

Scottish Public Attitudes & Opinion Monitor - Wave 19

CAMP1. 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?

Table 30

Base : All

	Total (Weighted)	Gender		AGE Q2c/Q2cr				Employment status of respondent (Q.4)				Home ownership (DEM2)			Children in household (DEM5)		Sector (PSEC)		Decision		Unweighted Total
		Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-54 (e)	55 or more (f)	Working (full time) (g)	Working (part-time) (h)	Not working (i)	Retired (j)	Owner occupied (k)	Rent council /HAT (l)	Rented private (m)	Yes (n)	No (o)	Private /Self-empl -oyed (p)	Public (q)	Definitely decided (r)	May change mind/ don't know (s)	
	(x)																				All
Unweighted Total	1003	496	507	122	133	327	410	403	119	169	291	727	131	89	229	774	263	229	730	151	1003
Weighted Total	1003	480	523	143*	152	344	354	411	101*	215	255	653	232	89*	239	764	329	142	714	155	1003
Yes Scotland, who are campaigning for a Yes vote	516 51%bfjlo	272 57%xb	244 47%	94 66%xdf	77 51%	189 55%f	150 42%	232 57%xj	56 55%j	122 57%j	99 39%	352 54%xl	100 43%	51 57%	151 63%xo	365 48%	182 55%	81 57%	380 53%	70 45%	513 51%
Better Together, who are campaigning for a No vote	229 23%egknq	102 21%	127 24%	32 22%	43 28%e	64 19%	87 25%	73 18%	28 28%g	49 23%	74 29%xg	128 20%	65 28%k	23 26%	38 16%	190 25%xn	75 23%	22 16%	174 24%	36 23%	225 22%
Neither	164 16%cim	83 17%	82 16%	5 4%	19 12%c	63 18%c	77 22%xcd	75 18%ei	11 11%	21 10%	50 20%i	117 18%xm	41 18%m	5 5%	30 13%	134 18%	49 15%	30 21%x	113 16%	27 17%	173 17%
Don't Know	94 9%akr	25 5%	70 13%xa	12 8%	13 9%	29 8%	41 12%	30 7%	6 6%	23 11%	32 12%g	54 8%	26 11%	11 12%	19 8%	75 10%	22 7%	9 6%	47 7%	23 15%xt	92 9%

Fieldwork dates : 26th May to 1st June 2014

Respondent Type : General public

J14-024904-01 Weighted. All fieldwork. Suppression and ranking applied.

Source : Ipsos MORI

*Less than 0.5 %
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f - x/g/h/i/j - x/k/l/m - x/n/o - x/p/q - x/r/s
* small base

Scottish Public Attitudes & Opinion Monitor - Wave 19

CAMP1. 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?

Table 31

Base : All

	Total (Weighted) (x)	Affluence of area 20% zones					Urban/rural		Party support Scottish Parliament Holyrood First vote - constituency (SP_vote1a/2b/3c, Q7a/b/c)					INDY1 Should Scotland be an independent country?			Unweighted Total
		1 Most deprived (a)	2 (b)	3 (c)	4 (d)	5 Least deprived (e)	Urban (f)	Rural (g)	Scottish Con & Unionist Party (h)	Scottish Labour (i)	Scottish LD (j)	SNP (k)	Other (l)	Yes (m)	No (n)	Undecided (o)	
Unweighted Total	1003	130	147	169	198	229	655	218	137	265	60	335	82	347	534	122	1003
Weighted Total	1003	159	150	166	183	203	657	204	129	273	53*	327	80*	345	525	133*	1003
Yes Scotland, who are campaigning for a Yes vote	516 51%bh	79 50%	64 43%	83 50%	91 50%	120 59%xb	340 52%	98 48%	41 32%	101 37%	26 49%h	243 74%xhi	42 53%hi	277 80%xno	172 33%	66 50%ni	513 51%
Better Together, who are campaigning for a No vote	229 23%kmo	26 17%	40 27%	43 26%	41 22%	44 22%	147 22%	47 23%	55 43%xjk	90 33%xkl	14 27%k	27 8%	14 18%kl	21 6%	189 36%xmo	18 14%mi	225 22%
Neither	164 16%km	38 24%xce	26 17%	20 12%	32 17%	30 15%	108 16%	37 18%	22 17%	49 18%	10 18%	40 12%	16 20%	31 9%	110 21%xm	24 18%mi	173 17%
Don't Know	94 9%ekm	15 9%	20 13%e	20 12%e	19 10%e	9 4%	62 9%	21 11%	11 9%	32 12%k	3 6%	18 5%	8 9%	16 5%	54 10%mi	24 18%xmn	92 9%

Fieldwork dates : 26th May to 1st June 2014

Respondent Type : General public

J14-024904-01 Weighted. All fieldwork. Suppression and ranking applied.

Source : Ipsos MORI

*=Less than 0.5 %
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e - x/f/g - x/h/i/j/k/l - x/m/n/o
* small base