



INDY REF²⁰₁₄

Scottish Public Opinion Monitor

December 2013

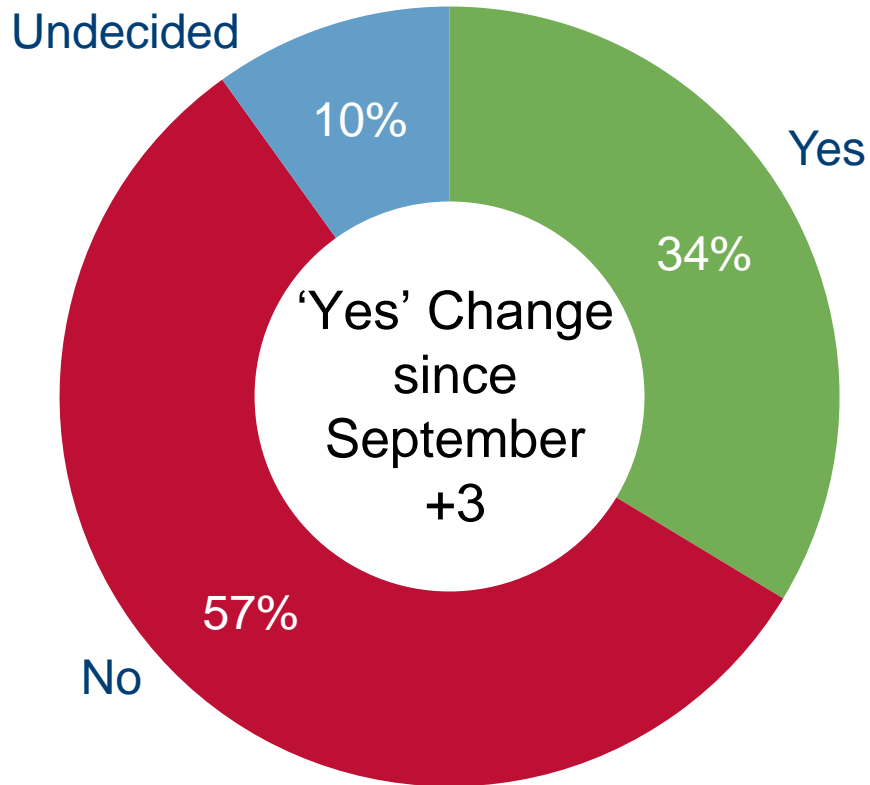


Independence referendum

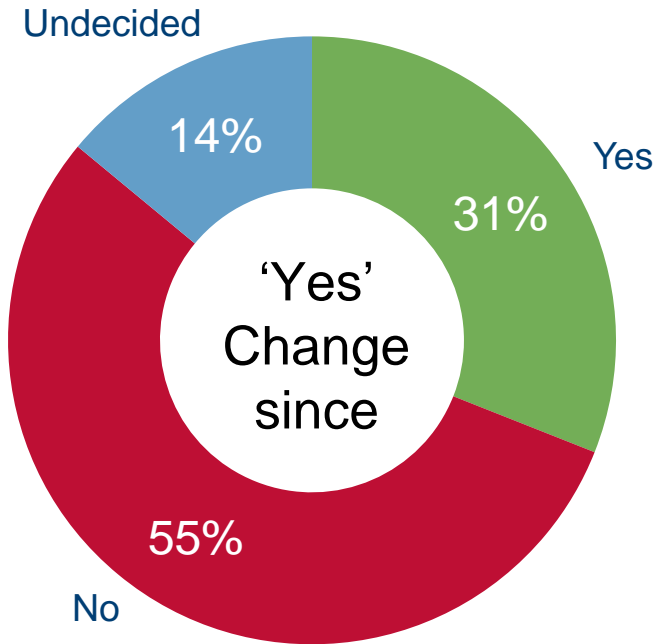


Q. Should Scotland be an independent country?

Certain to vote



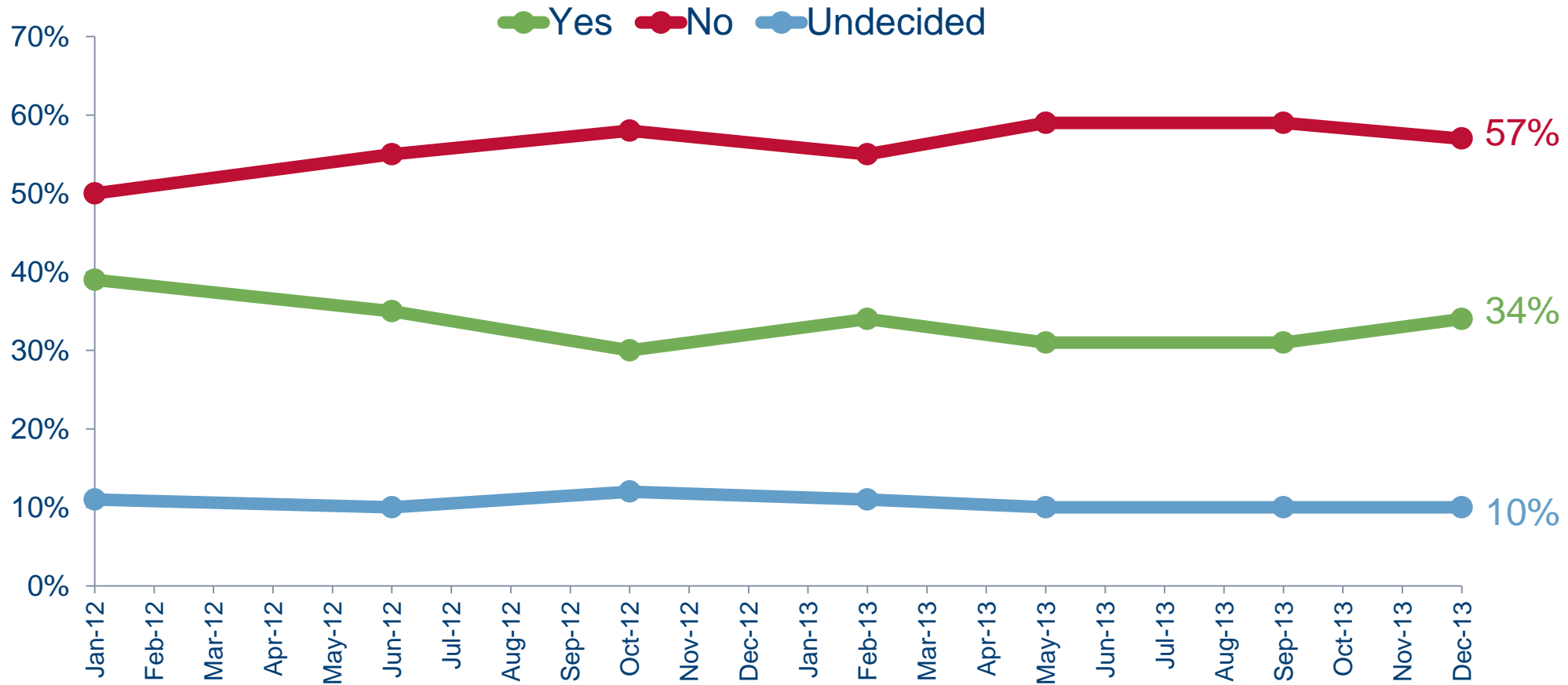
All voters



Base: All = 1,006; all certain to vote = 803. Data collected among 1,006 Scottish adults 16+, 29th November – 5th December 2013

Referendum voting intention – recent trend

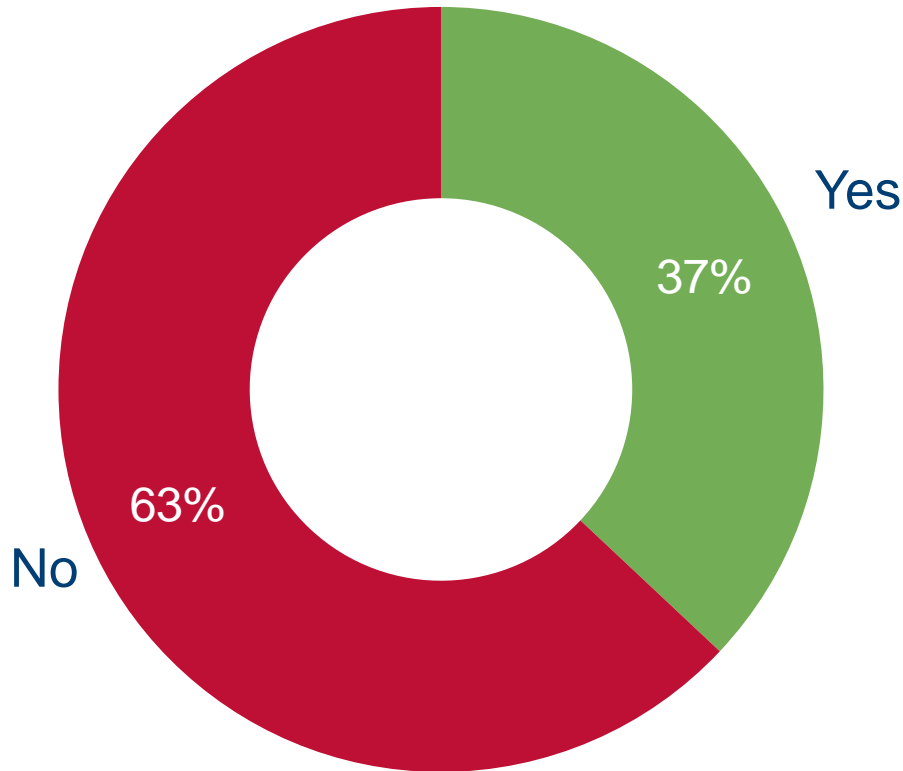
Q. Should Scotland be an independent country?



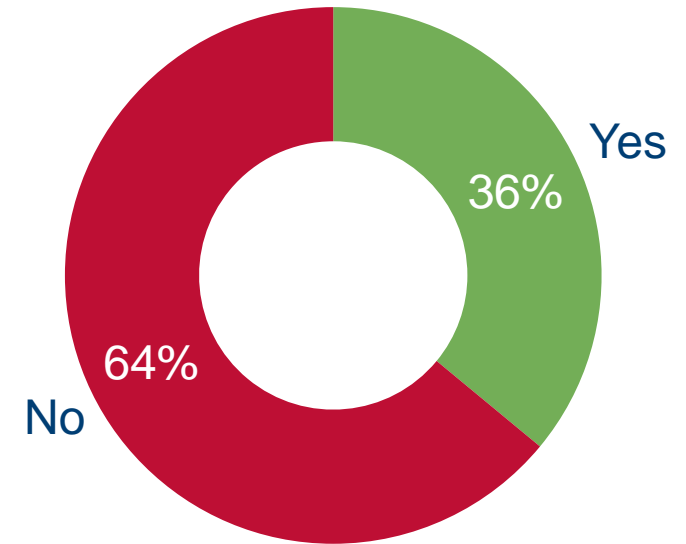
Base: All certain to vote. Data collected among c1,000 Scottish adults

Q. Should Scotland be an independent country?

Certain to vote



All voters

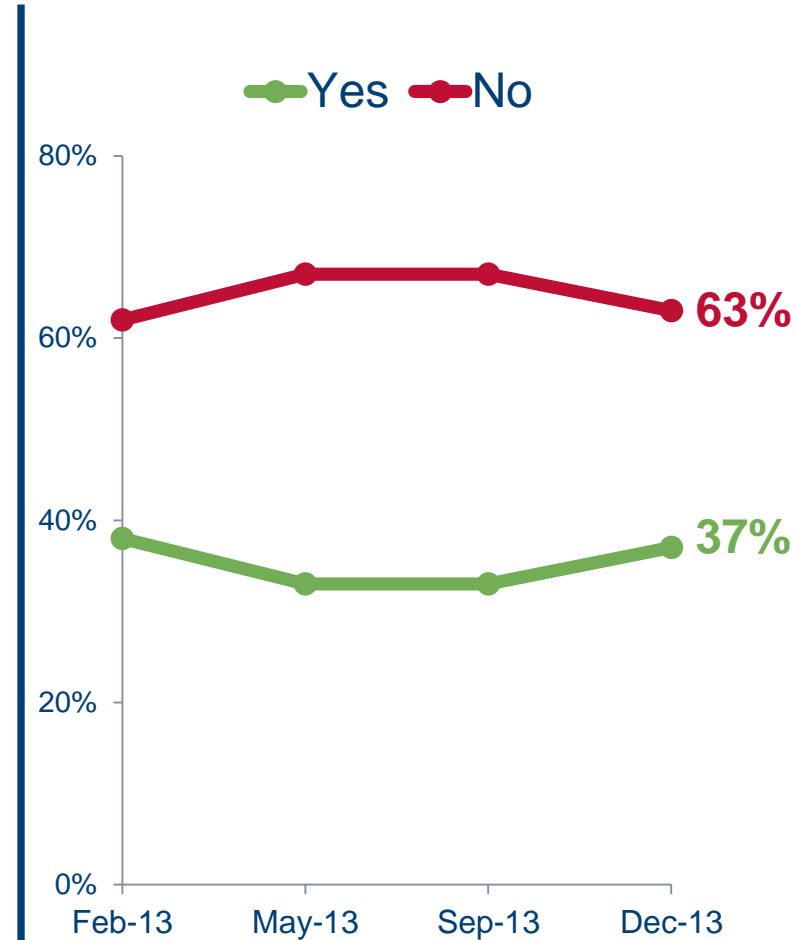
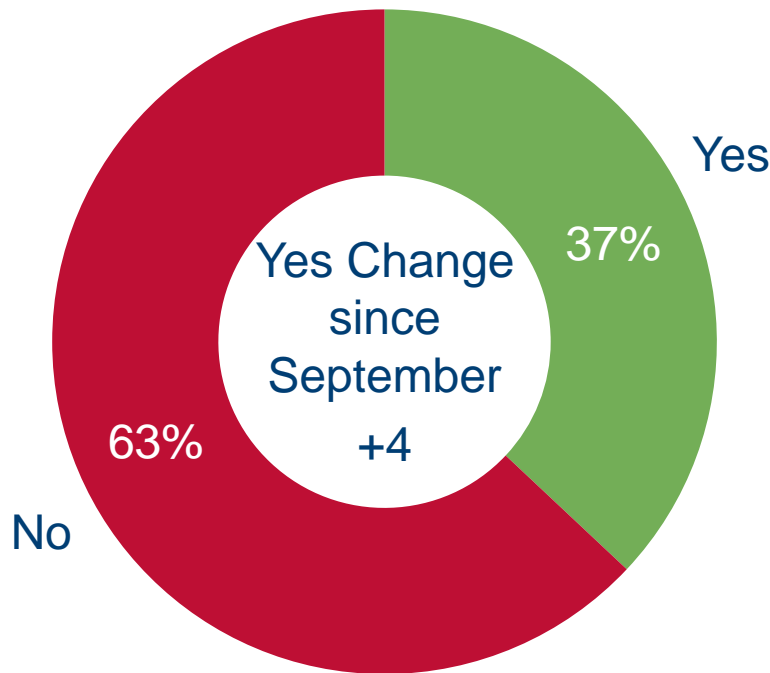


Base: All = 864; all certain to vote = 727. Data collected among 1,006 Scottish adults 16+, 29th November – 5th December 2013

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

Q. Should Scotland be an independent country?

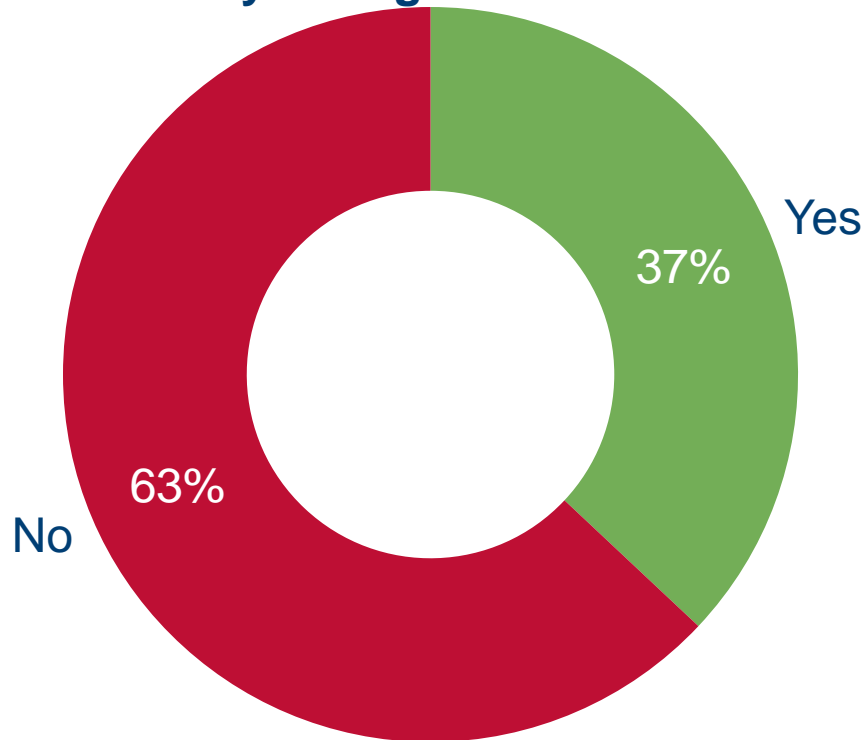
All definitely decided and certain to vote



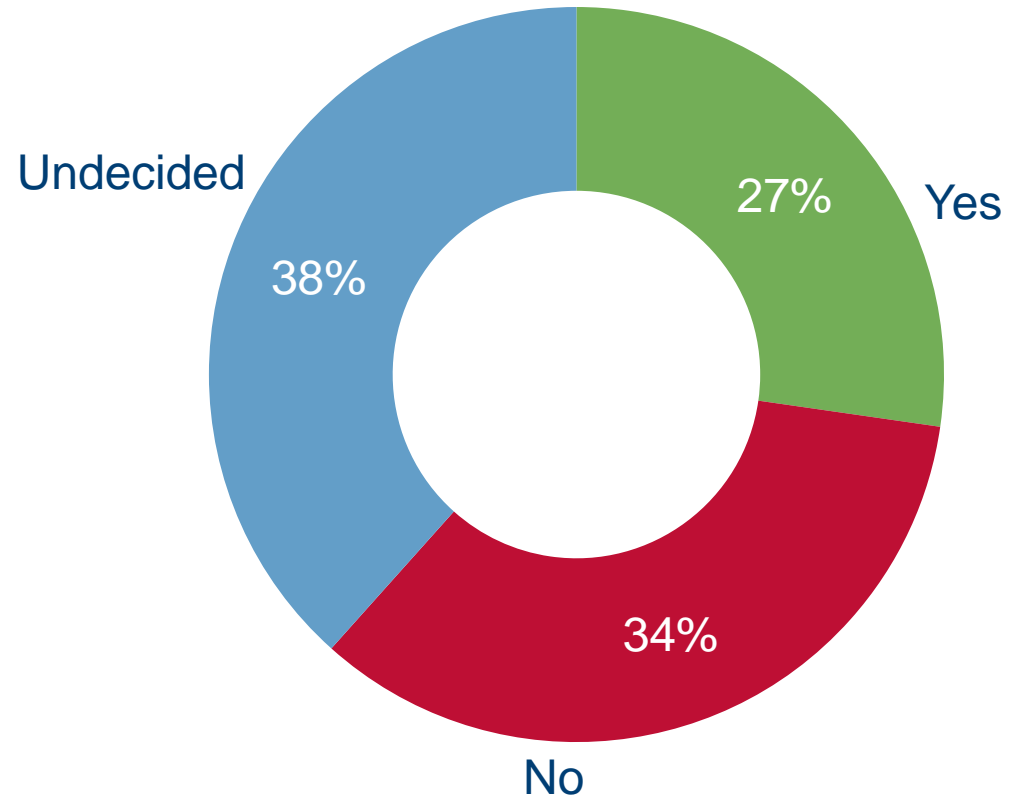
Base: All certain to vote and definitely decided (580). Data collected among c1,000 Scottish adults

Q. Should Scotland be an independent country?

All giving a voting intention but may change their mind

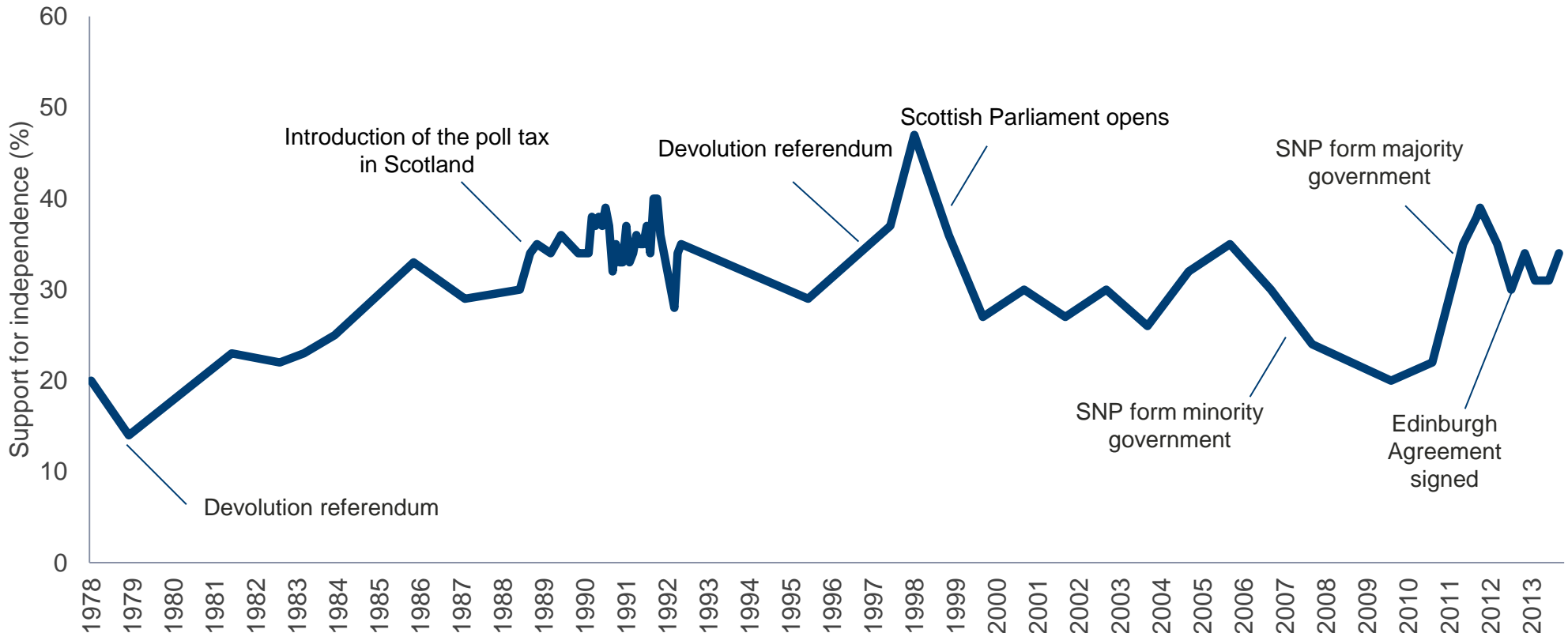


All undecided – inclined to vote

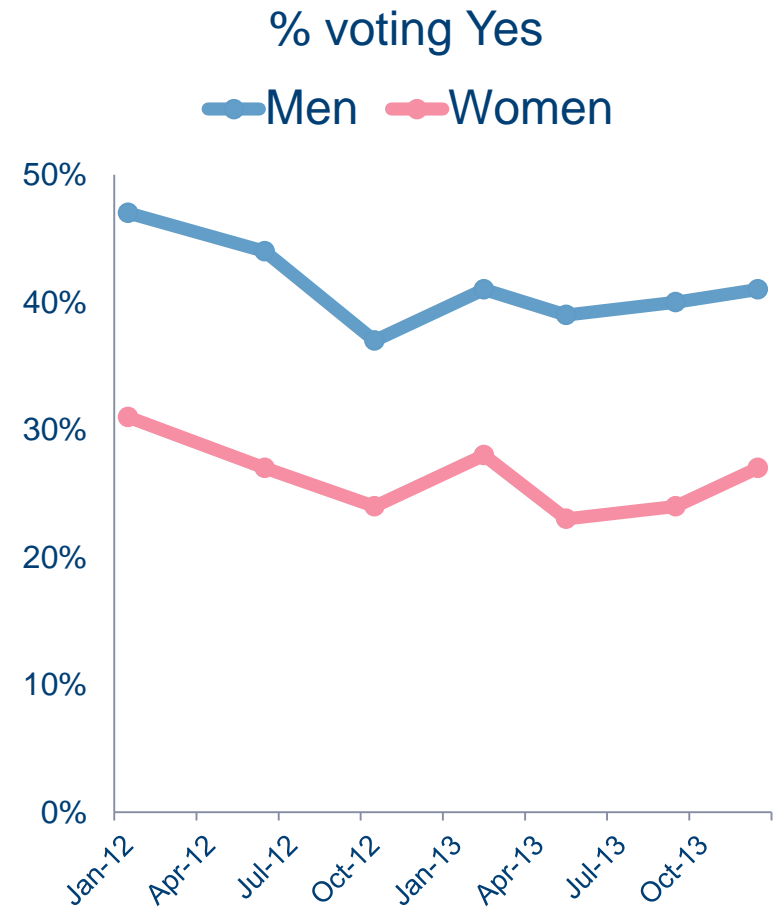
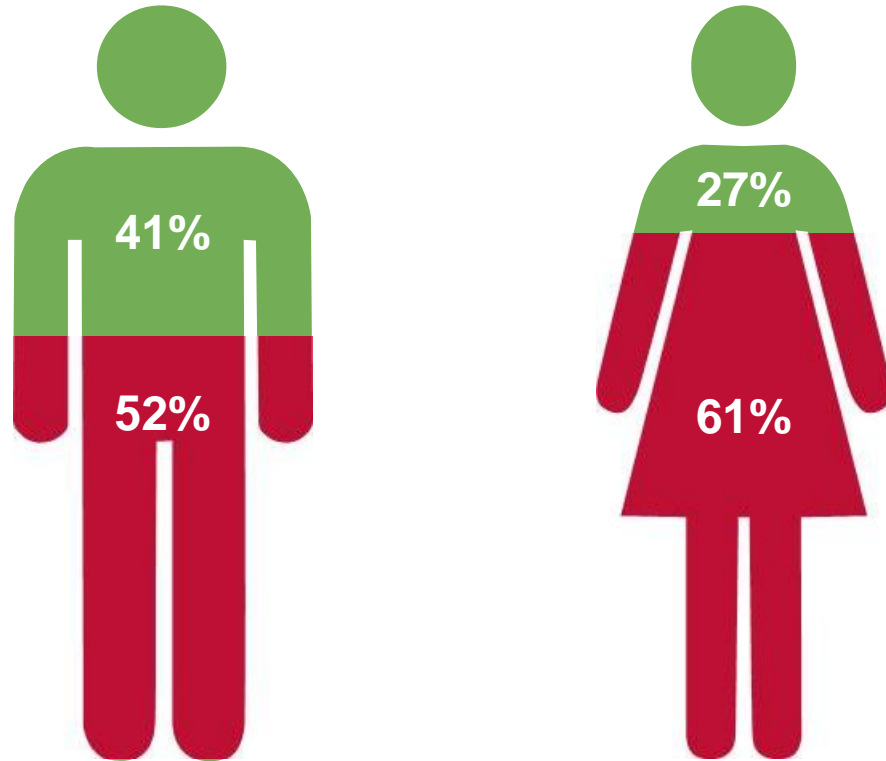


Base: All giving a voting intention but may change their mind (203); all undecided (138). Data collected among 1,000 Scottish adults 16+, 29th November – 5th December 2013

Support for independence – long-term trend

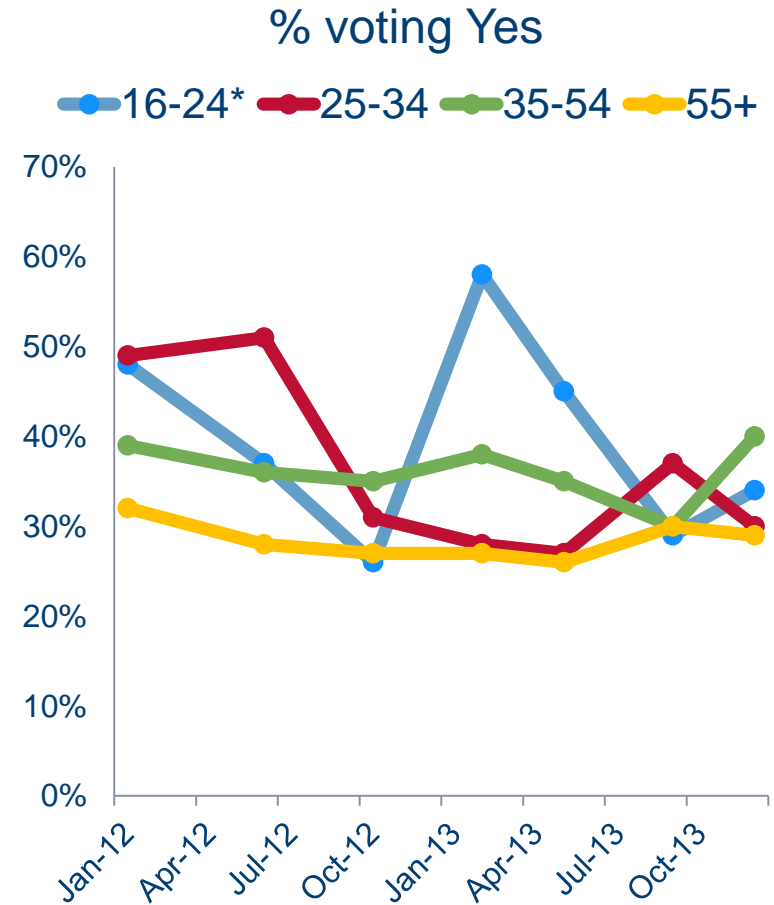
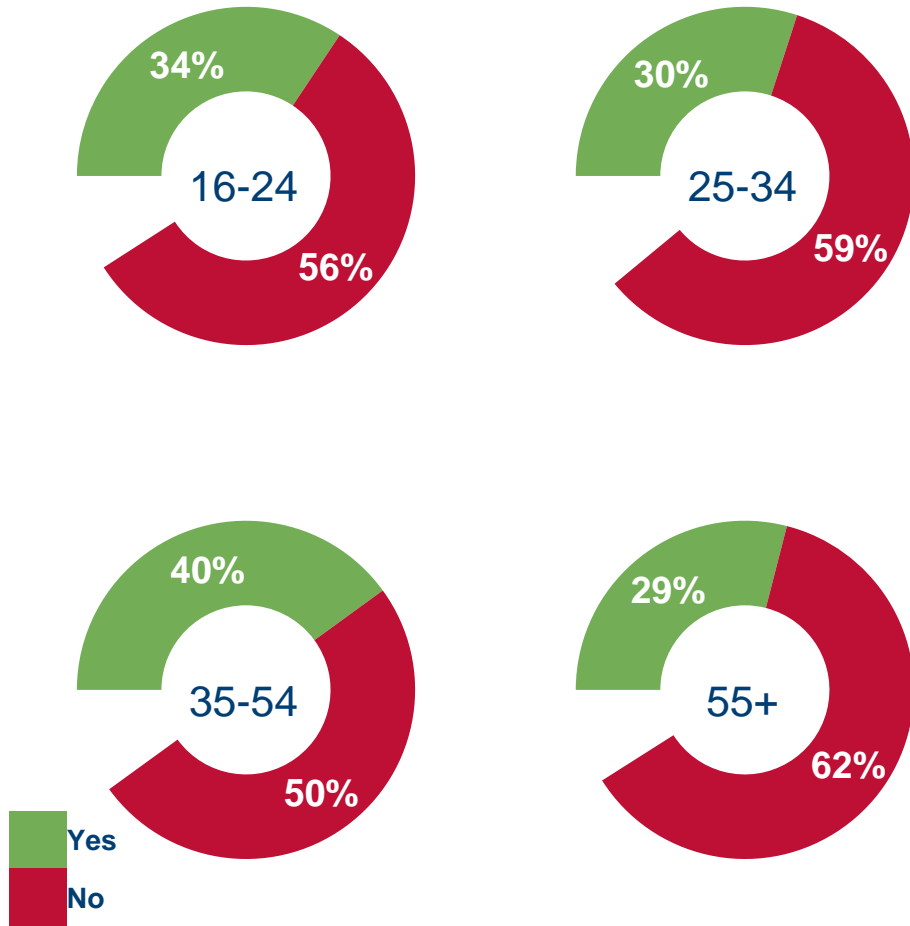


Data taken from MORI and Ipsos MORI polling (1999-07 data taken from Scottish Social Attitudes Survey)



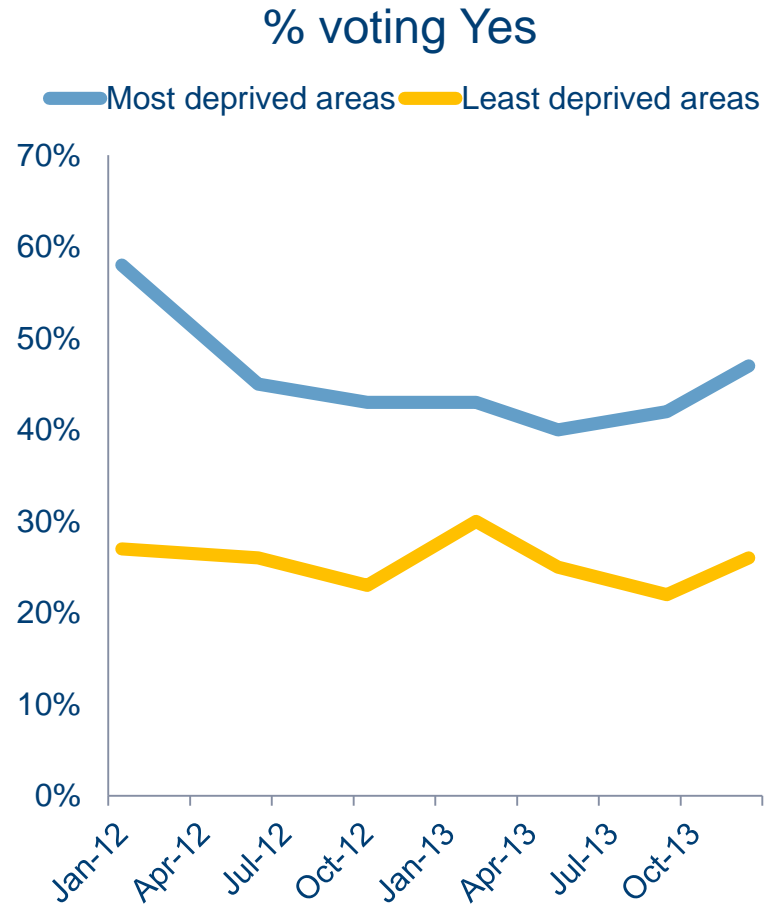
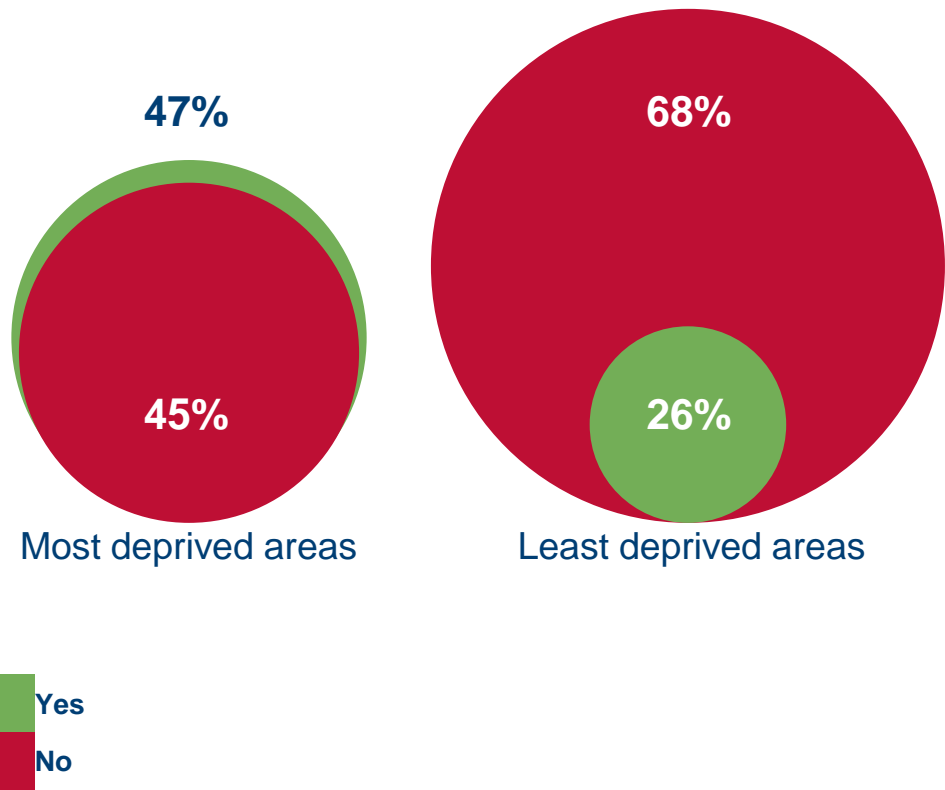
Base: All certain to vote = 803. Data collected among 1,000 Scottish adults 16+, 29th November – 5th December 2013

Voting intention by age group



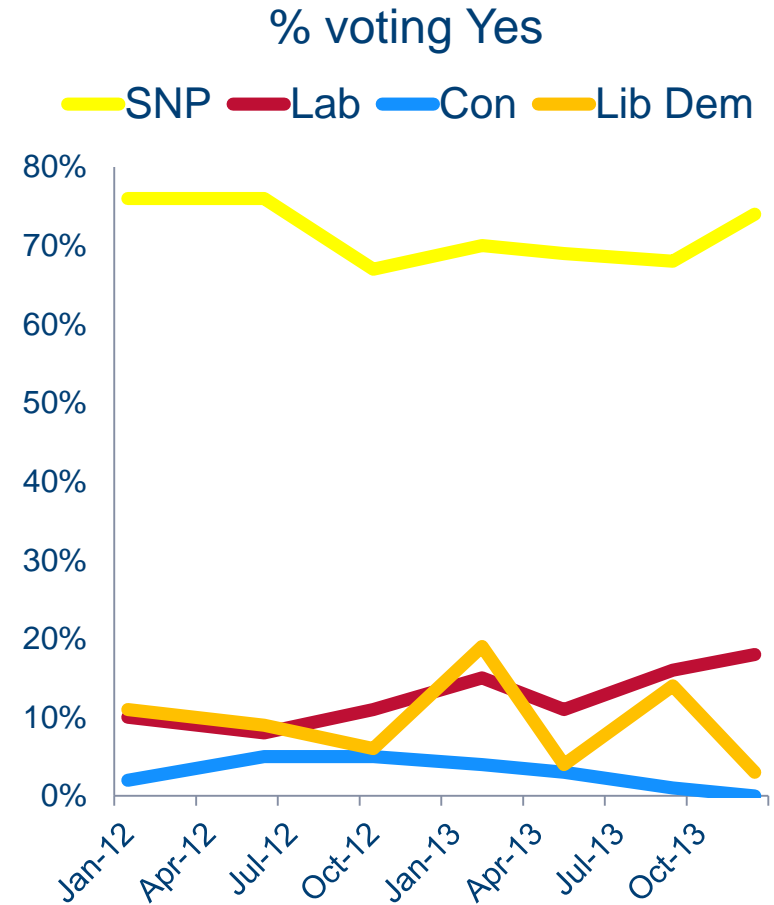
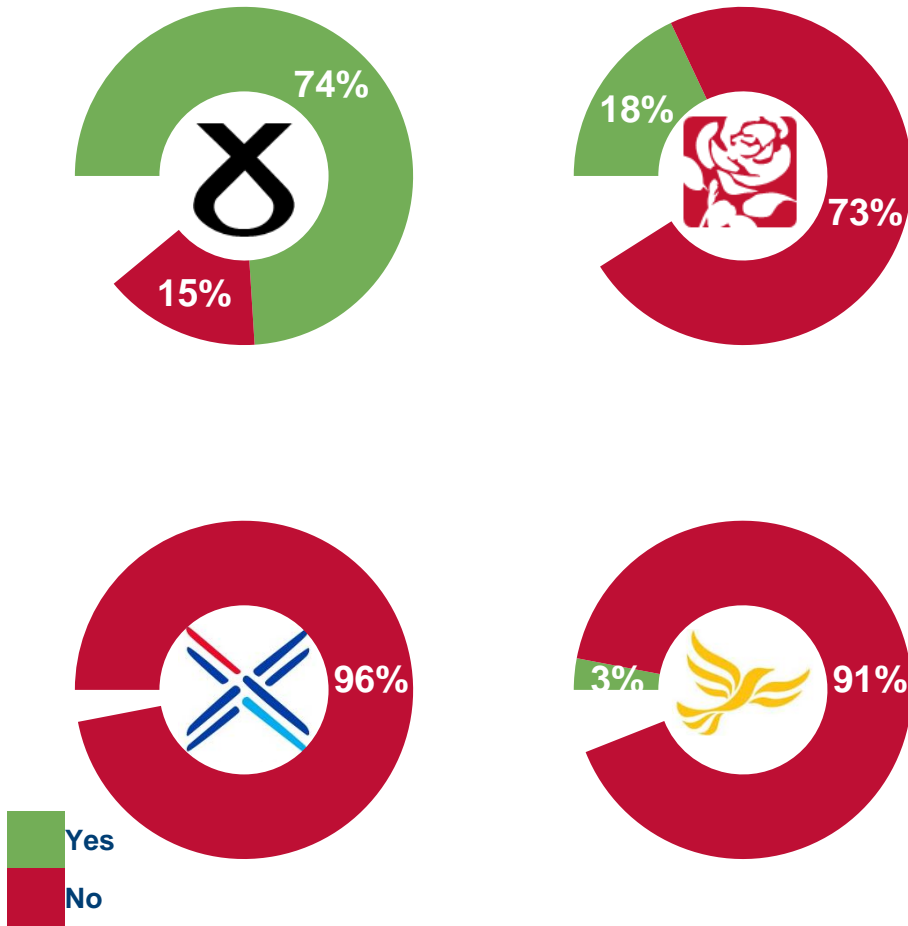
*Jan 2012 – May 2013 this was 18-24 year olds

Base: All certain to vote = 803. Data collected among 1,000 Scottish adults 16+, 29th November – 5th December 2013



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Voting intention by party support



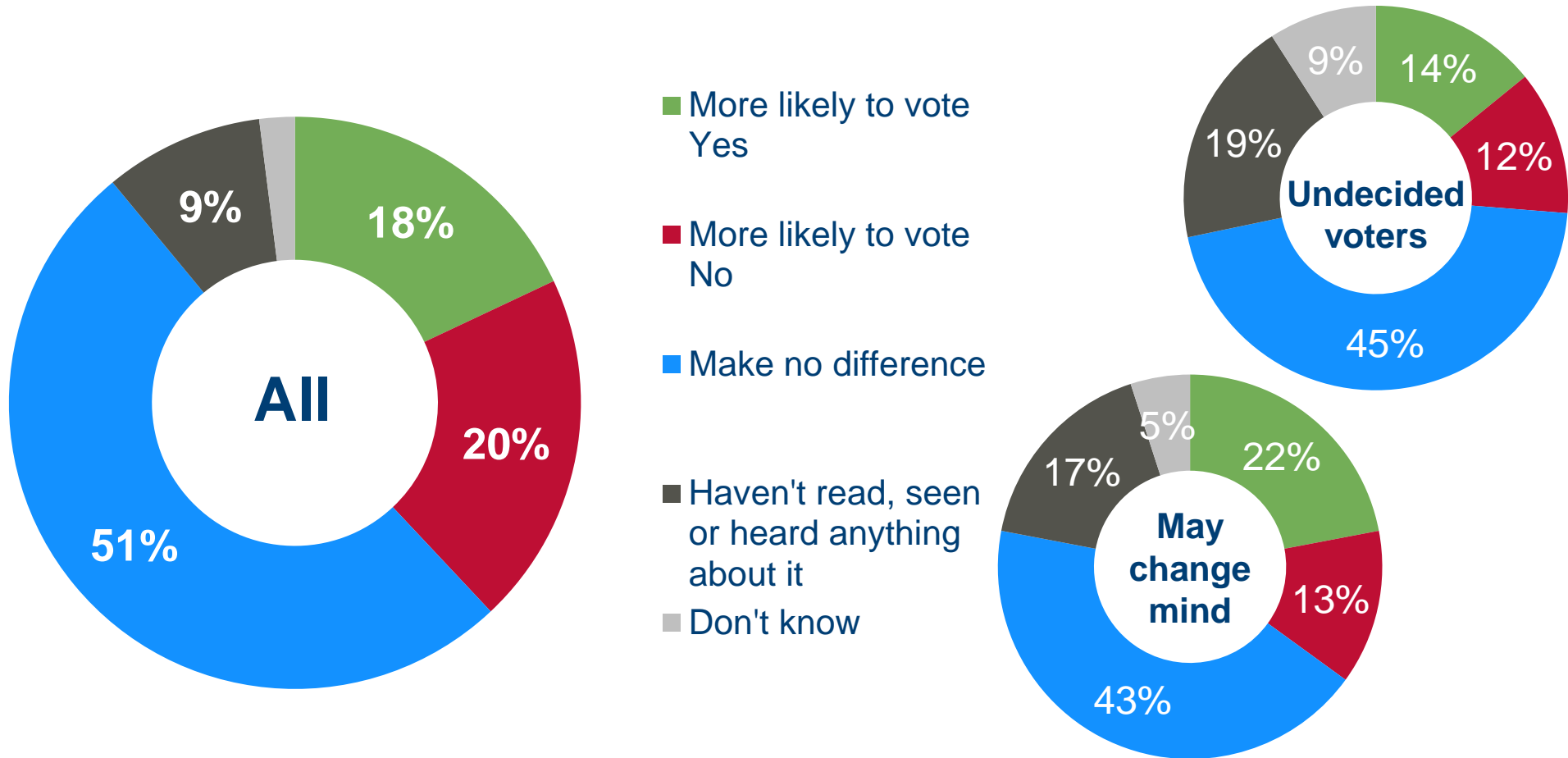
Base: All certain to vote = 803. Data collected among 1,000 Scottish adults 16+, 29th November – 5th December 2013

Impact of the 'White Paper'



Impact of the white paper

As you may know the Scottish Govt recently published its White Paper, 'Scotland's Future', which outlines their plans for an independent Scotland. Based on what you may have read, seen or heard, what impact, if any, will this have on how you plan to vote in the referendum?



Base: All. Data collected among 1,006 Scottish adults 16+, 29th November – 5th December 2013

- This presents the topline results from Scotland
- Results are based on a survey of 1,006 respondents (adults aged 16+) conducted by telephone
- Fieldwork dates: 29th November – 5th December 2013
- Data are weighted 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 (1,006) unless otherwise stated





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Thank you

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SCOTTISH PUBLIC OPINION MONITOR
Understanding Scotland



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