



Scottish Public Opinion Monitor

October 2012

SCOTTISH PUBLIC OPINION MONITOR
Understanding Scotland



Ipsos MORI

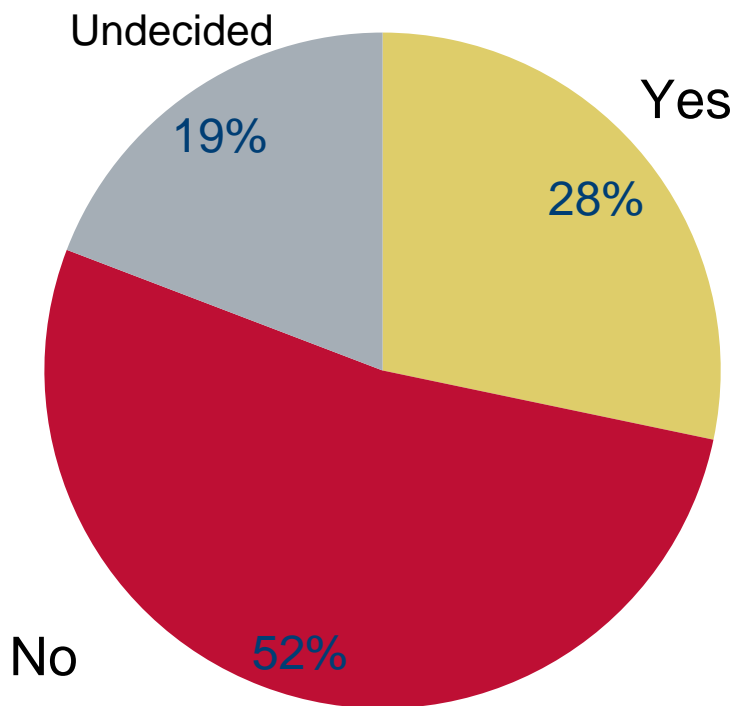


Independence

Support for independence has fallen to 30% among those certain to vote, down five points since June

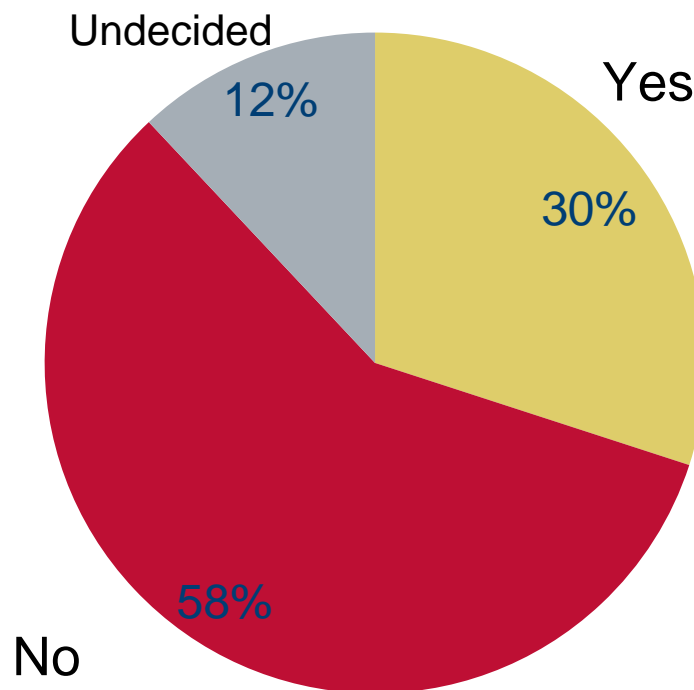
Q. Do you agree that Scotland should be an independent country?

All



'Yes' change since June = -4%

Certain to vote

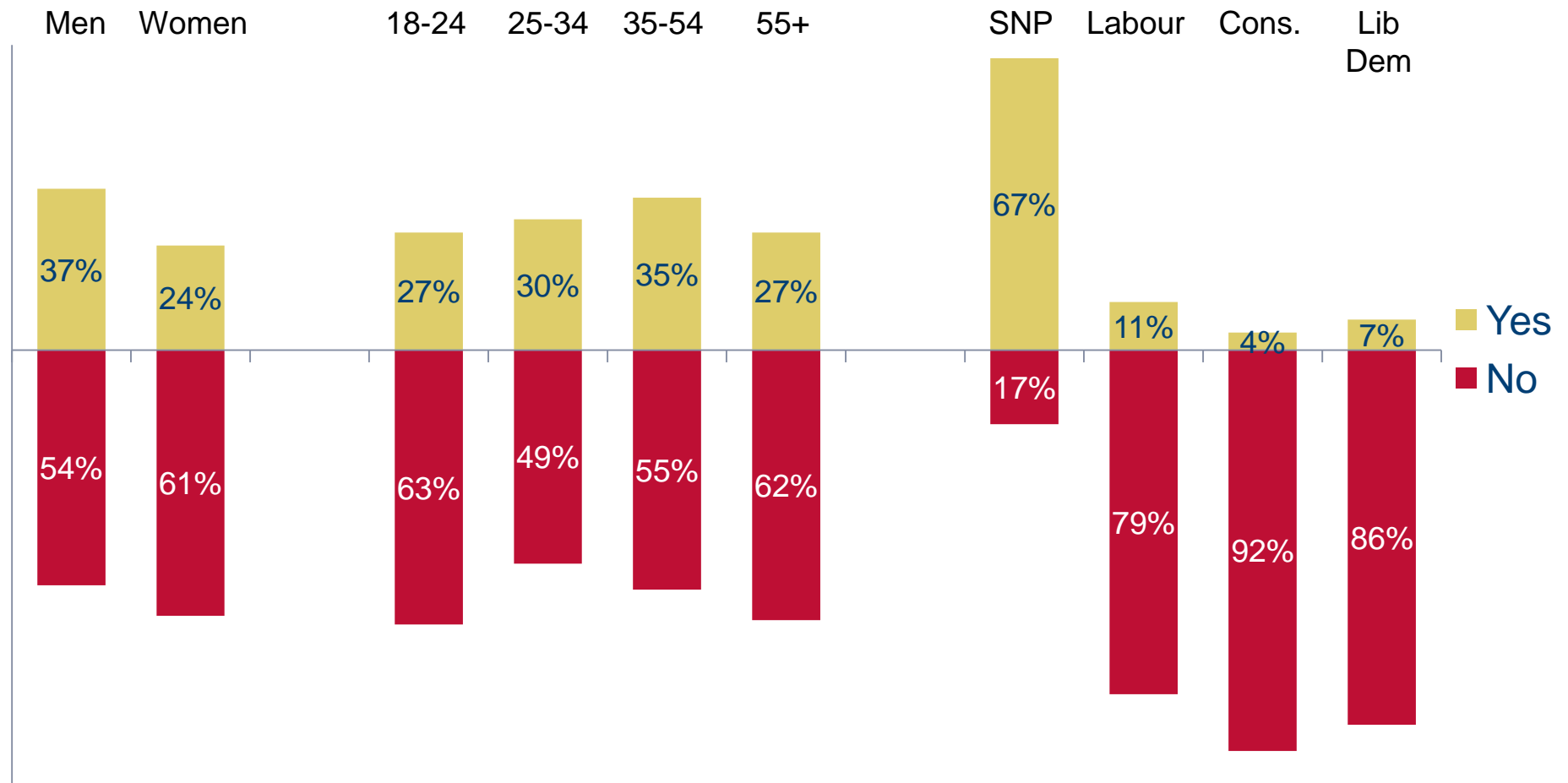


'Yes' change since June = -5%

Base: All = 1,003; all certain to vote = 66% (688). Data collected among 1,003 Scottish adults 18+, 8-15 October 2012

Support for independence is highest among men, those aged 35-54 and SNP supporters

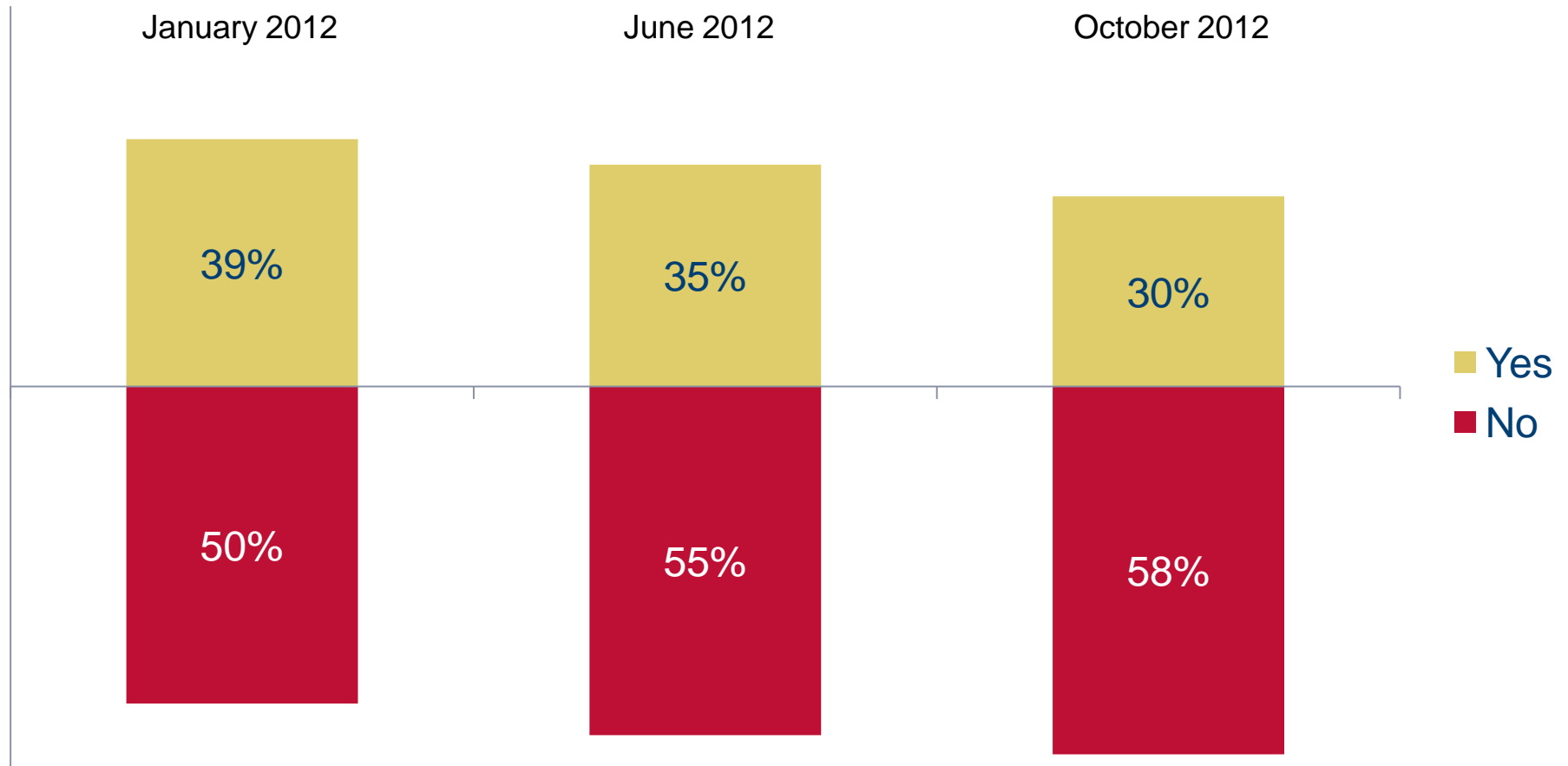
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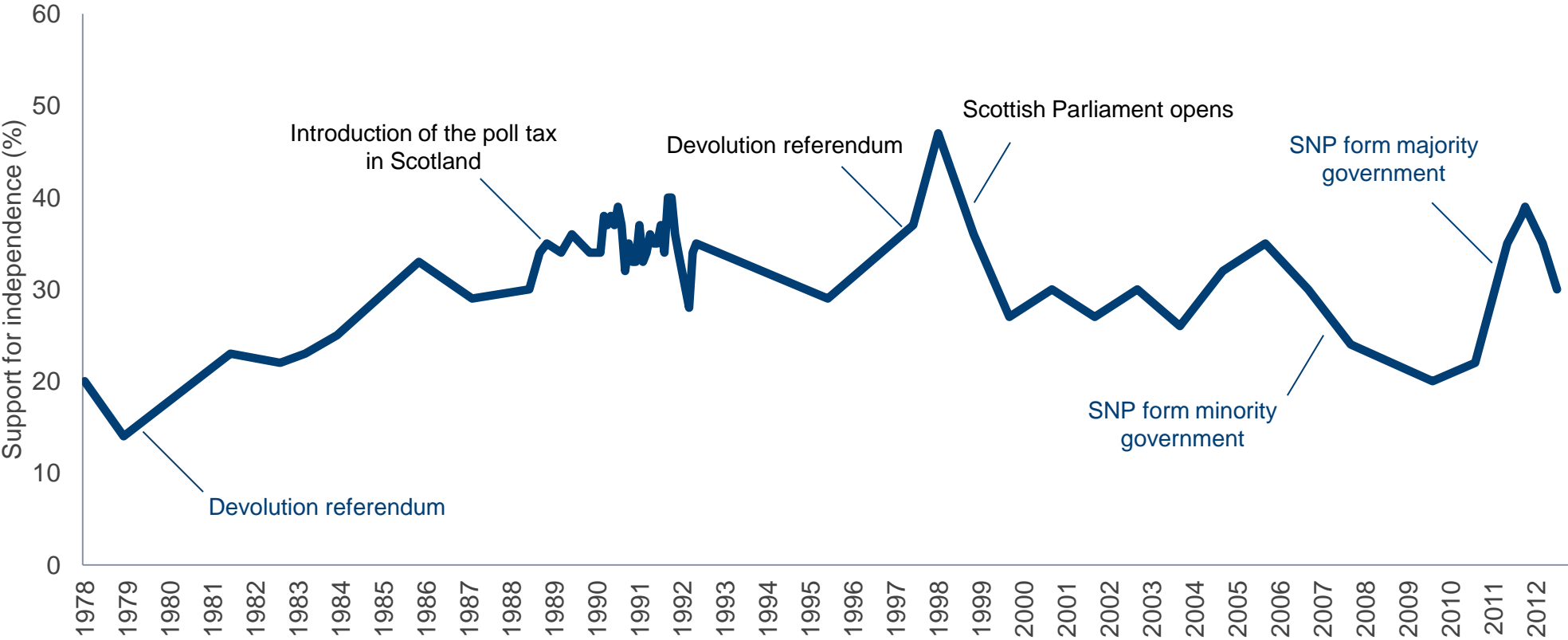
Support for independence has fallen by nine points since January

Q. Do you agree that Scotland should be an independent country?



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

Support for independence – 35 year trend

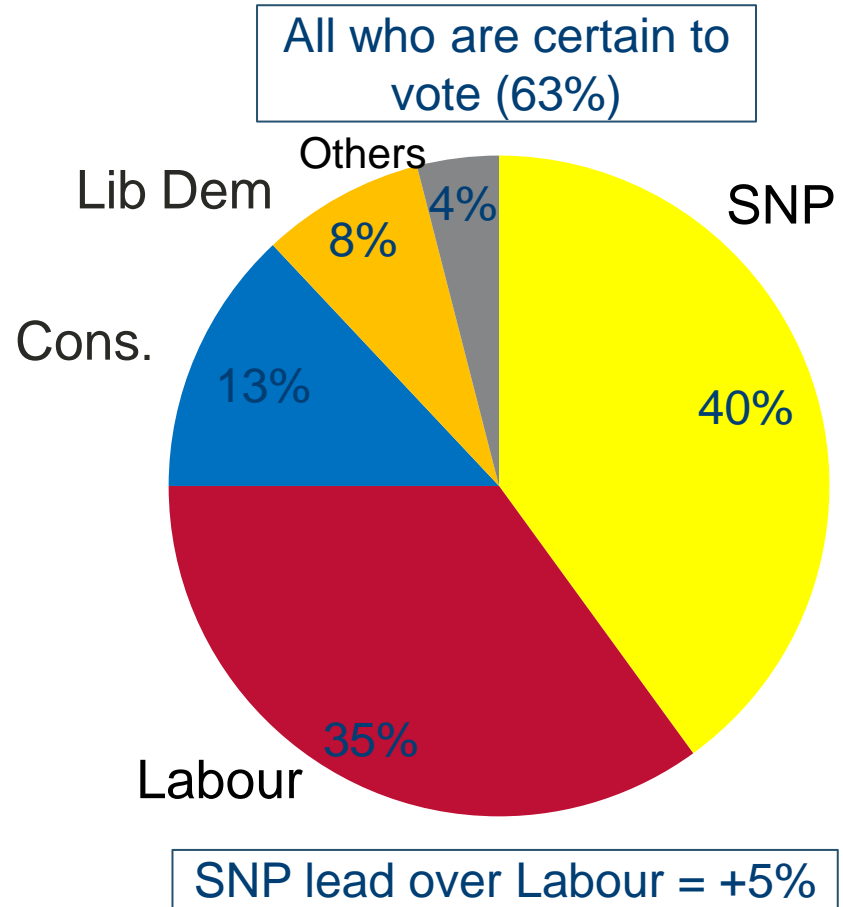
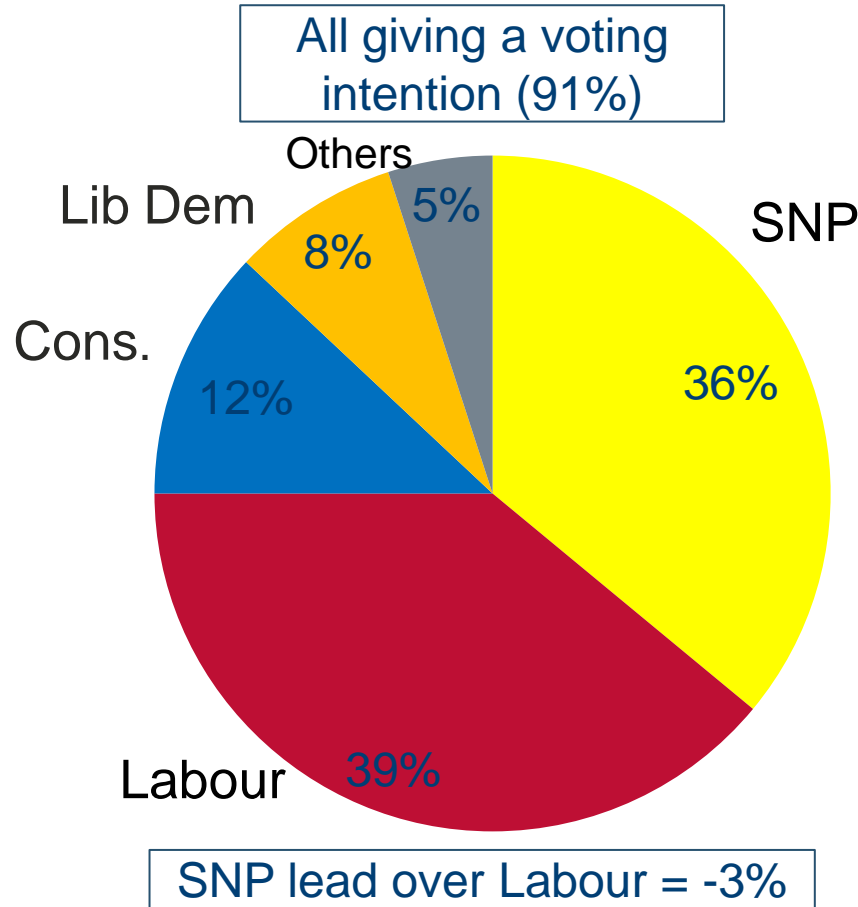


Data taken from MORI and Ipsos MORI polling (1999-07 data taken from Scottish Social Attitudes Survey)

Scottish Parliament voting

The SNP have a five point lead over Labour among those certain to vote...

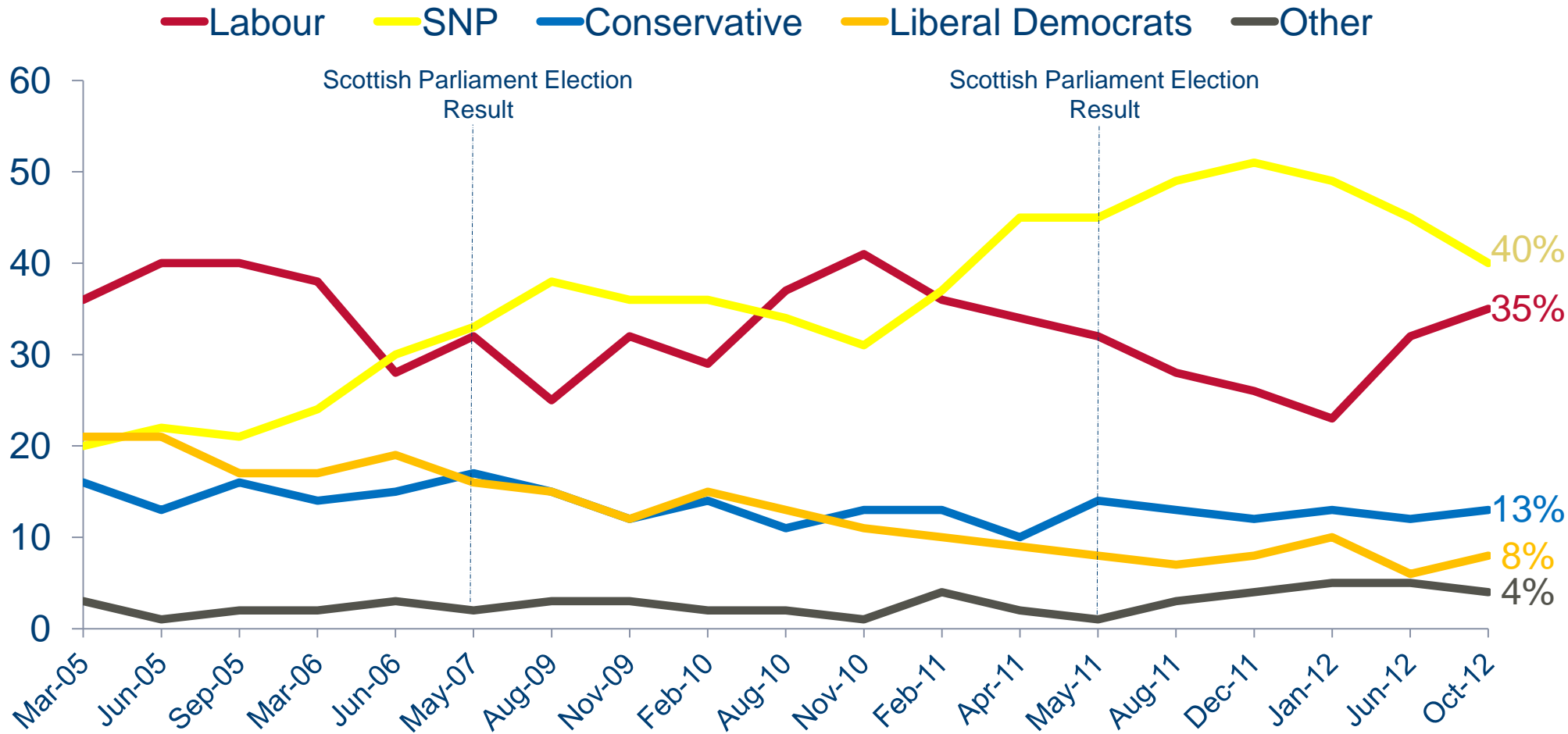
Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?



Base: All giving a voting intention = 88% (880); all certain to vote = 63% (642). Data collected among 1,003 Scottish adults 18+, 8-15 October 2012

... although Labour have closed the gap considerably since January

Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?

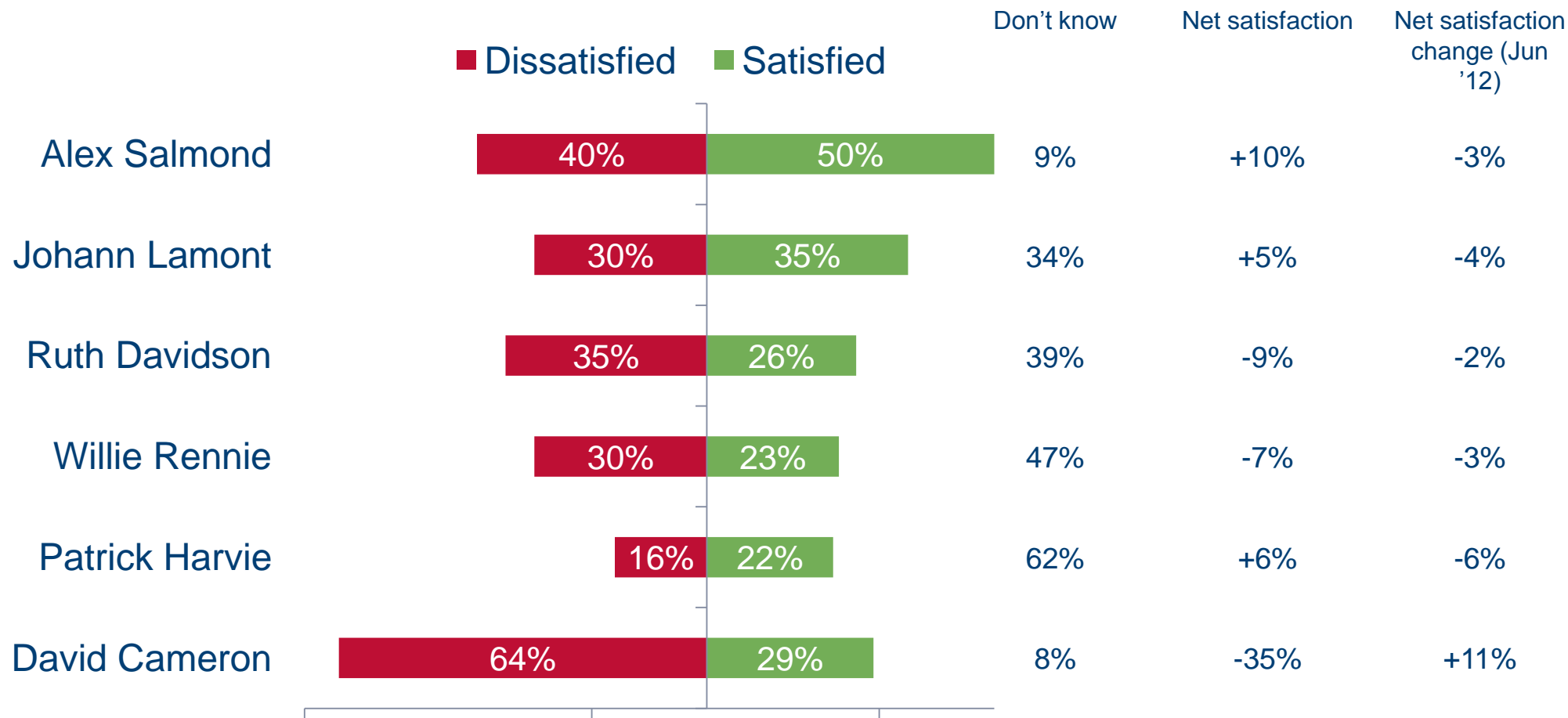


Base: All certain to vote. Data collected among c1,000 Scottish adults.

Satisfaction with party leaders

Satisfaction with all party leaders has fallen since June – except for the Prime Minister

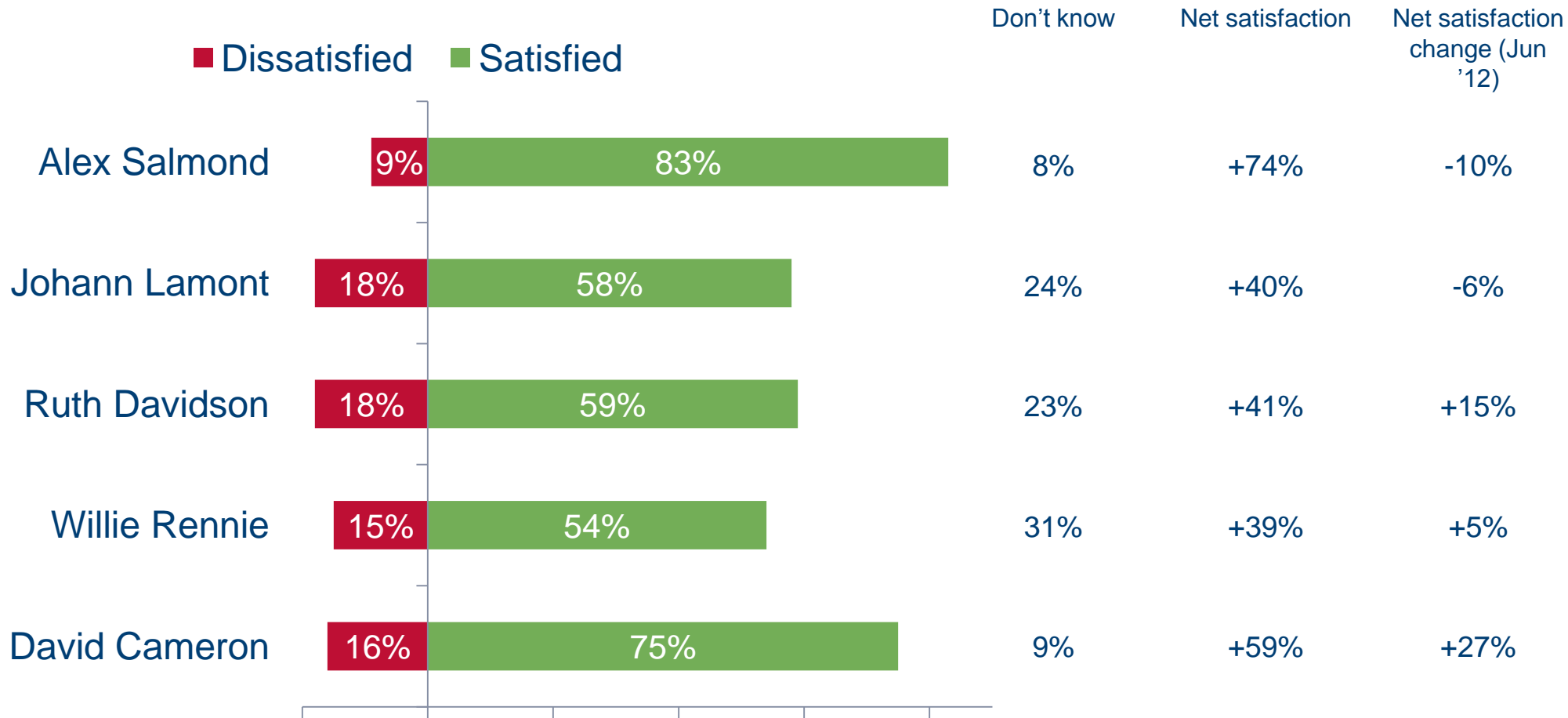
Q. How satisfied or dissatisfied are you with the way ... is doing his/her job as First Minister//Prime Minister/Leader of Scottish Labour/the Scottish Liberal Democrats/the Scottish Conservatives?



Base: 1,003 Scottish adults 18+, 8-15 October 2012

Satisfaction with Alex Salmond and Johann Lamont has fallen among their own party's supporters

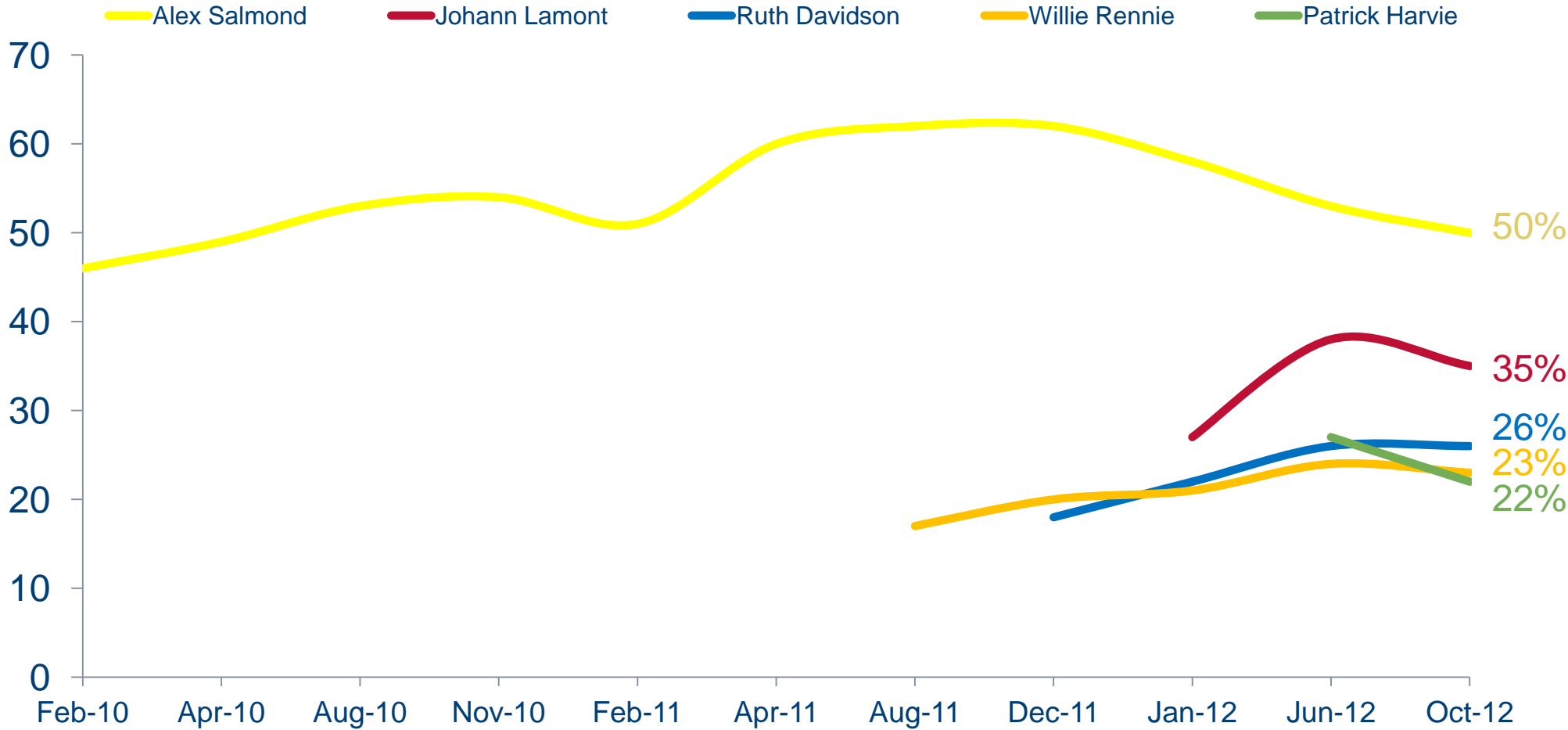
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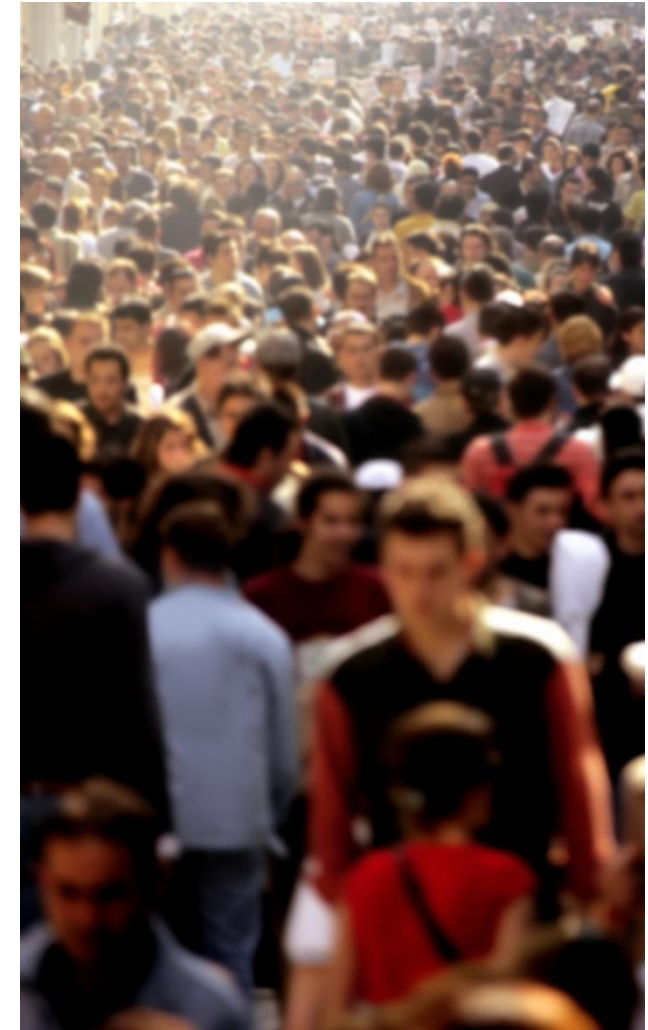
Satisfaction with party leader trends

Q. 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 1,003 respondents conducted by telephone
- Fieldwork dates: 8th October – 15th October 2012
- 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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