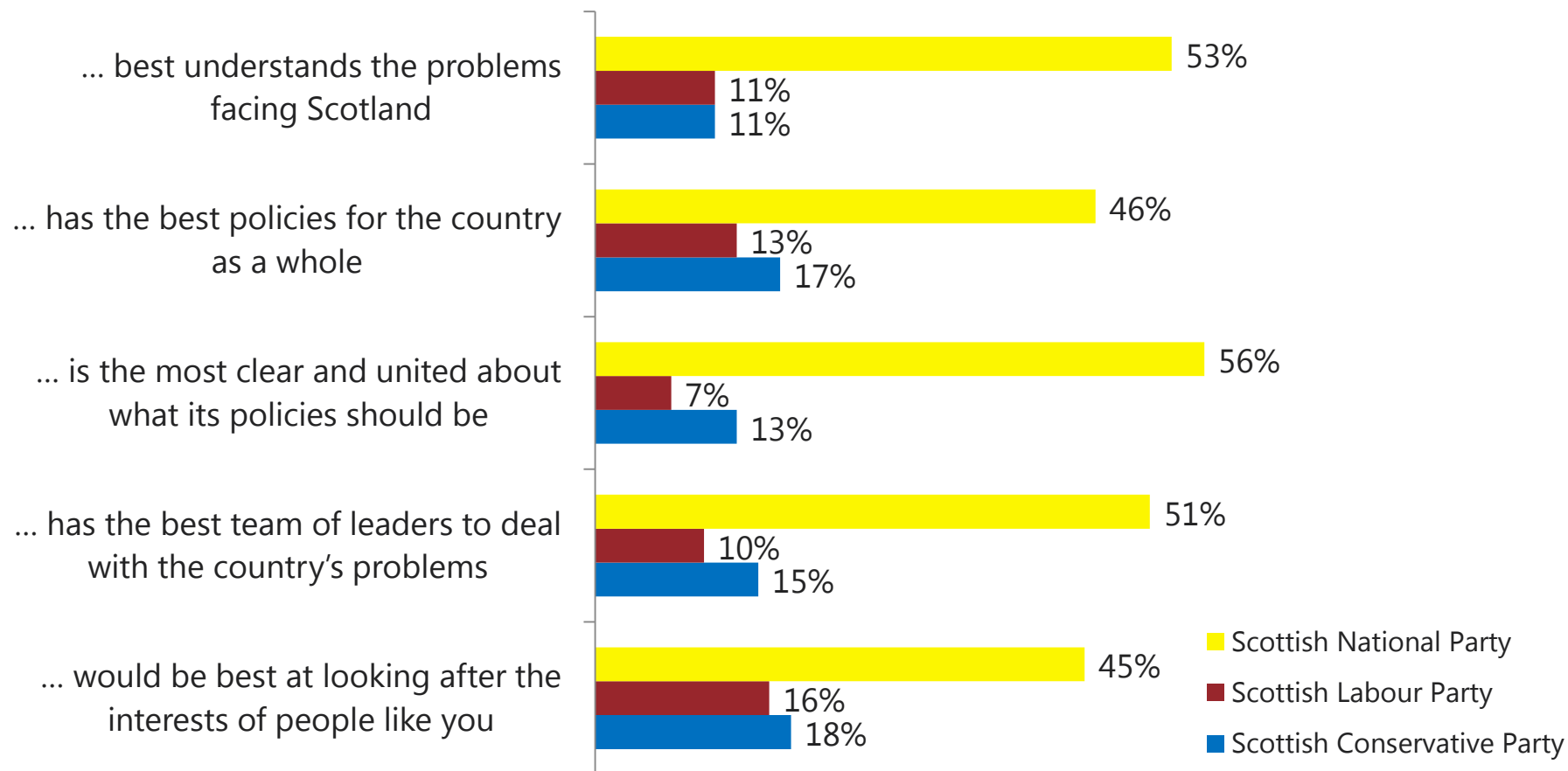
TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS... "I KNOW WHAT THE XXXX PARTY STANDS FOR THESE DAYS"?



Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

Party preferences

WHICH POLITICAL PARTY DO YOU THINK...

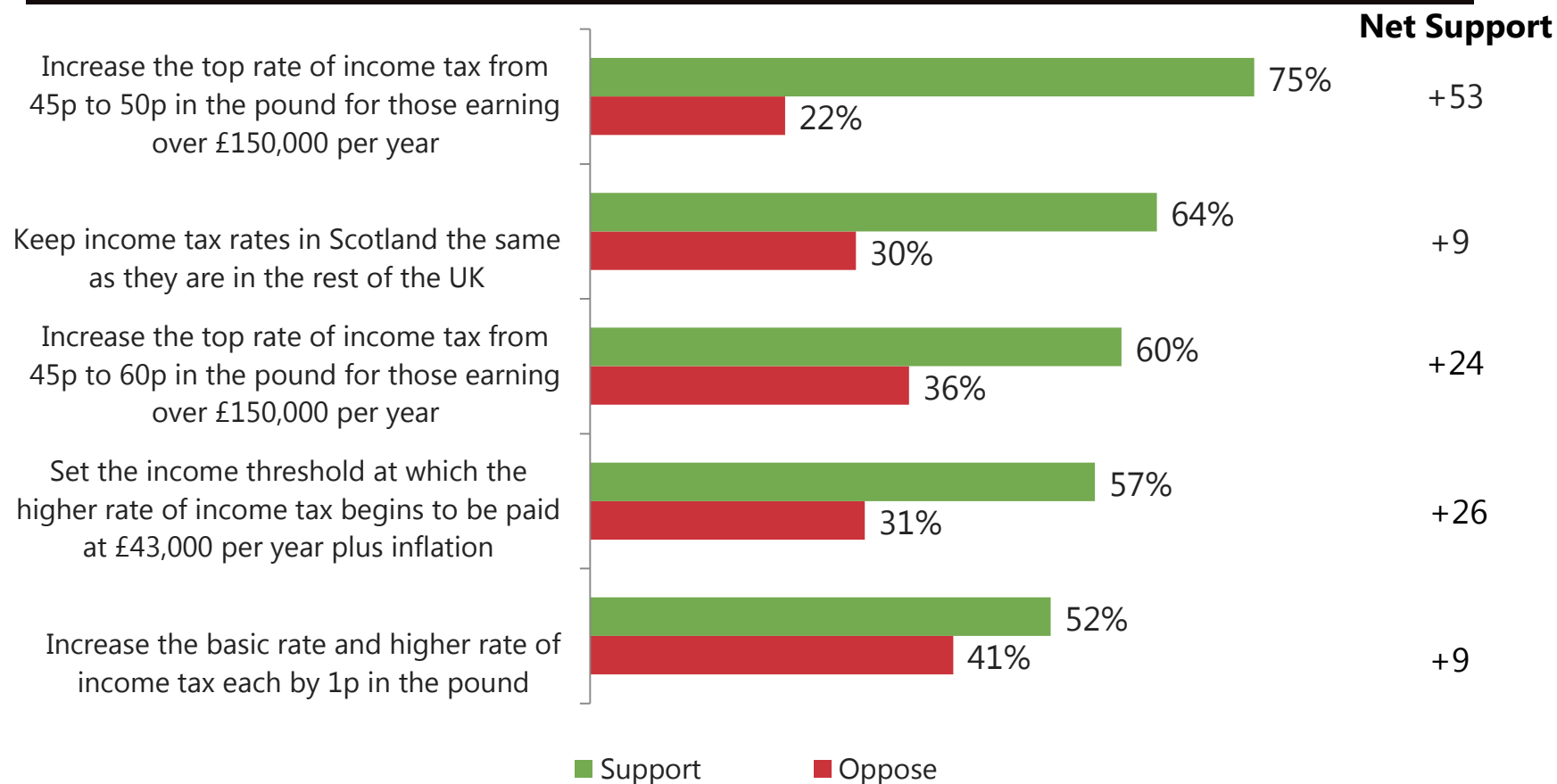


Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

Source: Ipsos MORI Scottish Public Opinion Monitor

Tax proposals

I'M GOING TO READ OUT A LIST OF POLICY IDEAS THAT DIFFERENT PARTIES MAY PUT FORWARD BEFORE THE MAY ELECTION TO THE SCOTTISH PARLIAMENT. FOR EACH ONE PLEASE TELL ME WHETHER YOU SUPPORT OR OPPOSE THE POLICY



Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

Source: Ipsos MORI Scottish Public Opinion Monitor

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EUROPE

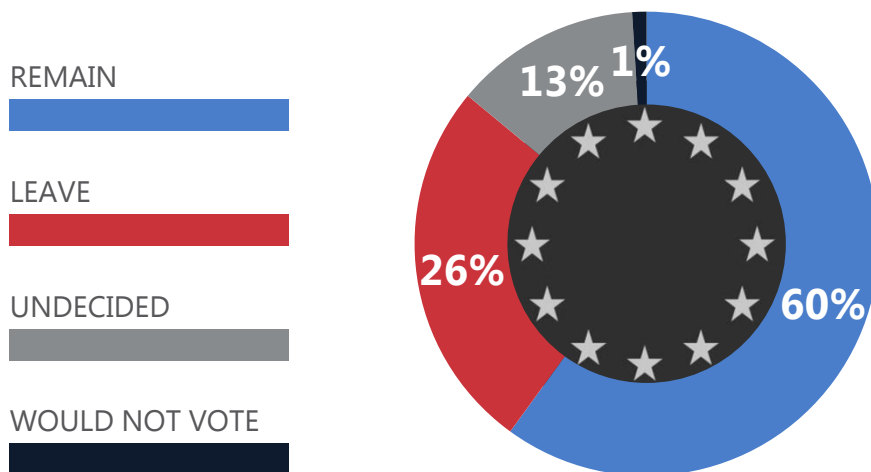


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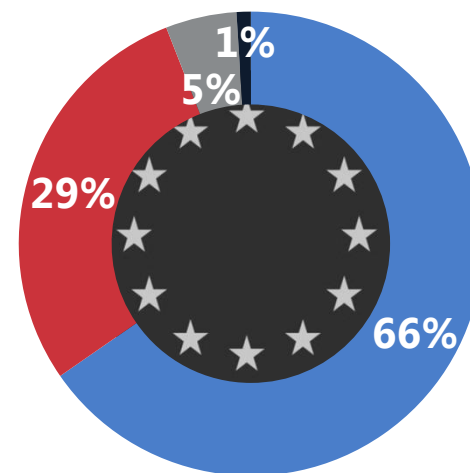
European Referendum voting intention

AS YOU MAY KNOW, THE UNITED KINGDOM WILL HAVE A REFERENDUM ON ITS MEMBERSHIP OF THE EUROPEAN UNION ON THE 23RD OF JUNE THIS YEAR. HOW WILL YOU VOTE ON THE QUESTION: 'SHOULD THE UK REMAIN A MEMBER OF THE EUROPEAN UNION OR SHOULD IT LEAVE THE EUROPEAN UNION? (QB) TO ALL UNDECIDED/REFUSED) WHICH WAY WOULD YOU BE MOST INCLINED TO VOTE?

QA) ALL GIVING A VOTING INTENTION



QA/B COMBINED) ALL GIVING A VOTING INTENTION



Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

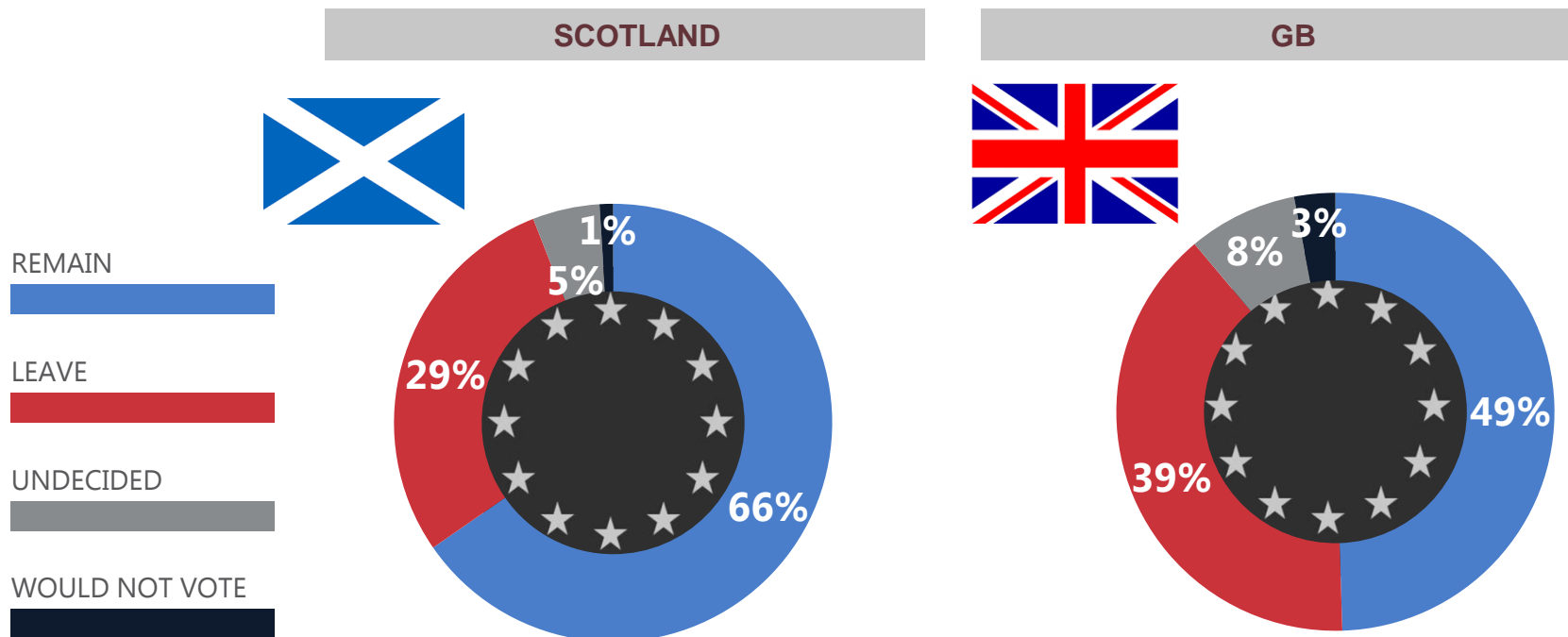
Source: Ipsos MORI Scottish Public Opinion Monitor



Ipsos MORI

European Referendum voting intention

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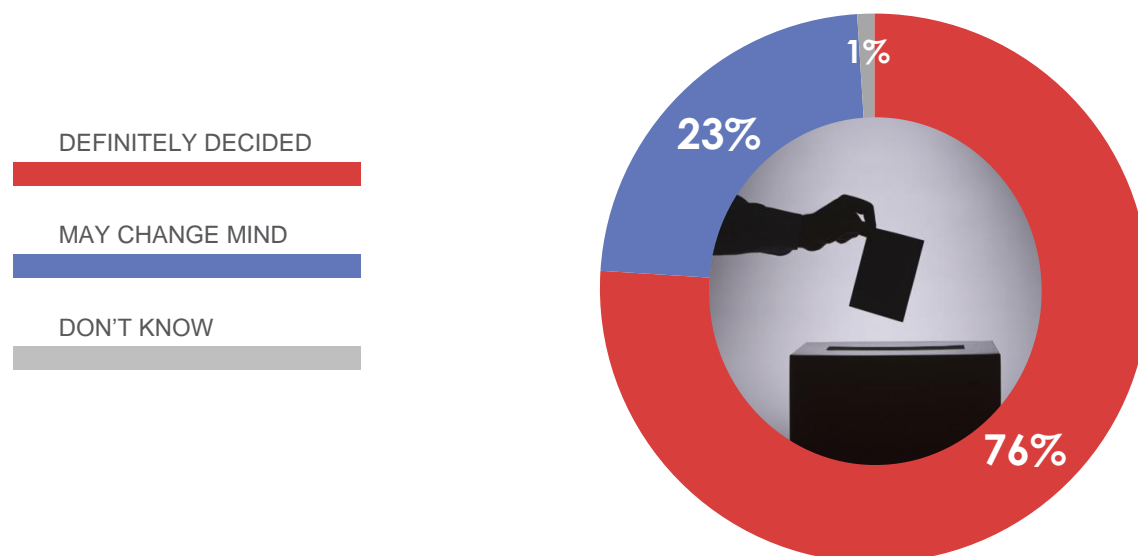


Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016
Source: Ipsos MORI Scottish Public Opinion Monitor

Base: 1,026 British adults 18+, 16th – 18th April 2016
Source: Ipsos MORI Political Monitor

Have voters decided yet?

AS YOU MAY KNOW, THERE WILL BE A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION BY 2017. HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO REMAIN/LEAVE THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

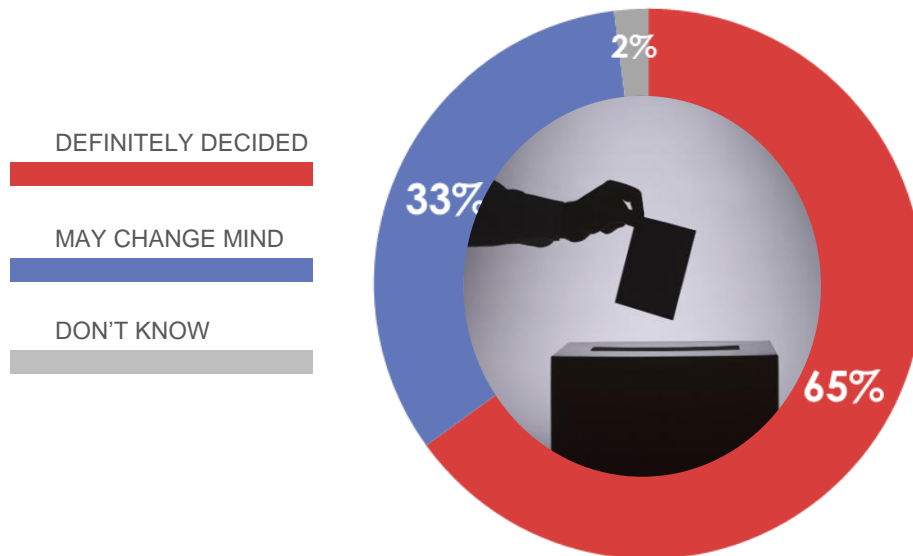


Base: All. Data collected among 1,015 Scottish adults 16+, 18th-25th April 2016

Source: Ipsos MORI Scottish Public Opinion Monitor

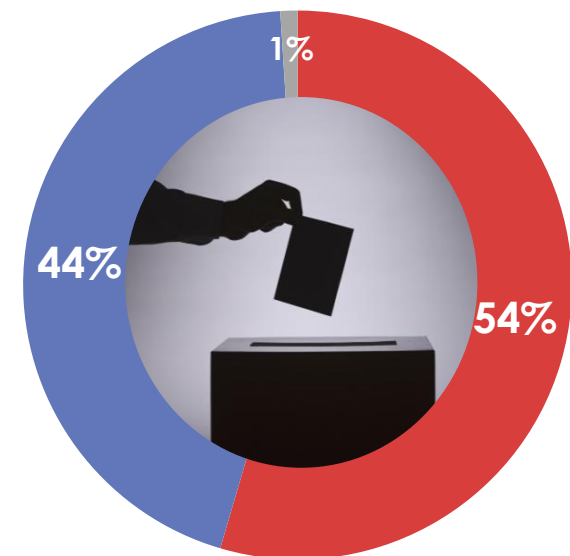
Have voters decided yet?

AS YOU MAY KNOW, THERE WILL BE A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION BY 2017. HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO REMAIN/LEAVE THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?



Remain a member of EU

Base: All saying that they would vote to remain in the EU (618)



Leave EU

Base: All saying that they would vote to leave the EU (260)

Source: Ipsos MORI Scottish Public Opinion Monitor

Technical details

This presents the topline results from Scotland.

Results are based on a survey of 1,015 respondents (adults aged 16+) conducted by telephone

Fieldwork dates: 18th – 25th April 2016.

Data are weighted by: age, sex and working status using census data; tenure using SHS data; and public-private sector employment using Scottish Government Quarterly Public Sector Employment series data

Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories

Results are based on all respondents (1,015) unless otherwise stated.

Contact us: Mark Diffley: mark.diffley@ipsos.com;
0131 220 5699