



INDY REF²⁰₁₄

Scottish Public Opinion Monitor

September 2013

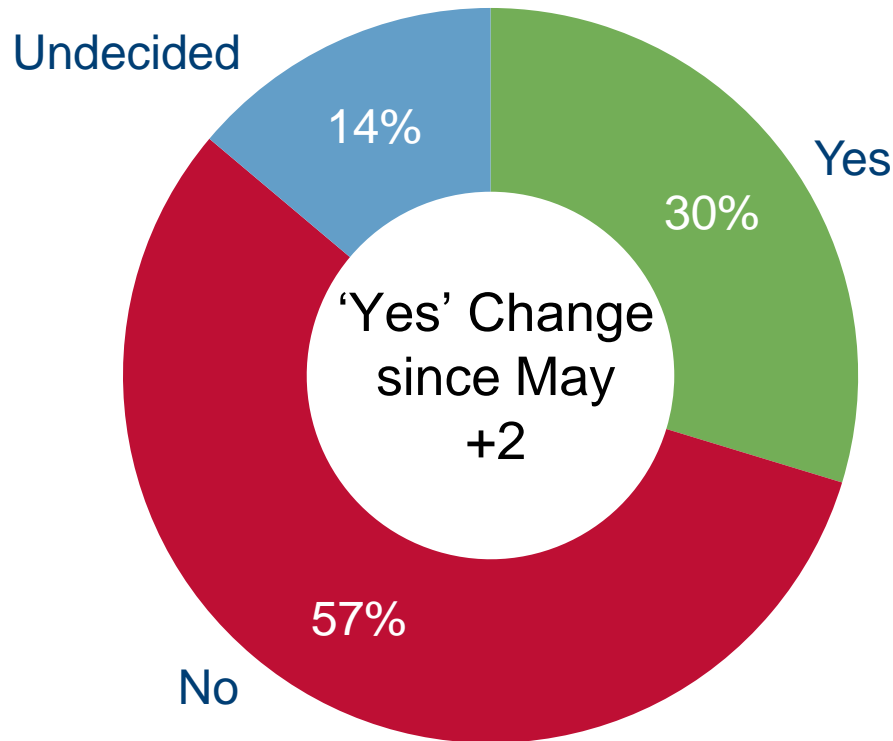


Independence referendum

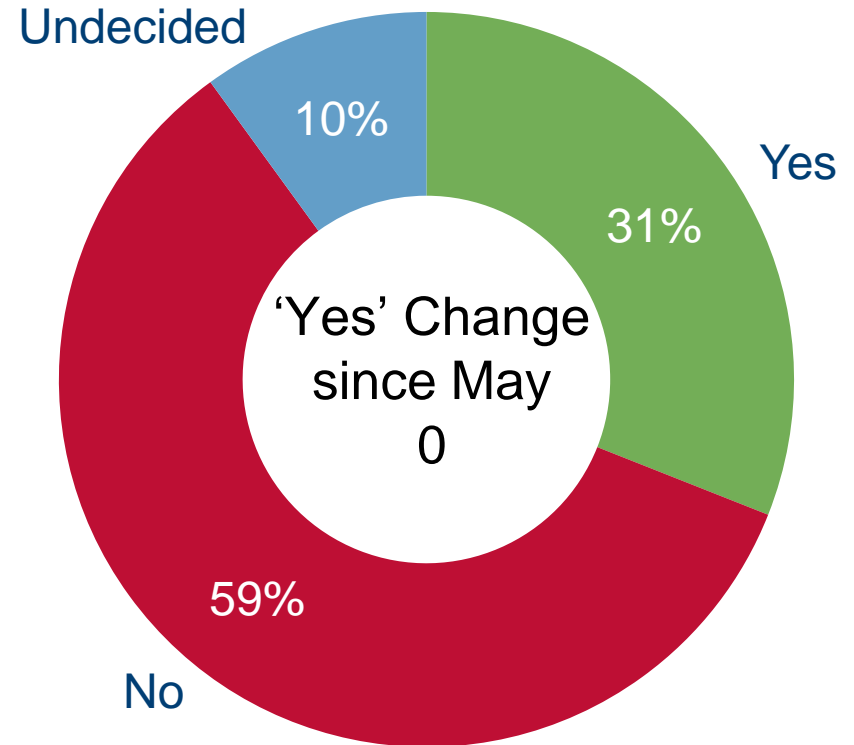


Q. Should Scotland be an independent country?

All

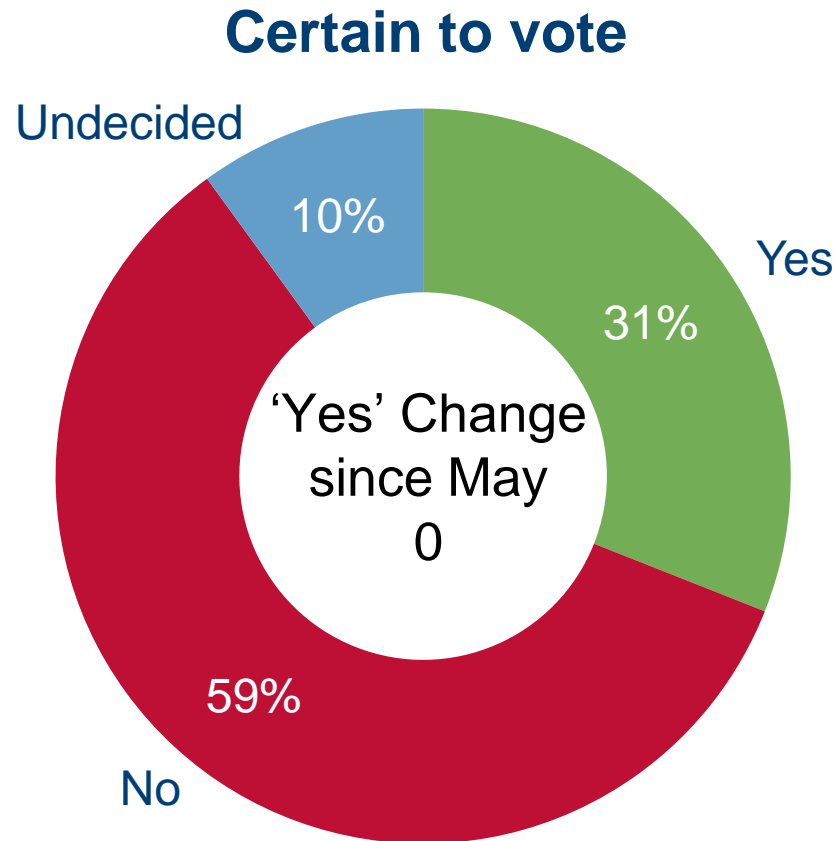


Certain to vote



Base: All = 1,000; all certain to vote = 73% (728). Data collected among 1,000 Scottish adults 16+, 9th-15th September 2013

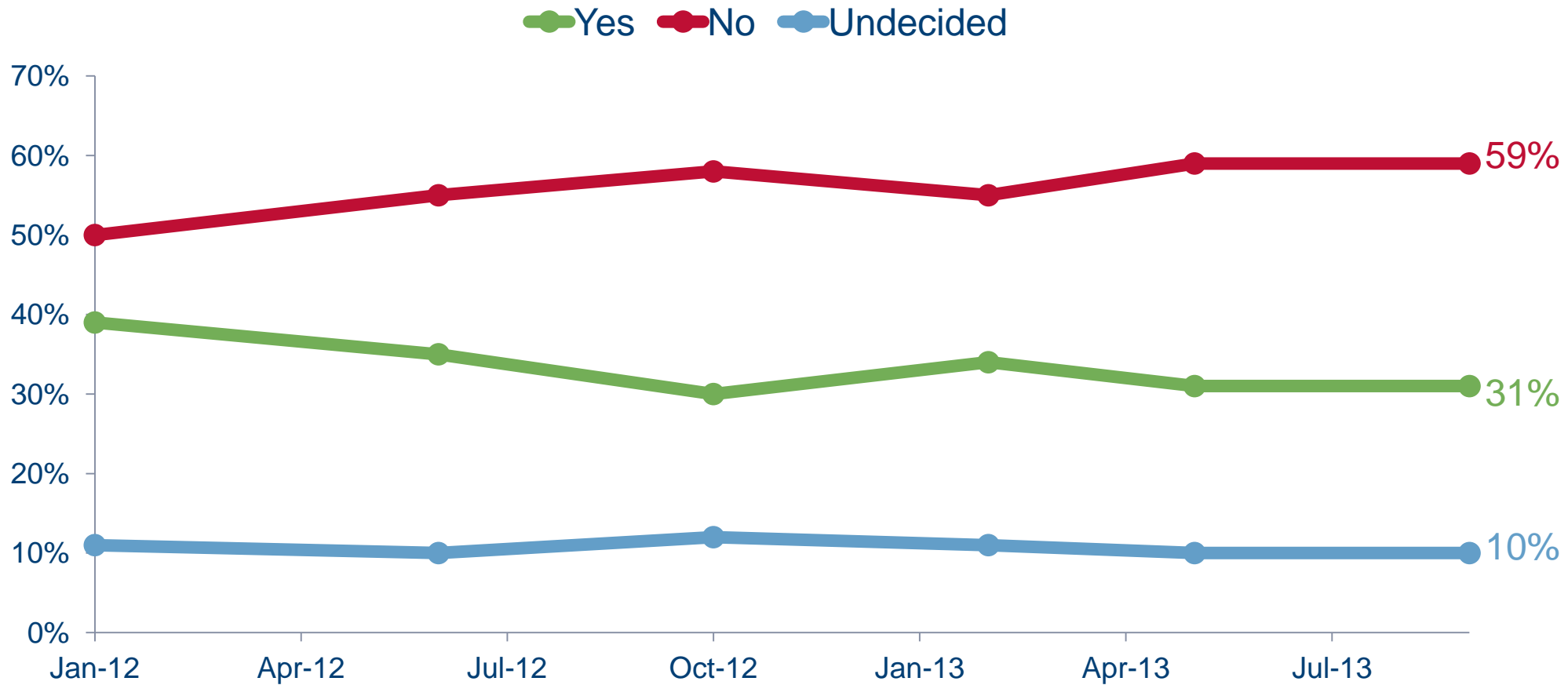
Q. Should Scotland be an independent country?



Base: All certain to vote = 73% (728). Data collected among 1,000 Scottish adults 16+, 9th-15th September 2013

Referendum voting intention – recent trend

Q. Should Scotland be an independent country?

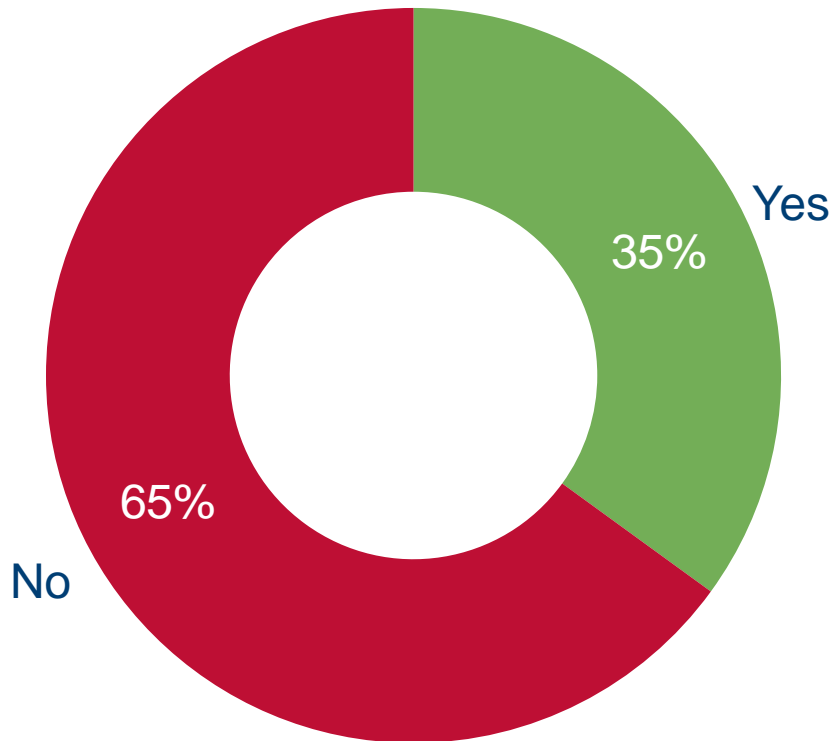


Base: All certain to vote. Data collected among c1,000 Scottish adults

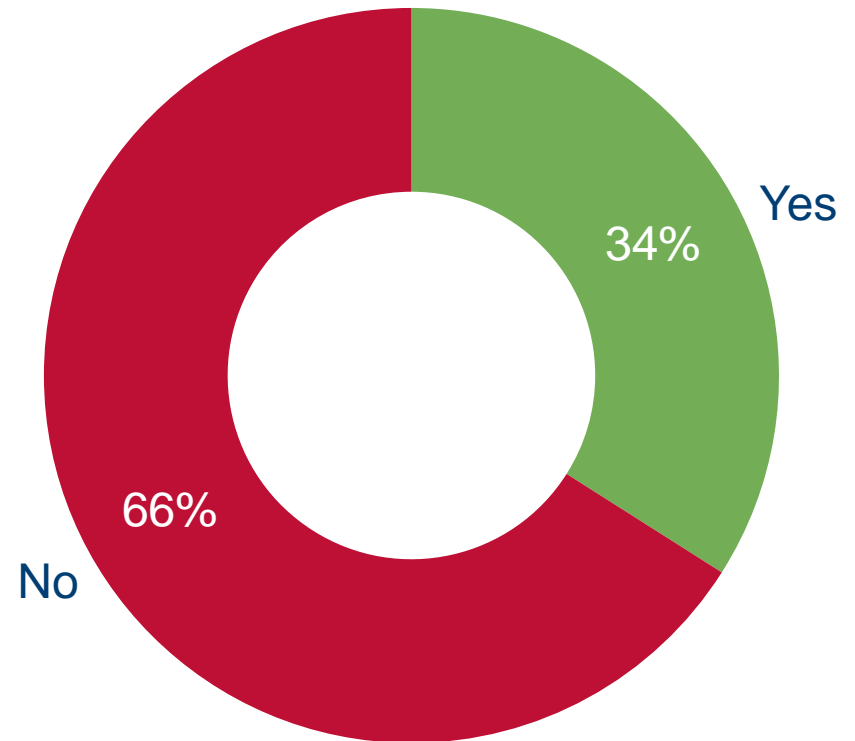
Voting intention excluding 'don't knows'

Q. Should Scotland be an independent country?

All



Certain to vote

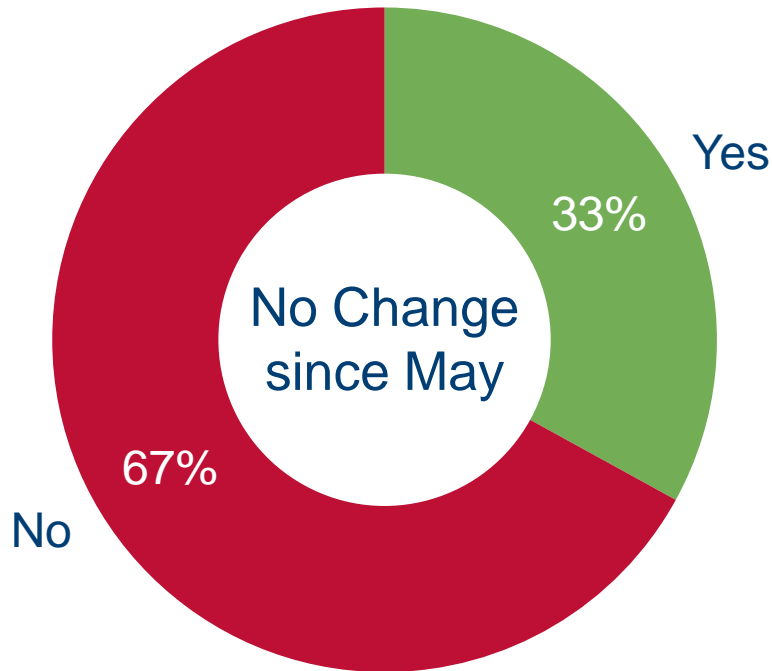


Base: All = 864; all certain to vote = 73% (659). Data collected among 1,000 Scottish adults 16+, 9th-15th September 2013

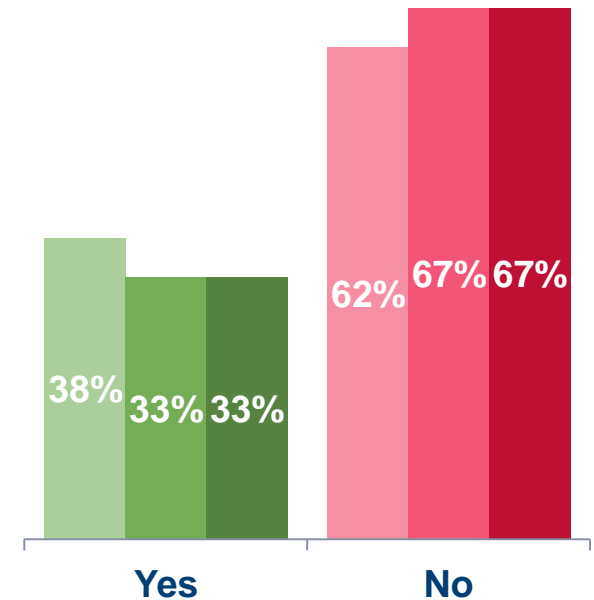
Voting intention amongst those certain to vote and definitely decided how they will vote

Q. Should Scotland be an independent country?

All definitely decided and certain to vote



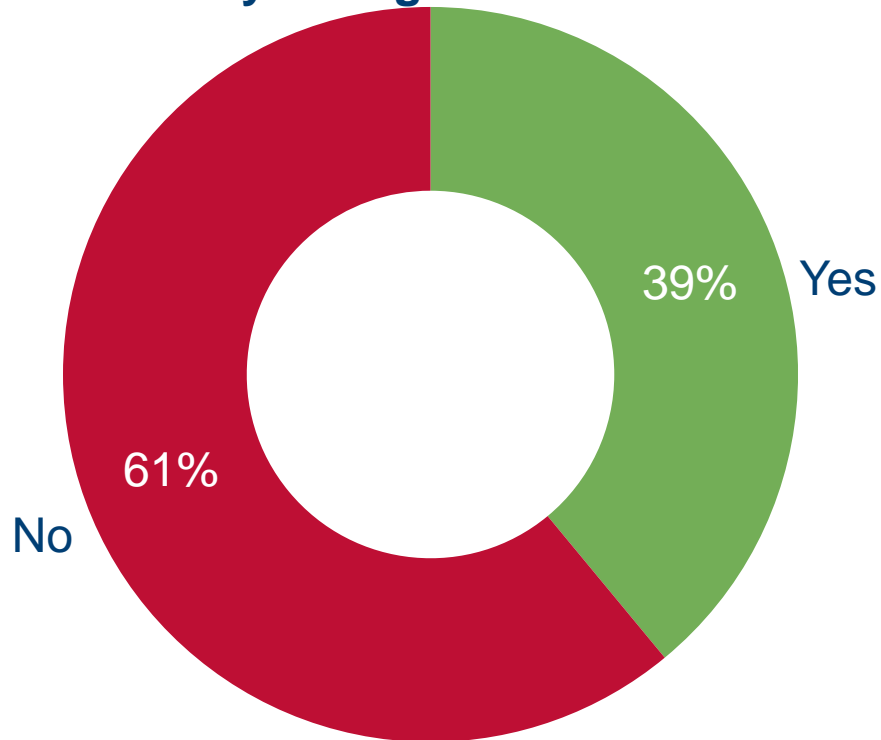
All definitely decided and certain to vote (Feb-Sep)



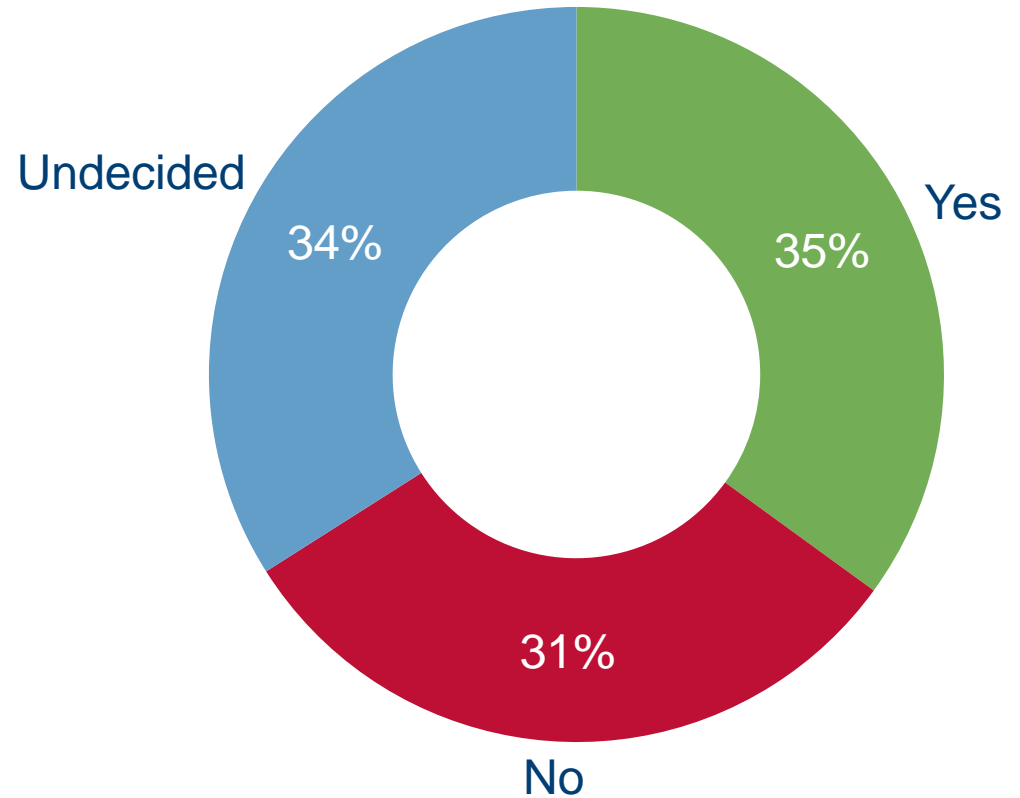
Base: All certain to vote and definitely decided (531). Data collected among c1,000 Scottish adults

Q. Should Scotland be an independent country?

All giving a voting intention but may change their mind

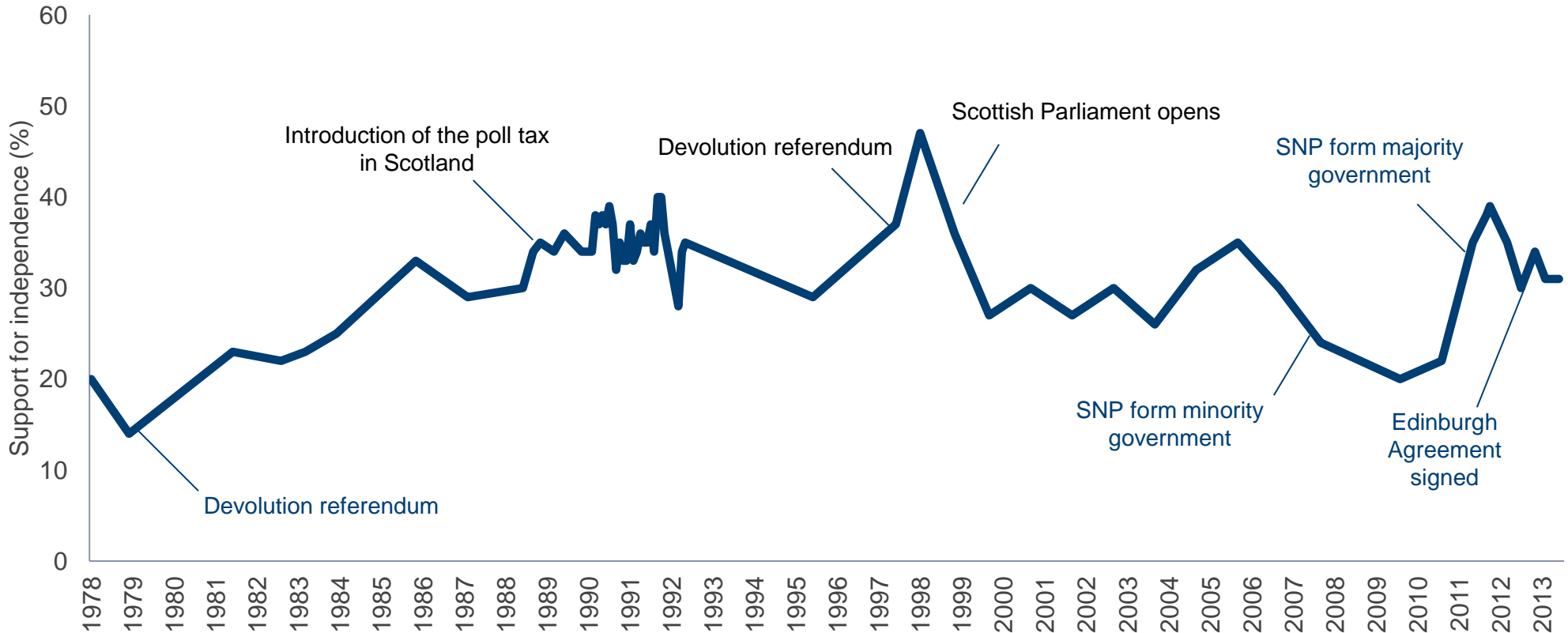


All undecided – inclined to vote

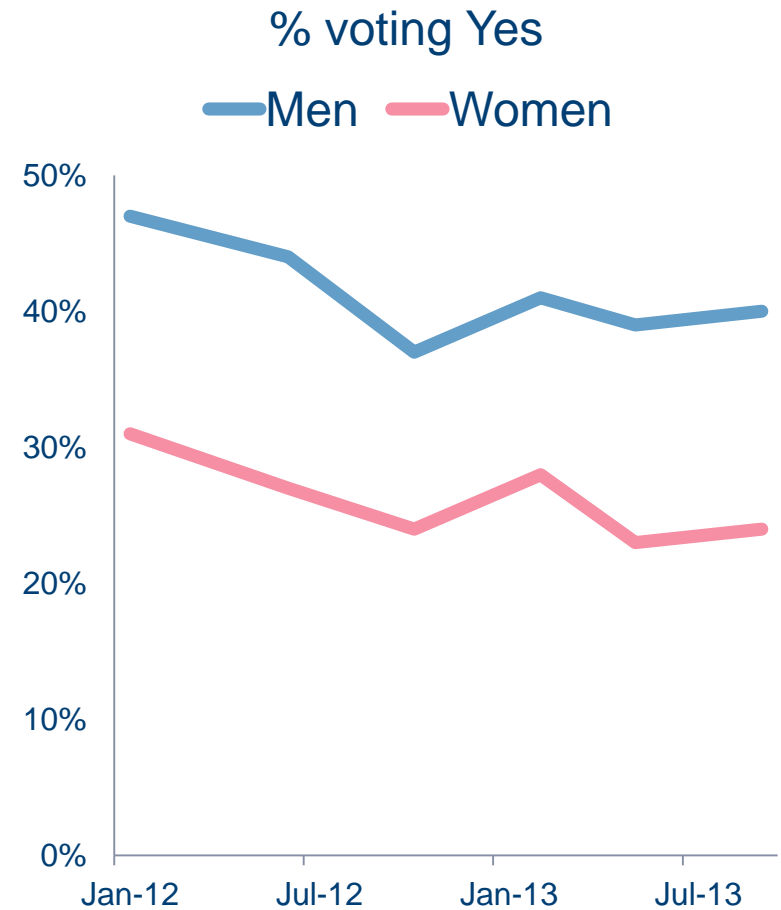
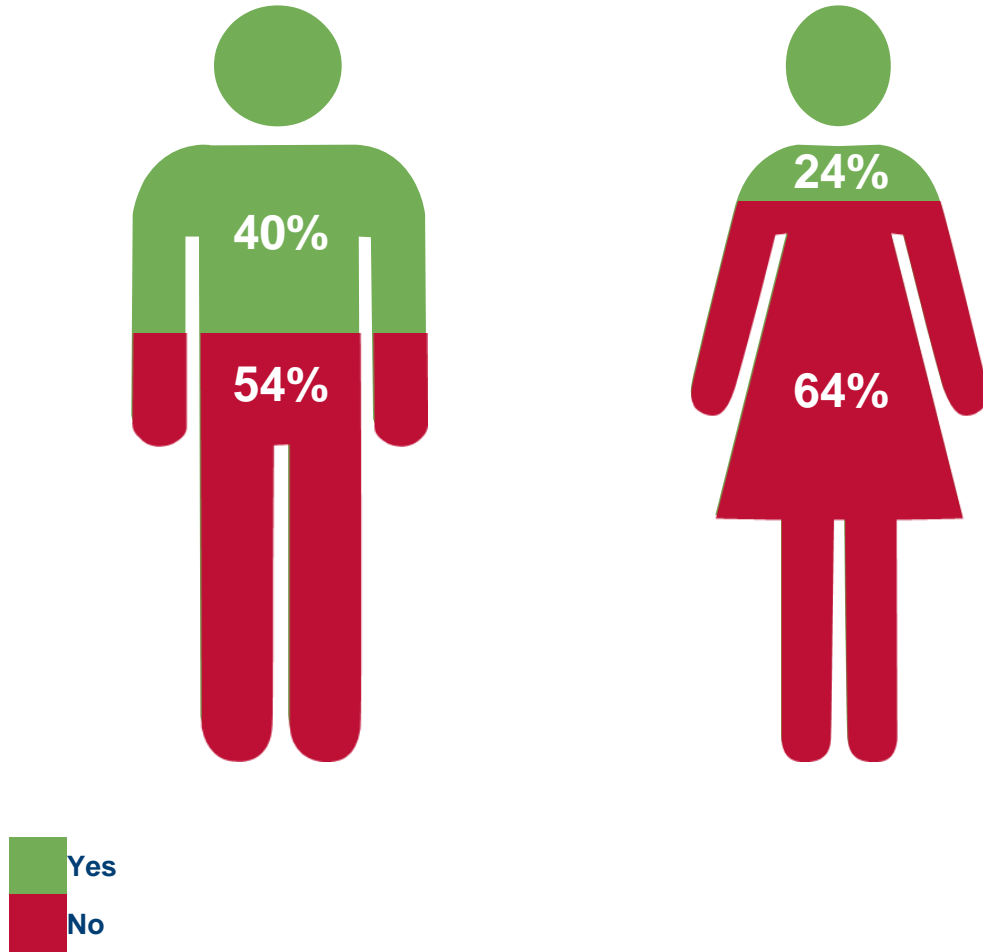


Base: All giving a voting intention but may change their mind (251); all undecided (130). Data collected among 1,000 Scottish adults 16+, 9th-15th September 2013

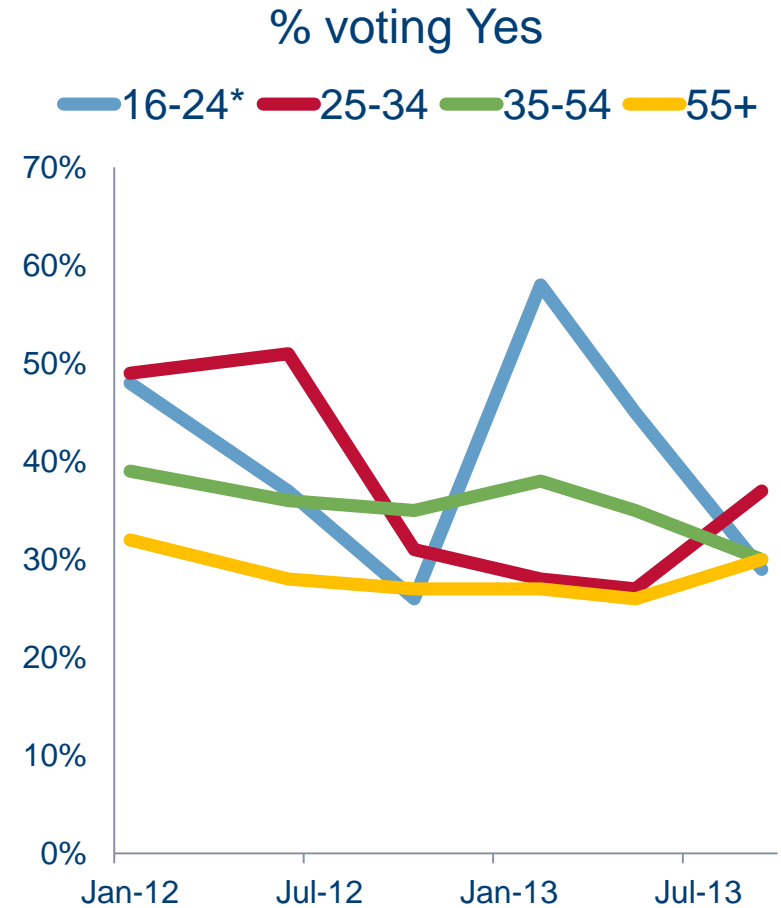
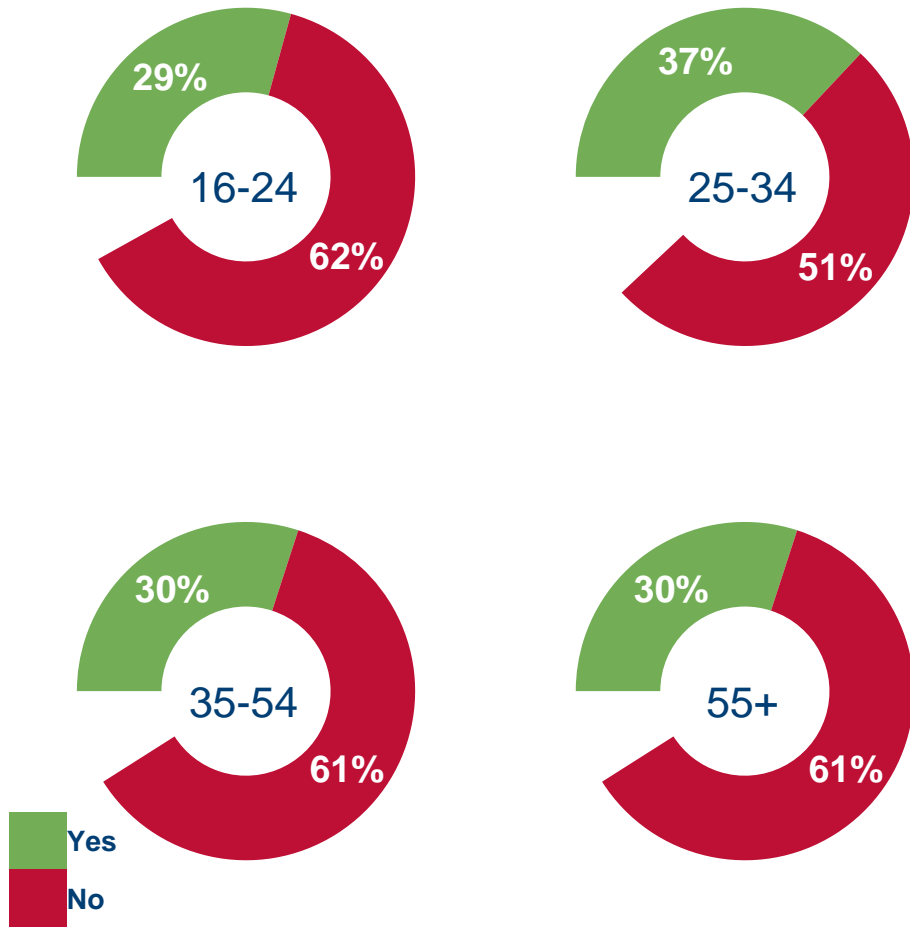
Support for independence – long-term trend



Data taken from MORI and Ipsos MORI polling (1999-07 data taken from Scottish Social Attitudes Survey)

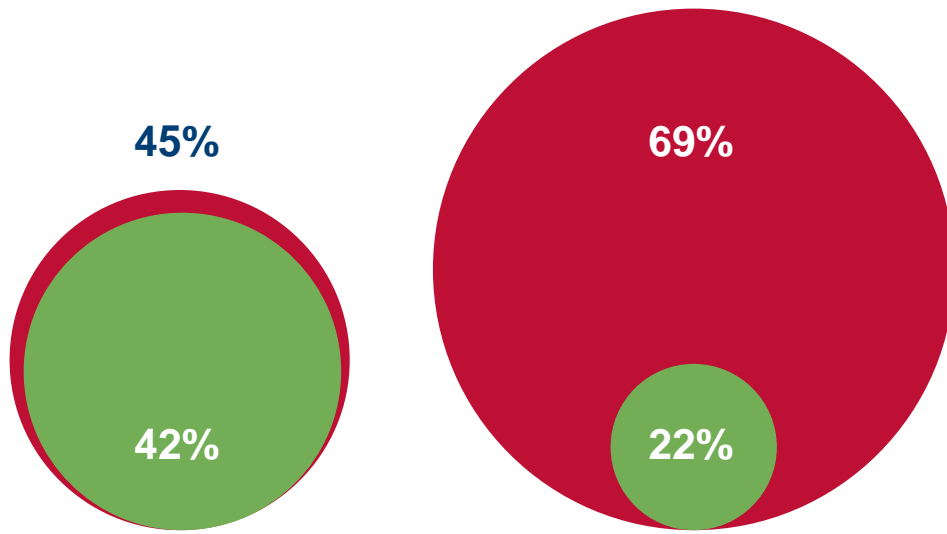


Base: All certain to vote (755). Data collected among 1,000 Scottish adults 16+, 9th-15th September 2013



*Jan 2012 – May 2013 this was 18-24 year olds

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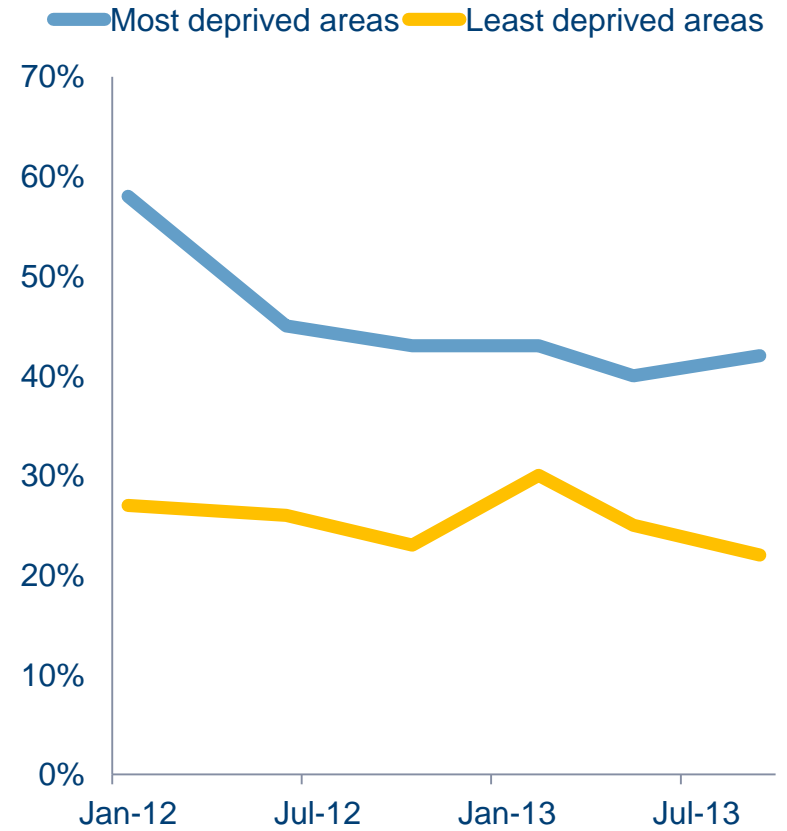


Most deprived areas

Least deprived areas

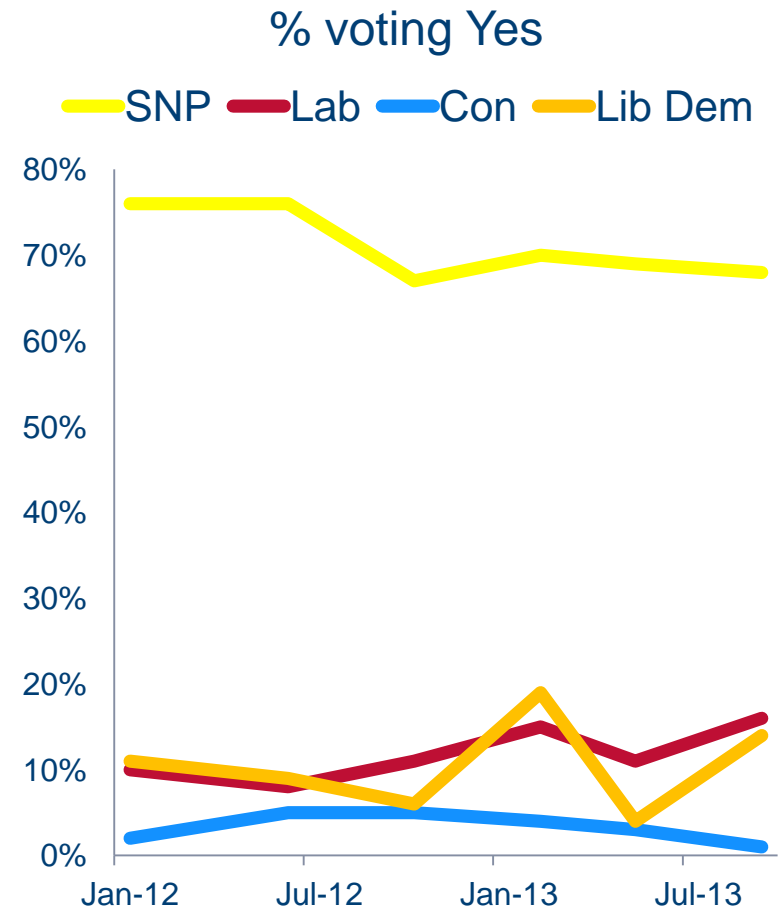
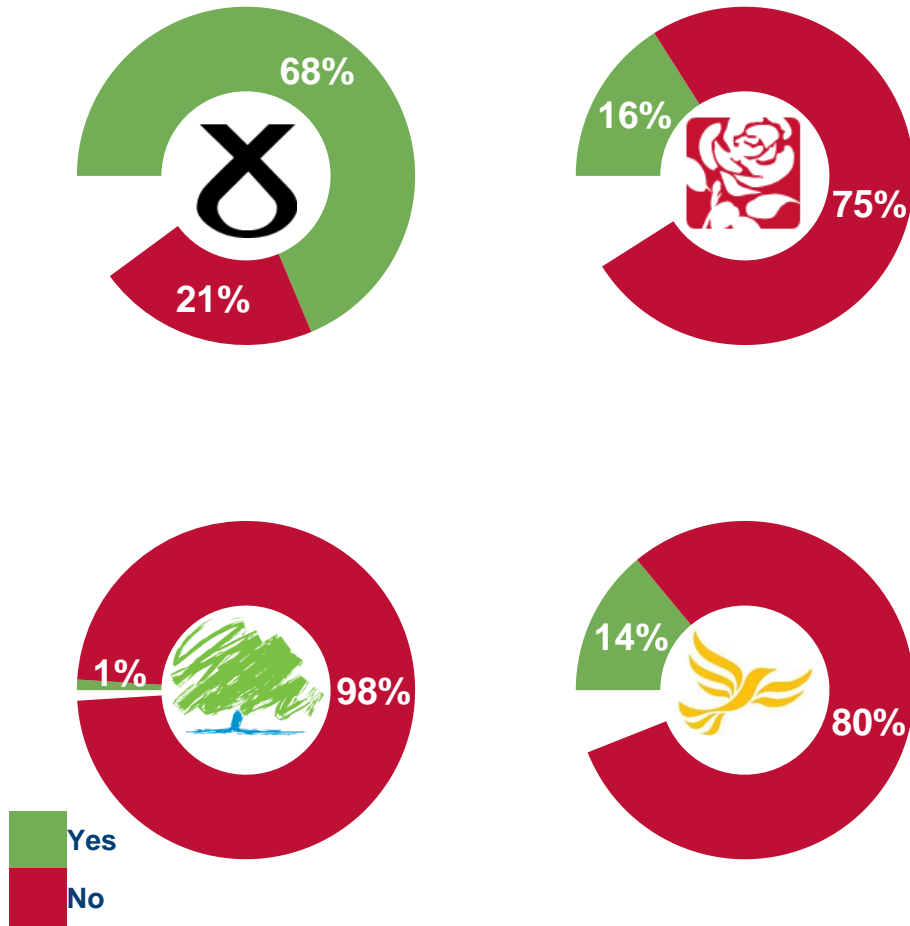


% voting Yes



Base: All certain to vote (755). Data collected among 1,000 Scottish adults 16+, 9th-15th September 2013

Voting intention by party support



Base: All certain to vote (755). Data collected among 1,000 Scottish adults 16+, 9th-15th September 2013

- This presents the topline results from Scotland
- Results are based on a survey of 1,000 respondents conducted by telephone
- Fieldwork dates: 9th – 15th September 2013
- 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 (1,000) unless otherwise stated





INDY REF²⁰₁₄

Thank you

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SCOTTISH PUBLIC OPINION MONITOR
Understanding Scotland



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