



# INDY REF<sup>20</sup><sub>14</sub>

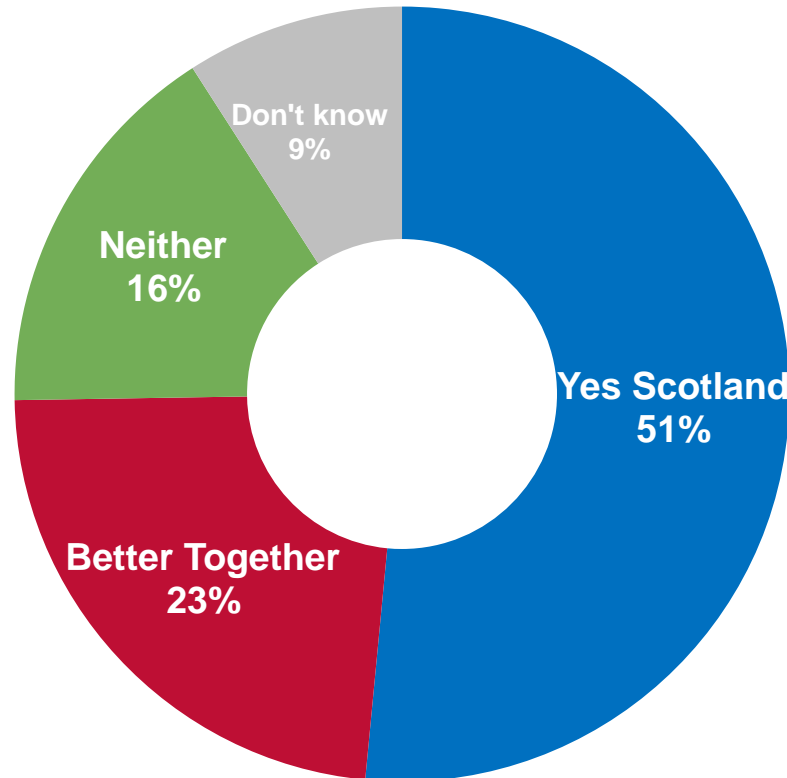
## Scottish Public Opinion Monitor

June 2014



# Half of Scots think Yes Scotland has had the most effective campaign...

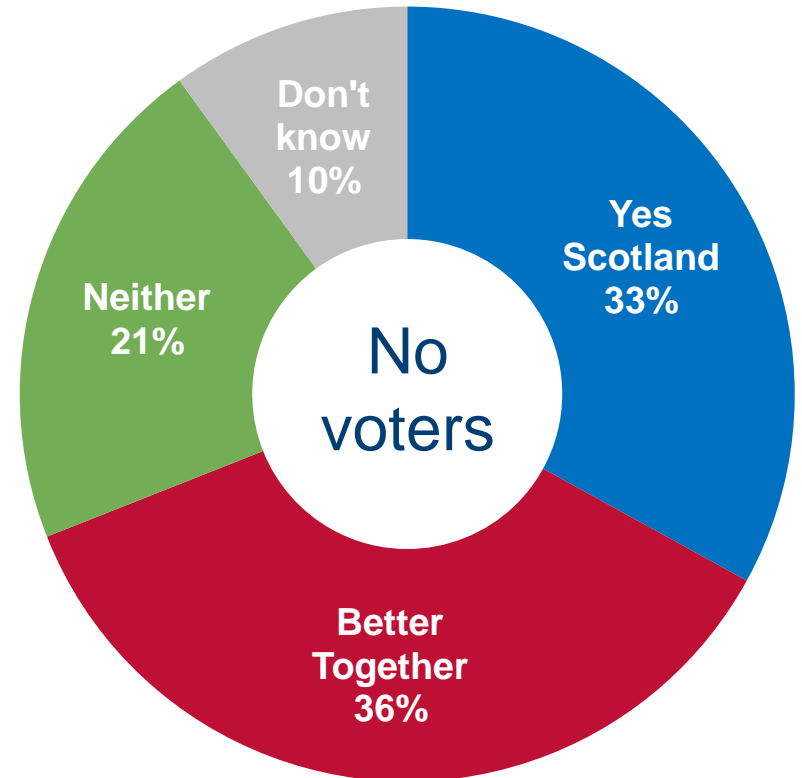
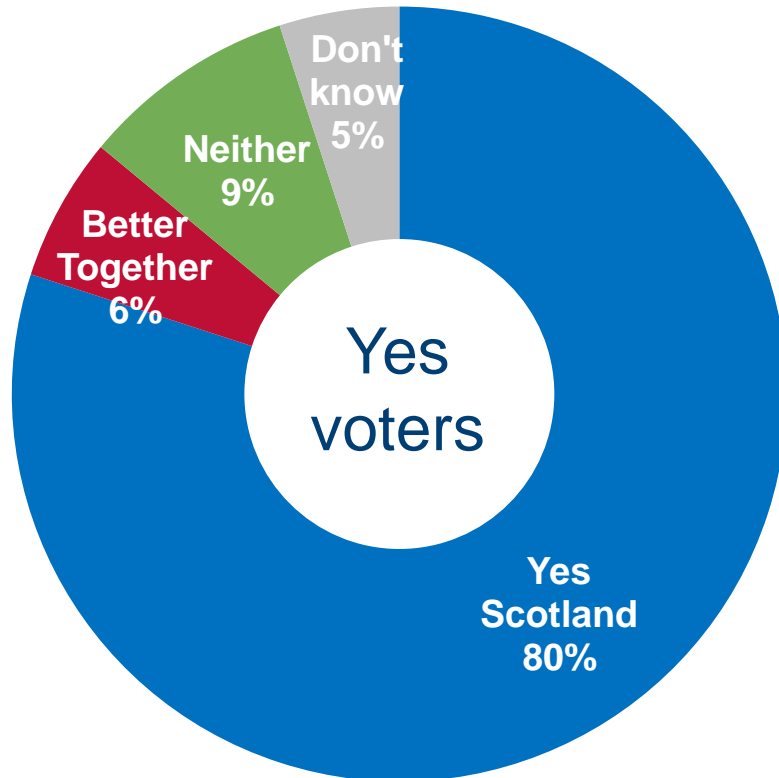
*Based on what you have read, seen or heard, which of the campaigns do you think has been the most effective so far, if any?*



Base: All. Data collected among 1,003 Scottish adults 16+, 26<sup>th</sup> May – 1<sup>st</sup> June 2014

# ... including a third of No voters...

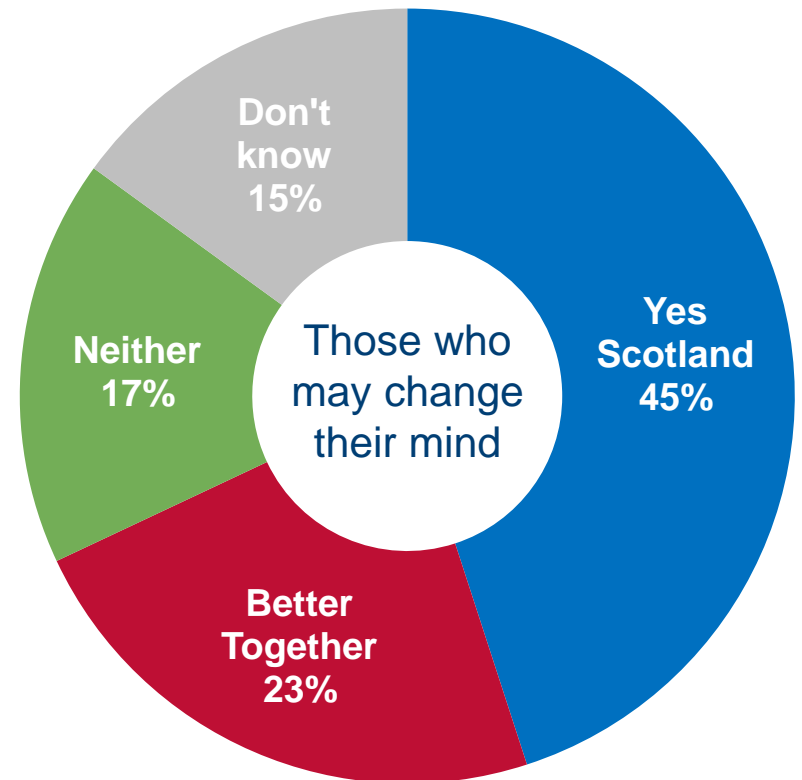
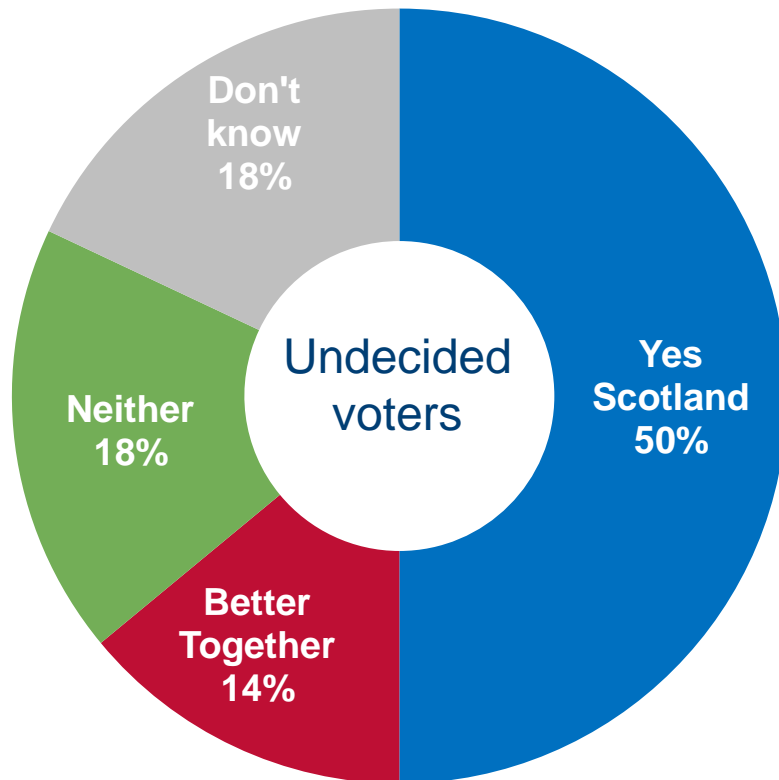
Based on what you have read, seen or heard, which of the campaigns do you think has been the most effective so far, if any?



Base: Yes voters (347); No voters (534). Data collected among 1,003 Scottish adults 16+, 26<sup>th</sup> May – 1<sup>st</sup> June 2014

# ... and around half of undecided voters and those who may change their mind

*Based on what you have read, seen or heard, which of the campaigns do you think has been the most effective so far, if any?*



Base: Undecided voters (122); Those who may change their mind (151). Data collected among 1,003 Scottish adults 16+, 26<sup>th</sup> May – 1<sup>st</sup> June 2014

- This presents the topline results from Scotland
- Results are based on a survey of 1,003 respondents (adults aged 16+) conducted by telephone
- Fieldwork dates: 26<sup>th</sup> May – 1<sup>st</sup> June 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 (1,003) unless otherwise stated





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**Thank you**

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Understanding Scotland



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