



Scottish Public Opinion Monitor

October 2014

Ipsos MORI
Social Research Institute

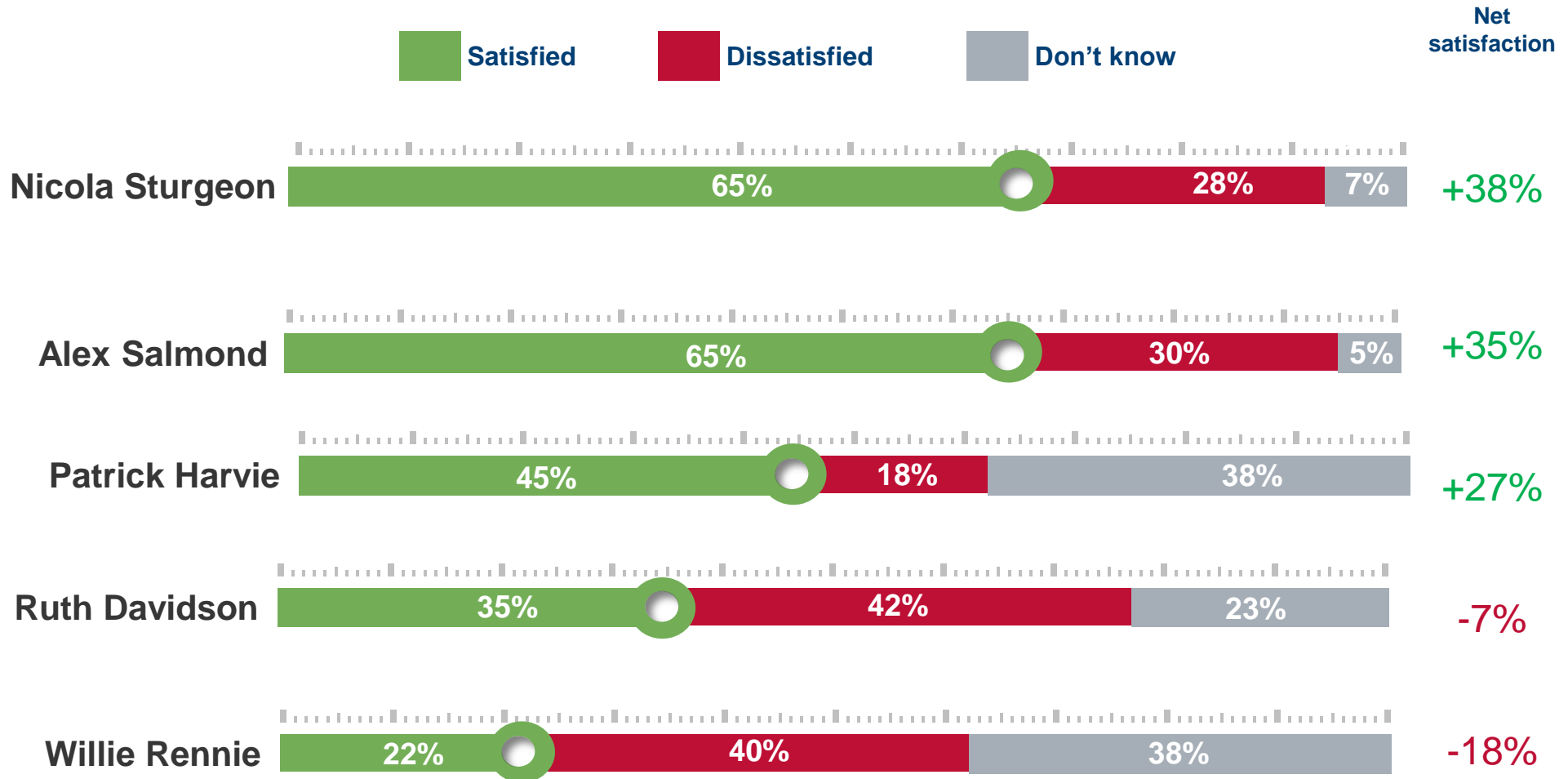


Perceptions of key figures



Satisfaction with Scottish party leaders

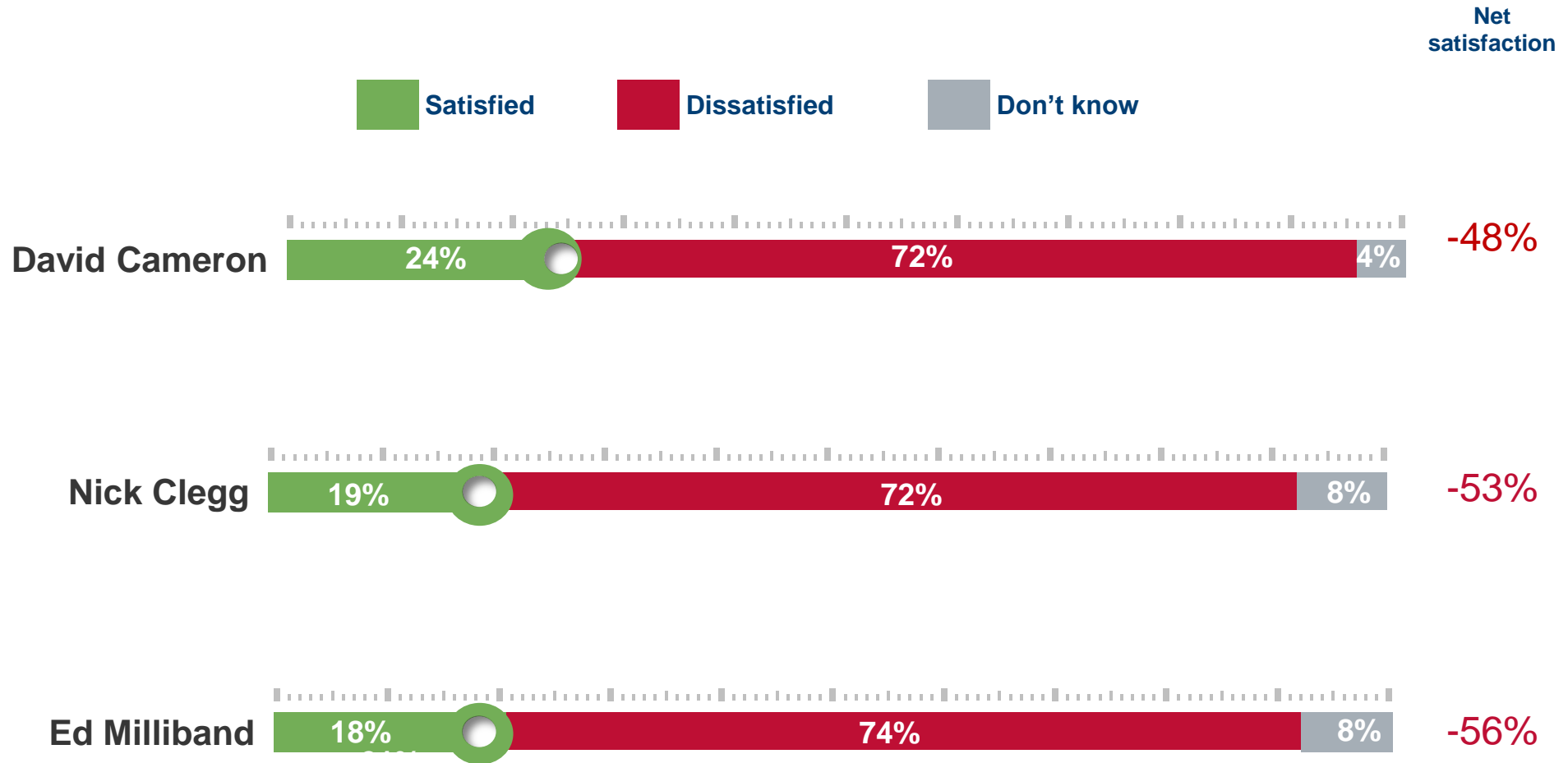
Q. How satisfied or dissatisfied are you with the way ... is doing his/her job as First Minister/ Leader of Scottish Labour/the Scottish Liberal Democrats/the Scottish Conservatives/Scottish Green Party/?



Base: All. Data collected among 1,026 Scottish adults 18+, 22nd – 29th October 2014

Satisfaction with UK party leaders

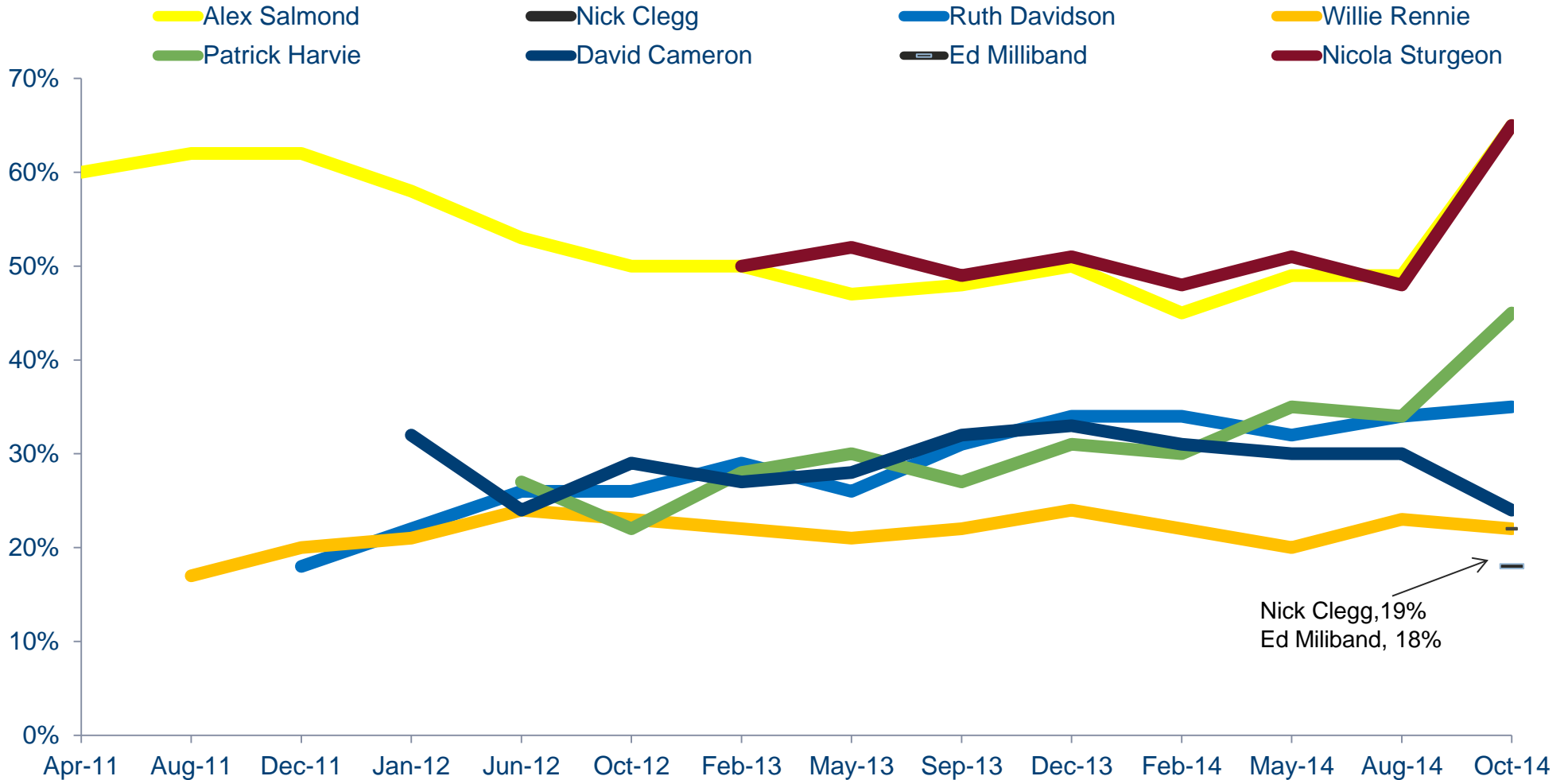
Q. How satisfied or dissatisfied are you with the way ... is doing his job as Prime Minister/Leader of Labour/the Liberal Democrats/?



Base: All. Data collected among 1,026 Scottish adults 18+, 22nd – 29th October 2014

Satisfaction with party leaders trend

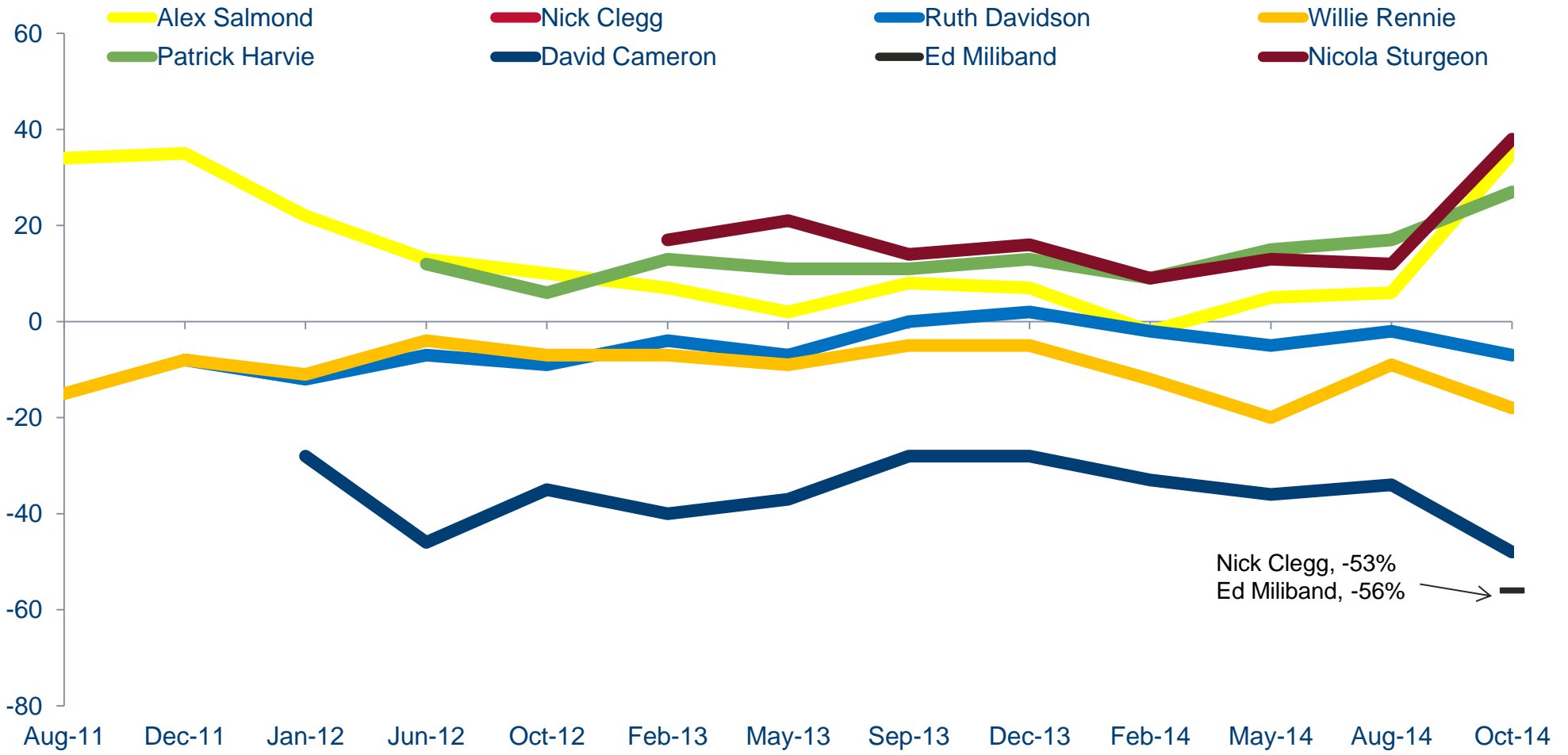
How satisfied or dissatisfied are you with the way ... is doing his/her job as First Minister//Prime Minister/Leader of Scottish Labour/the Scottish Liberal Democrats/the Scottish Conservatives?



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

Net Satisfaction with party leaders trend

How satisfied or dissatisfied are you 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 to vote. Data collected among c1,000 Scottish adults.

- This presents the topline results from Scotland
- Results are based on a survey of 1,026 respondents (adults aged 18+) conducted by telephone
- Fieldwork dates: 22nd – 29th October 2014
- Data are weight 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 (1,026) unless otherwise stated





Thank you

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