



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

## Scottish Public Opinion Monitor

February 2014

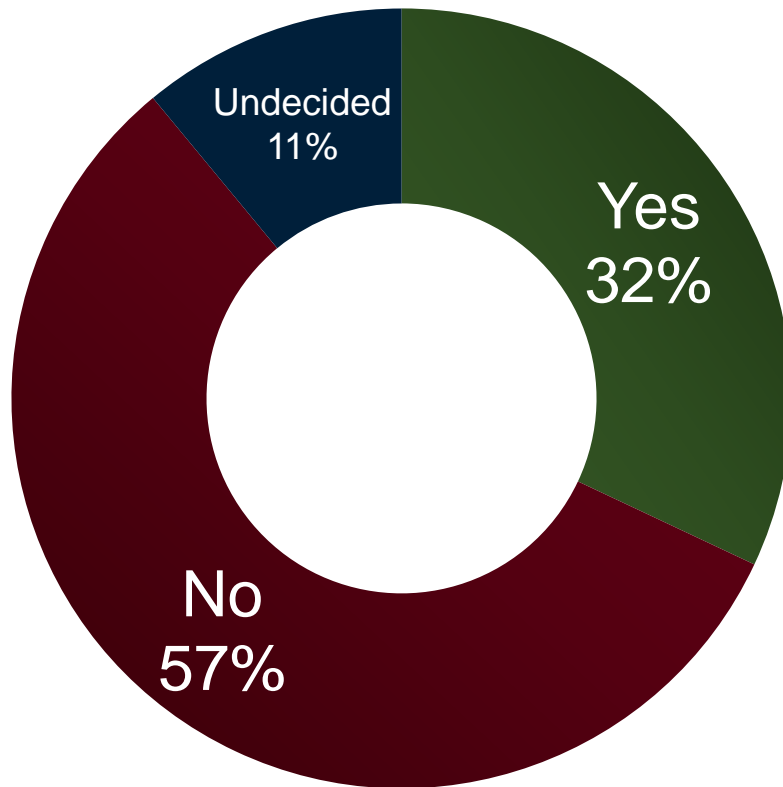


# Independence referendum

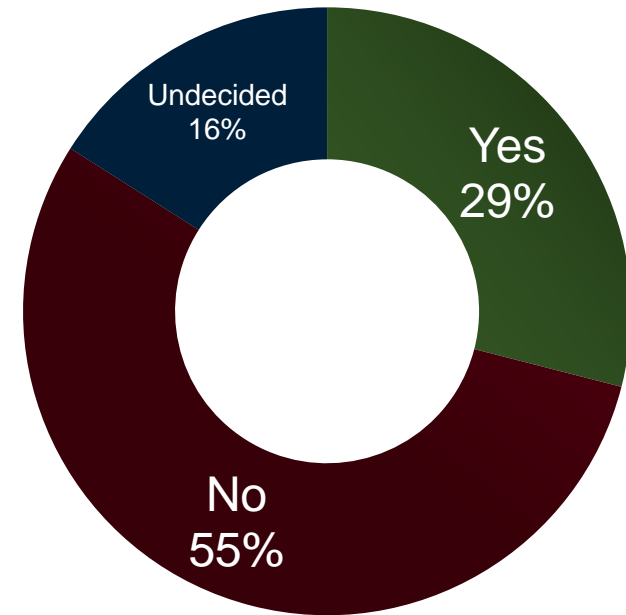


Q. Should Scotland be an independent country?

## Certain to vote



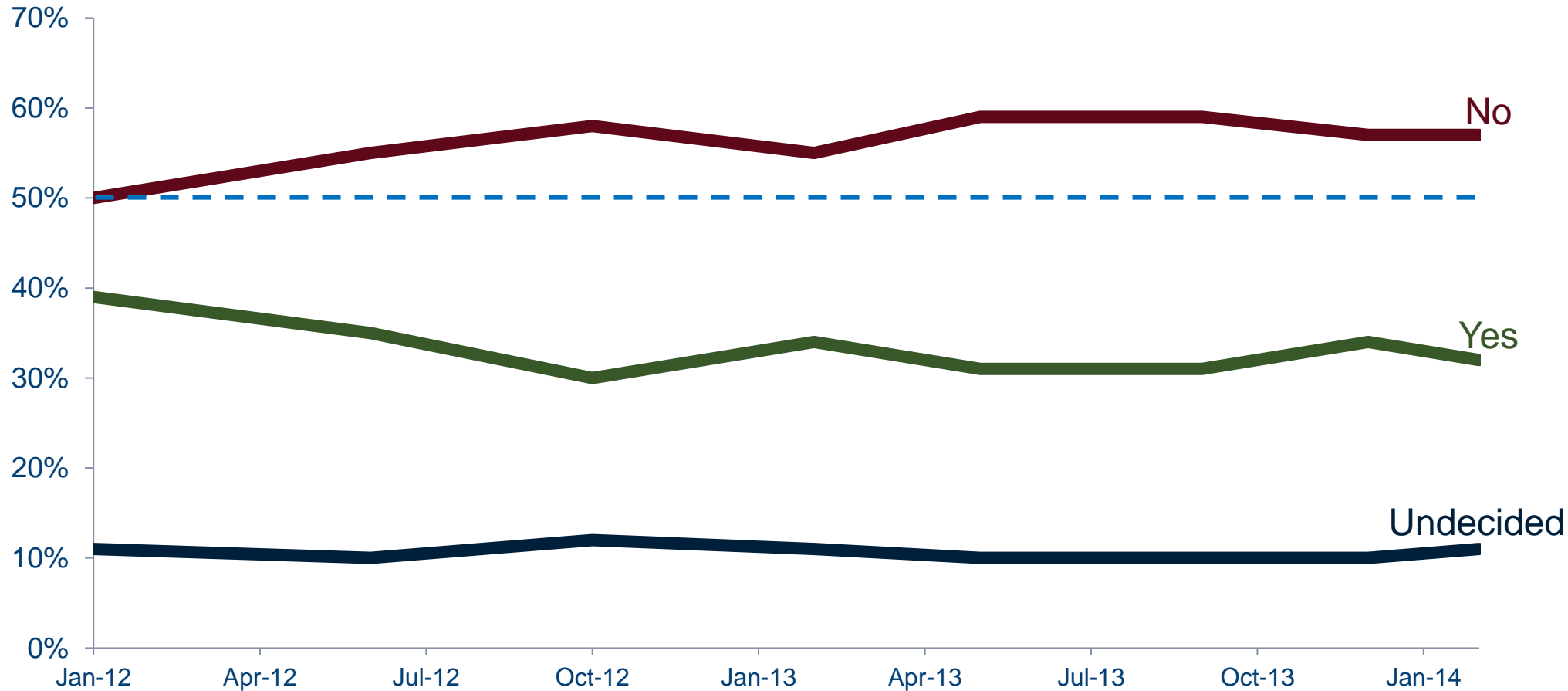
## All voters



Base: All (1,001); all certain to vote (799). Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014

# Referendum voting intention – recent trend

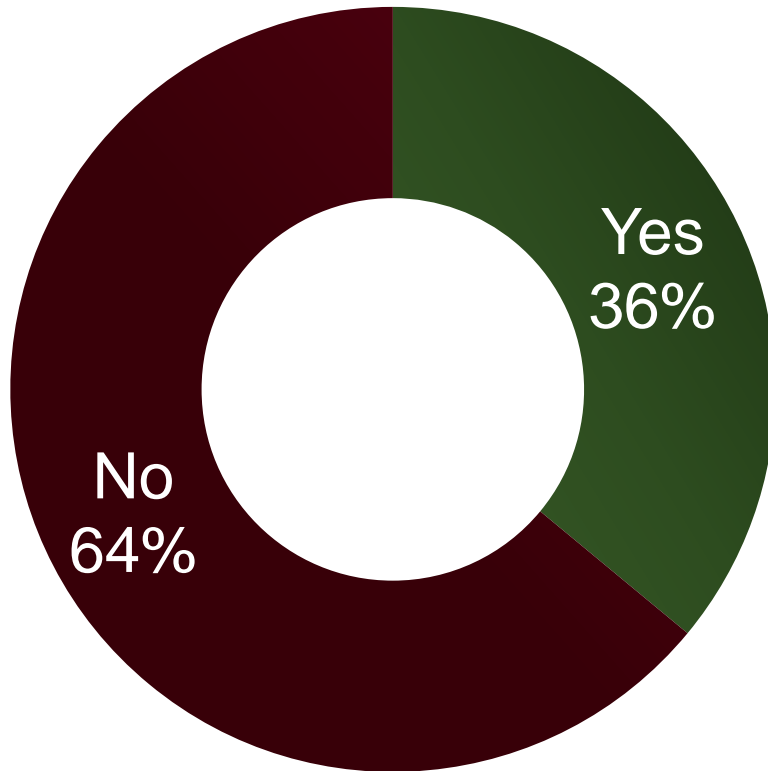
Q. Should Scotland be an independent country?



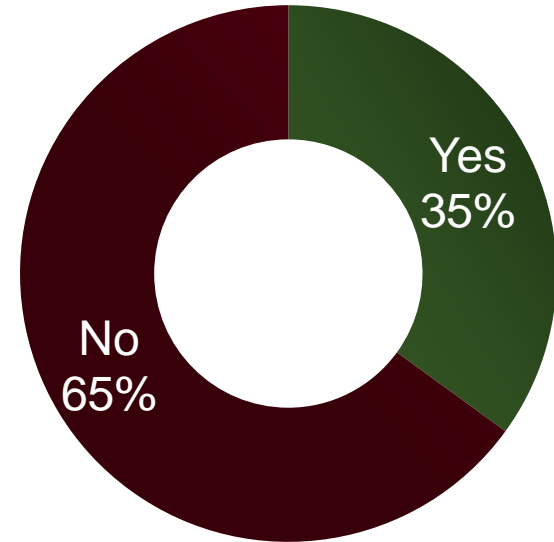
Base: All certain to vote. Data collected among c1,000 Scottish adults

Q. Should Scotland be an independent country?

## Certain to vote



## All voters

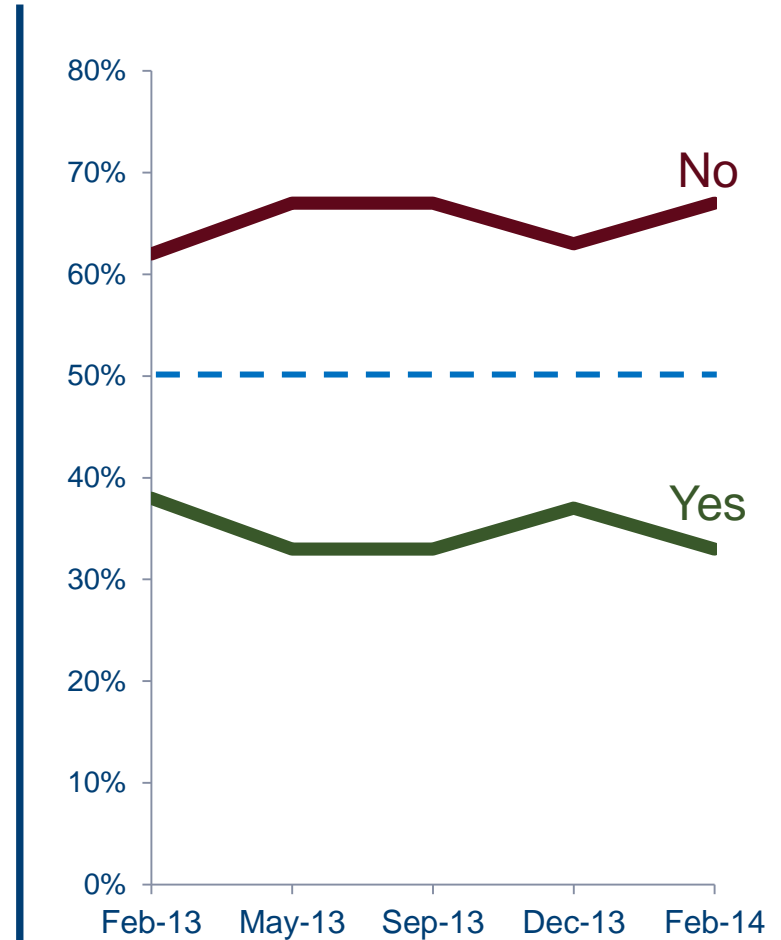
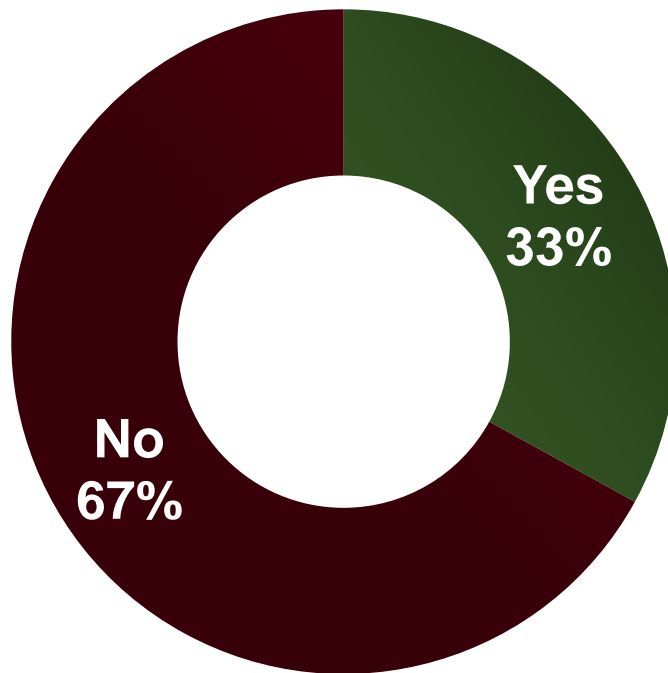


Base: All (842); all certain to vote (691). Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014

# 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

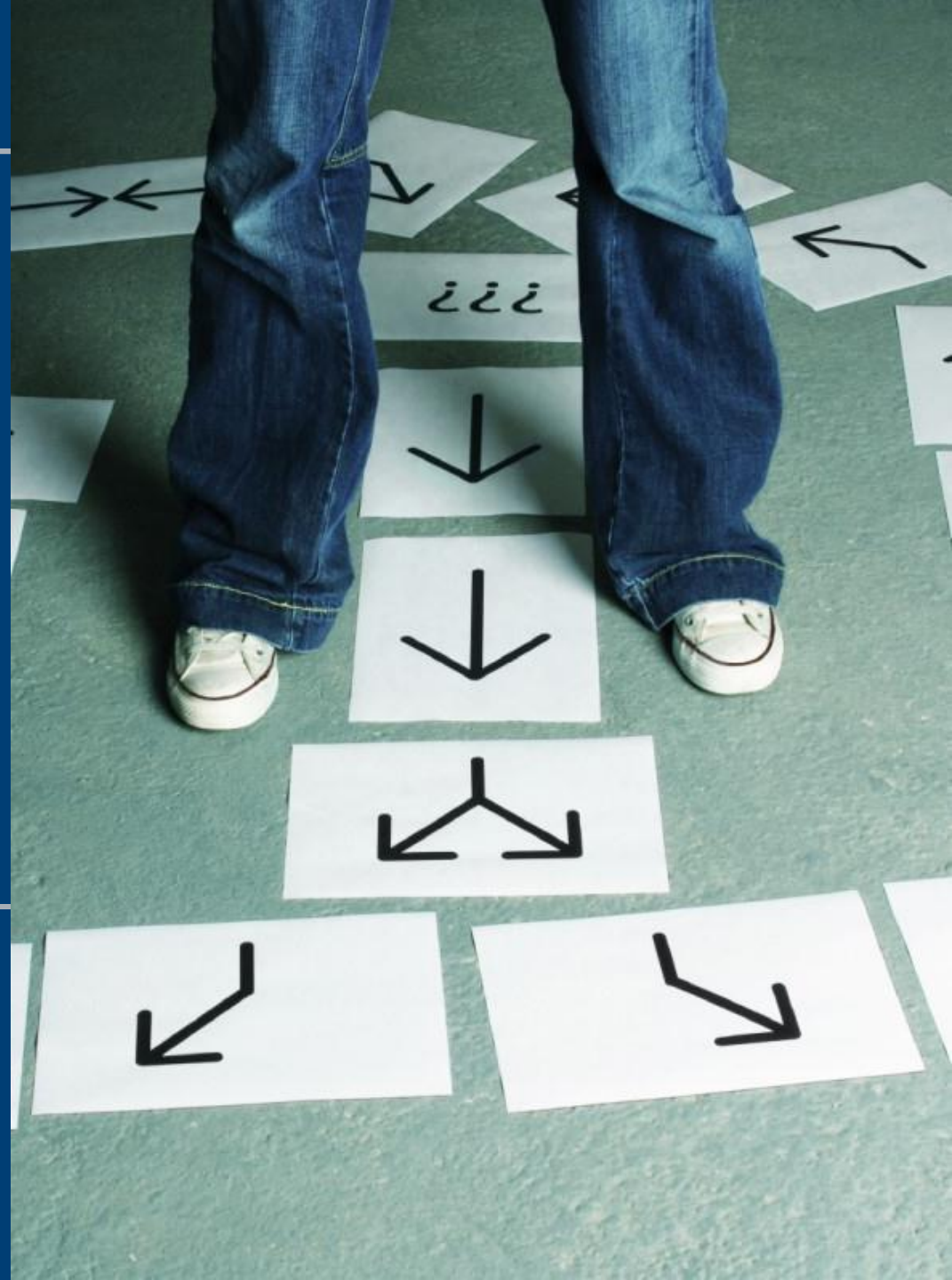


Base: All certain to vote and definitely decided (572). Data collected among c1,000 Scottish adults

# 45%

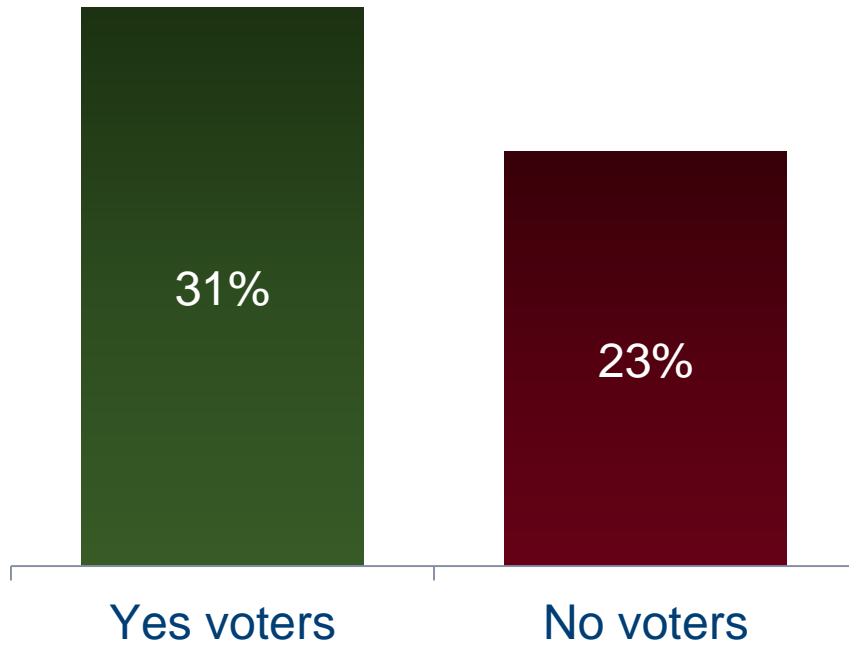
Scots who...

- may not vote (22%)
- will vote but are undecided (9%)
- will vote but may change their vote (14%)

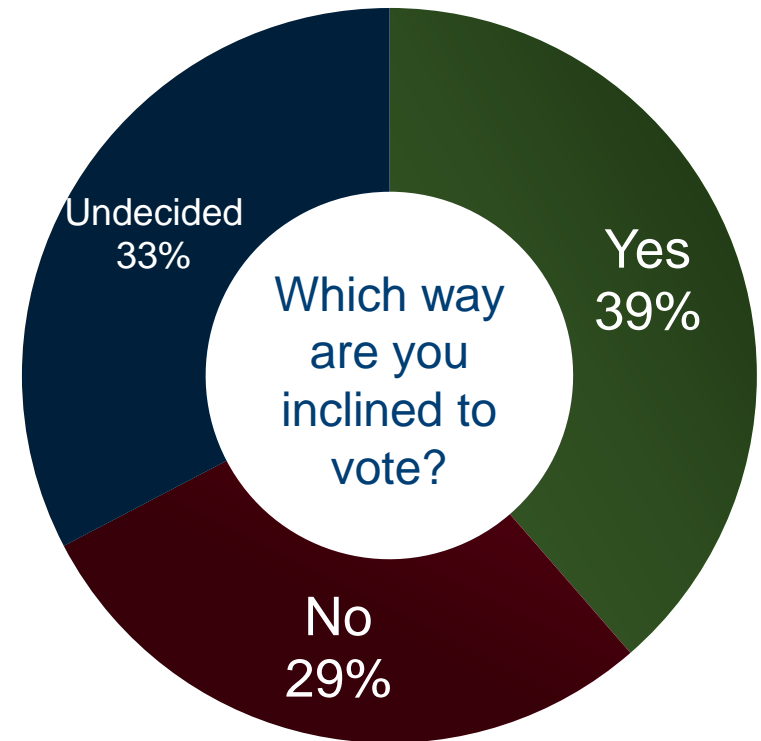


Q. Should Scotland be an independent country?

## Voters who may change their mind

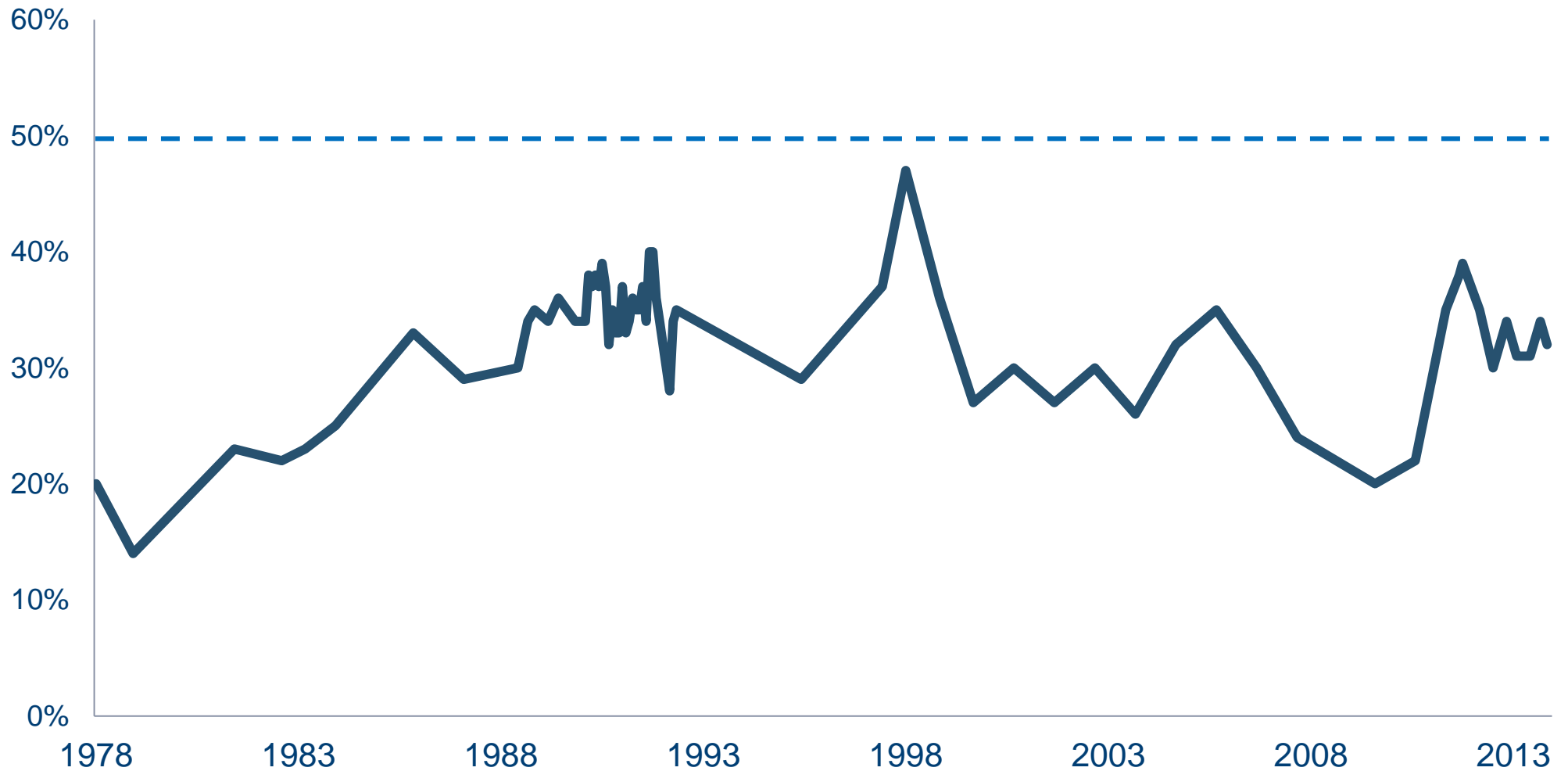


## All undecided voters

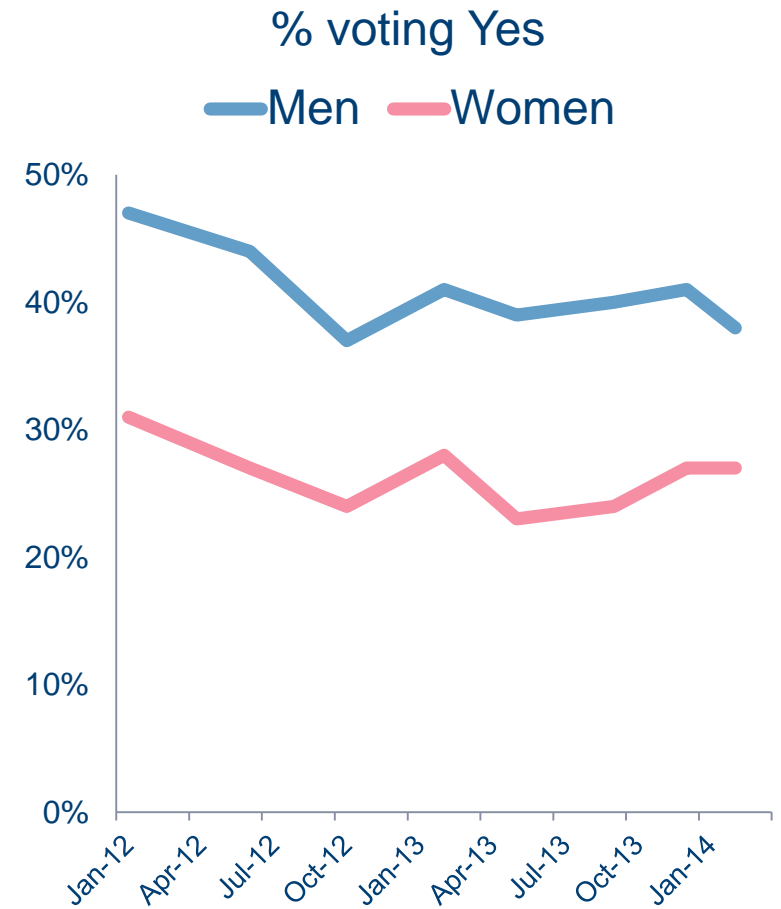
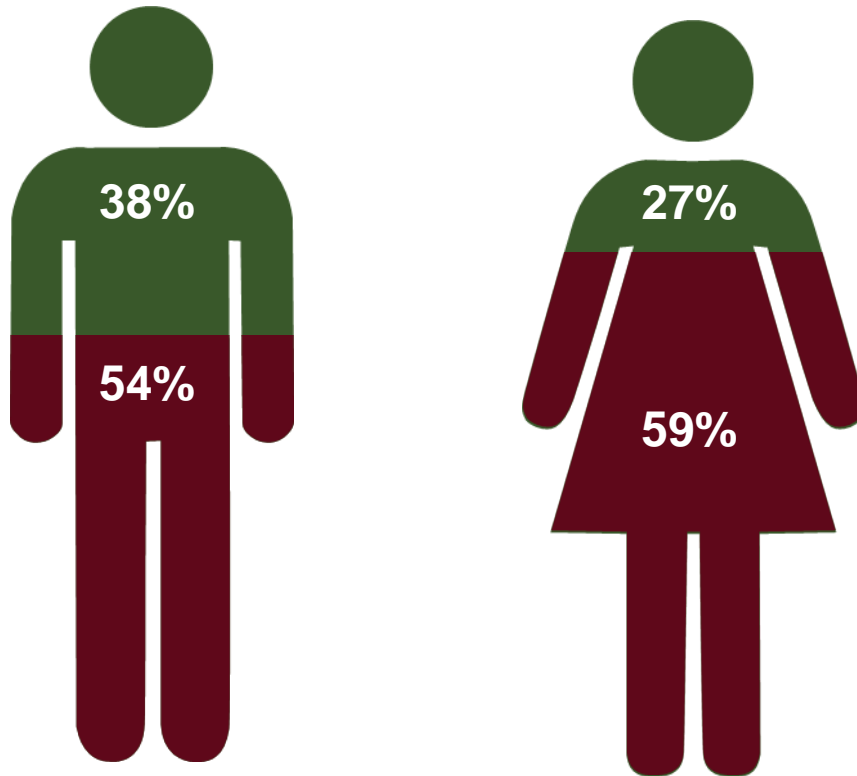


Base: All giving a voting intention but may change their mind (215); all undecided (159). Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014



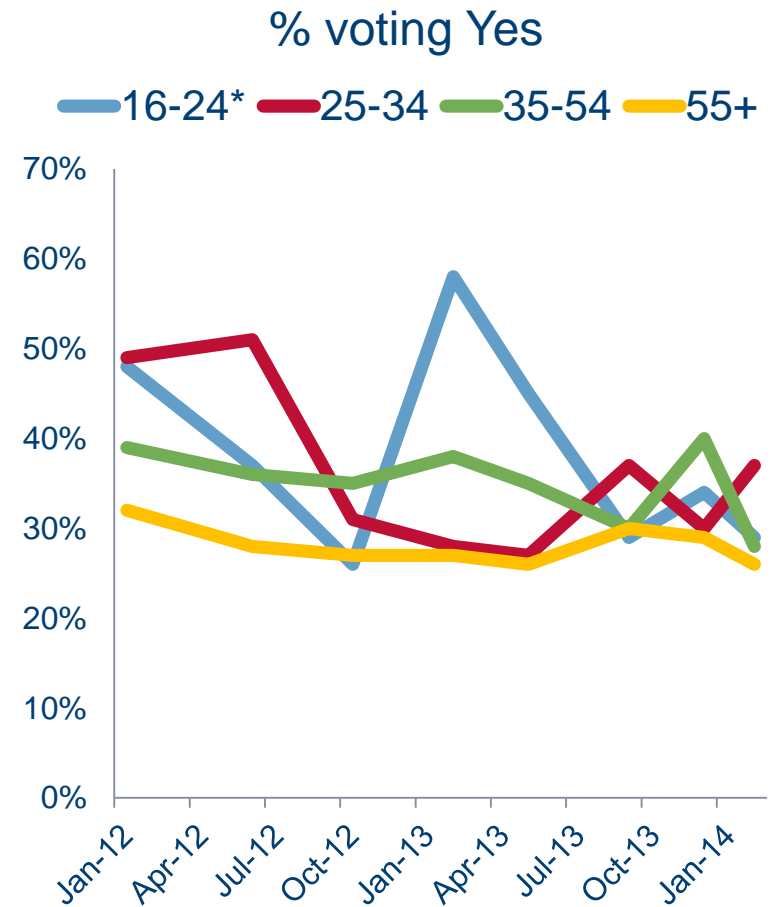
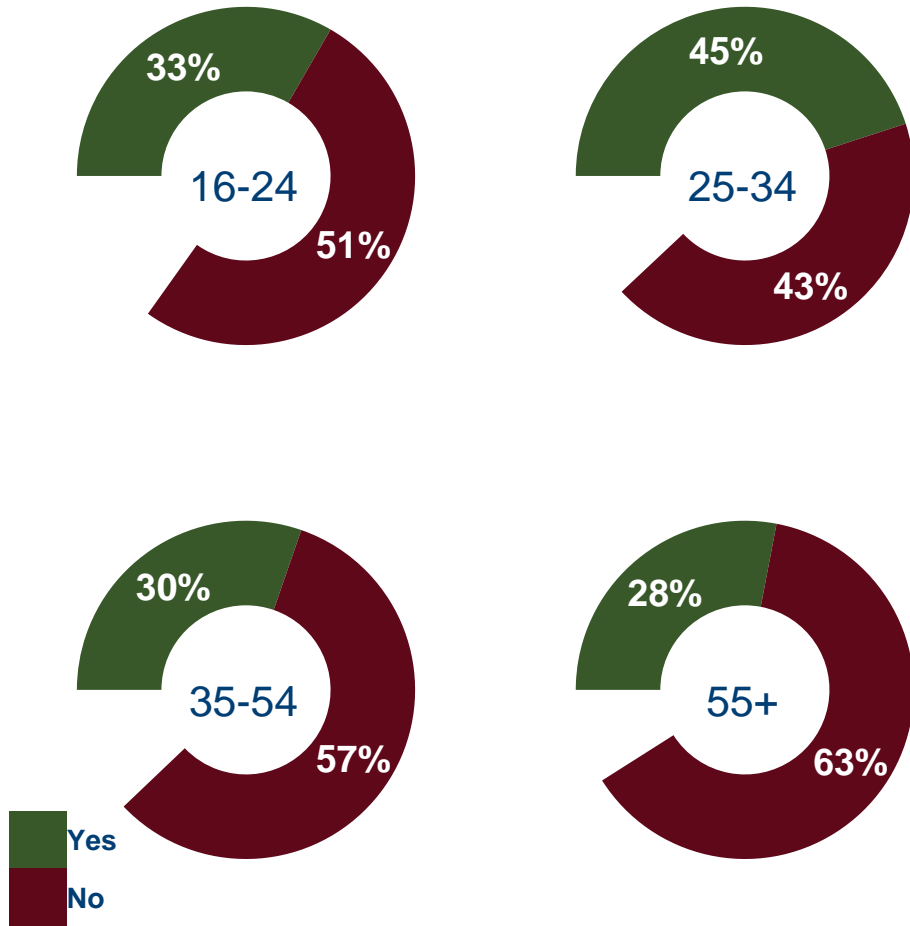


Data taken from MORI and Ipsos MORI polling (1999-07 data taken from Scottish Social Attitudes Survey)



Base: All certain to vote (799). Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014

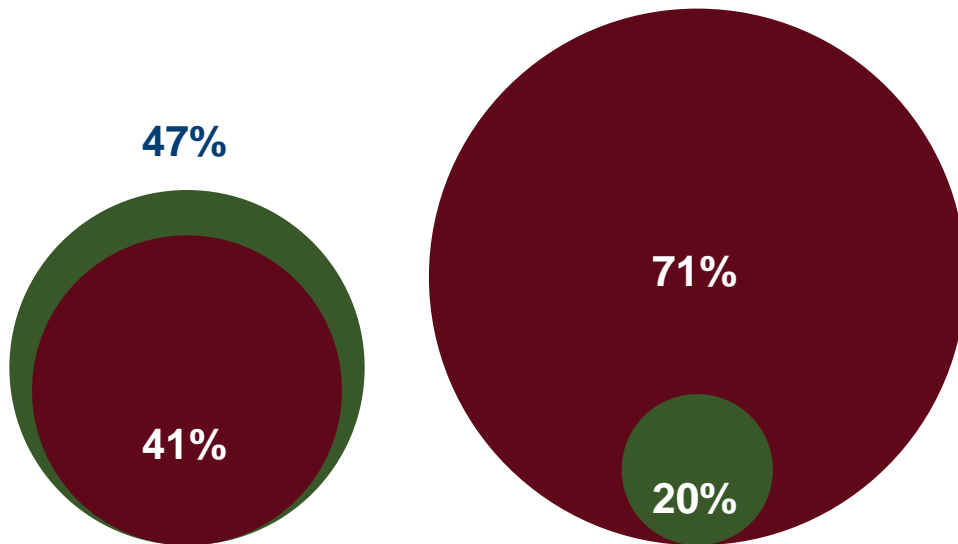
# Voting intention by age group



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

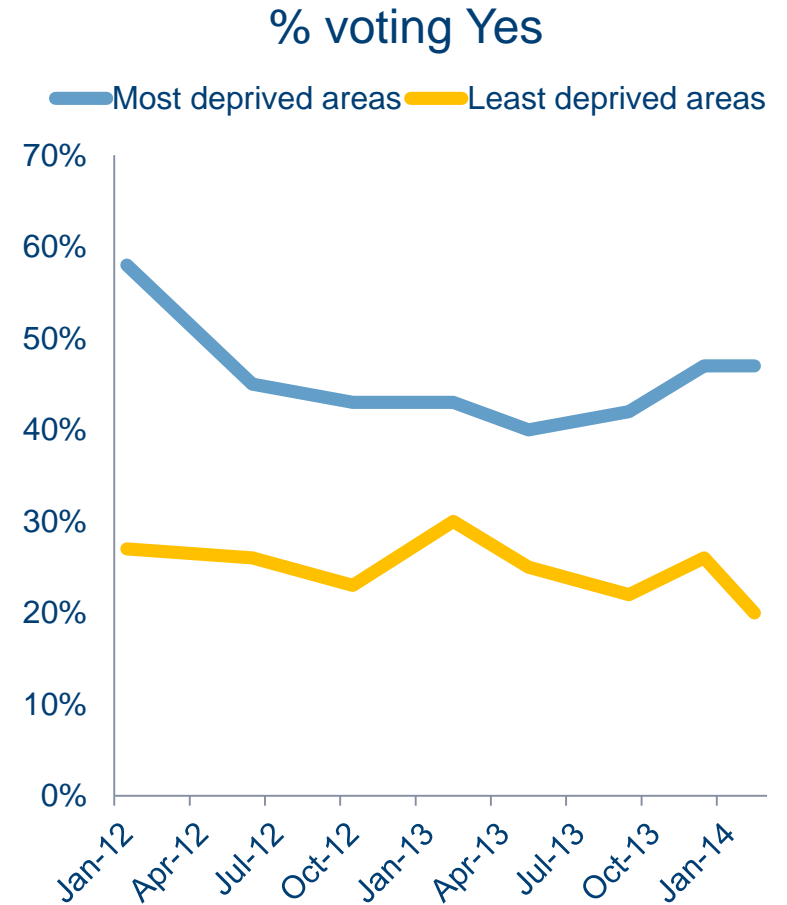
Base: All certain to vote (799). Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014

# Voting intention by levels of deprivation



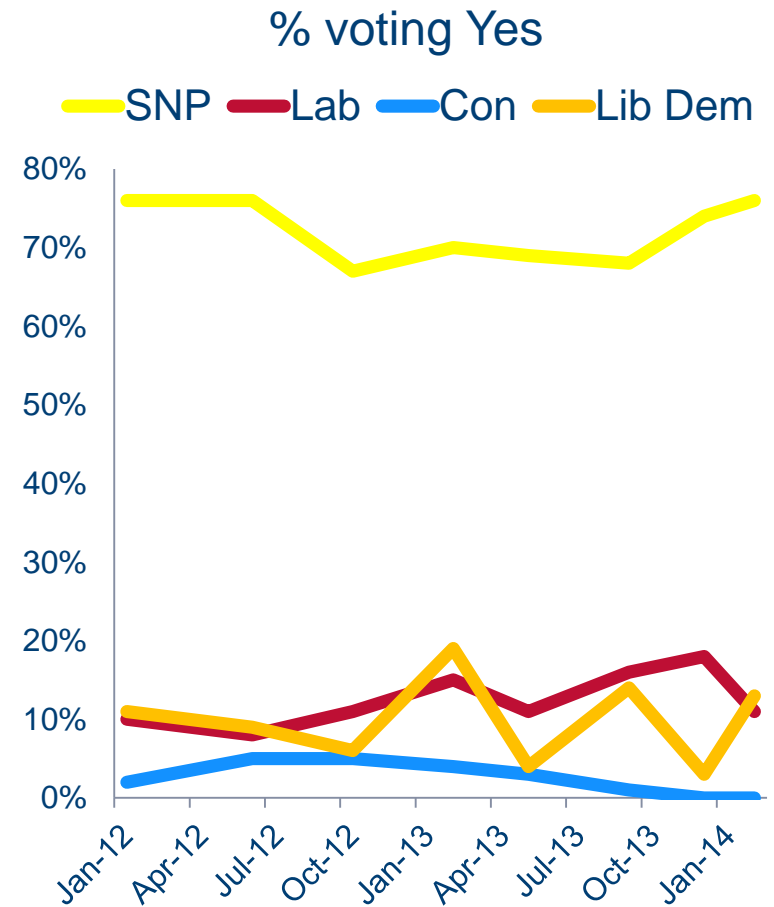
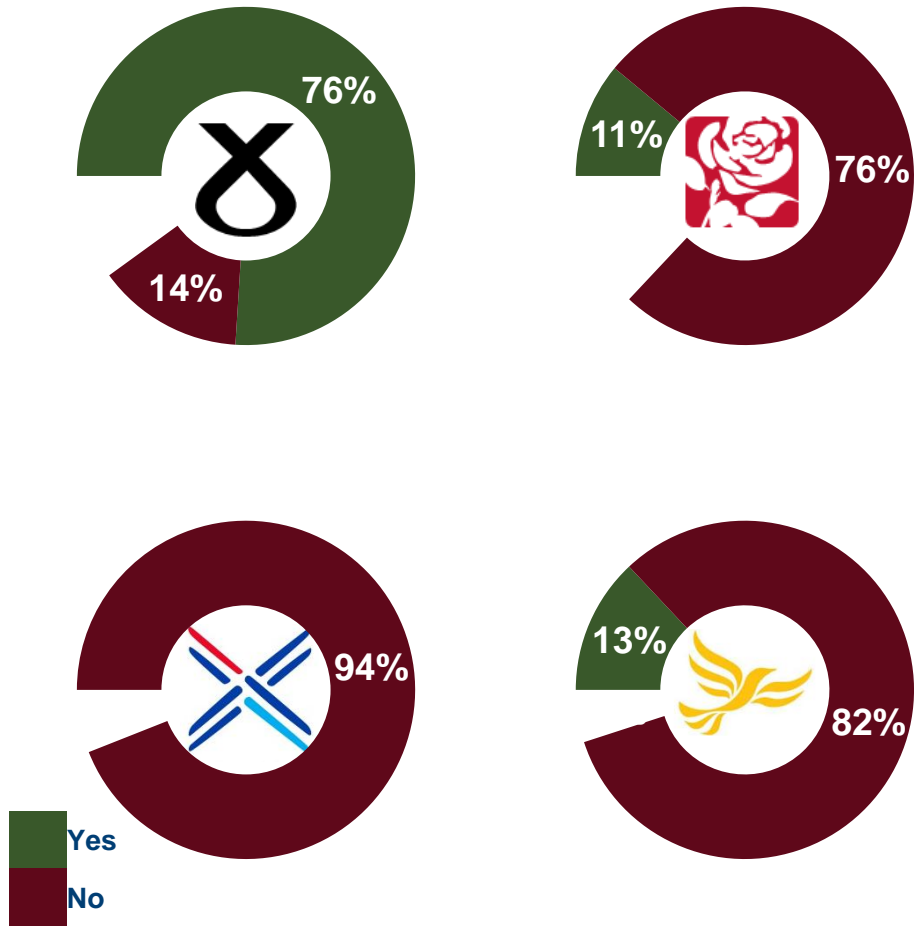
Most deprived areas

Least deprived areas



Base: All certain to vote (799). Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014

# Voting intention by party support

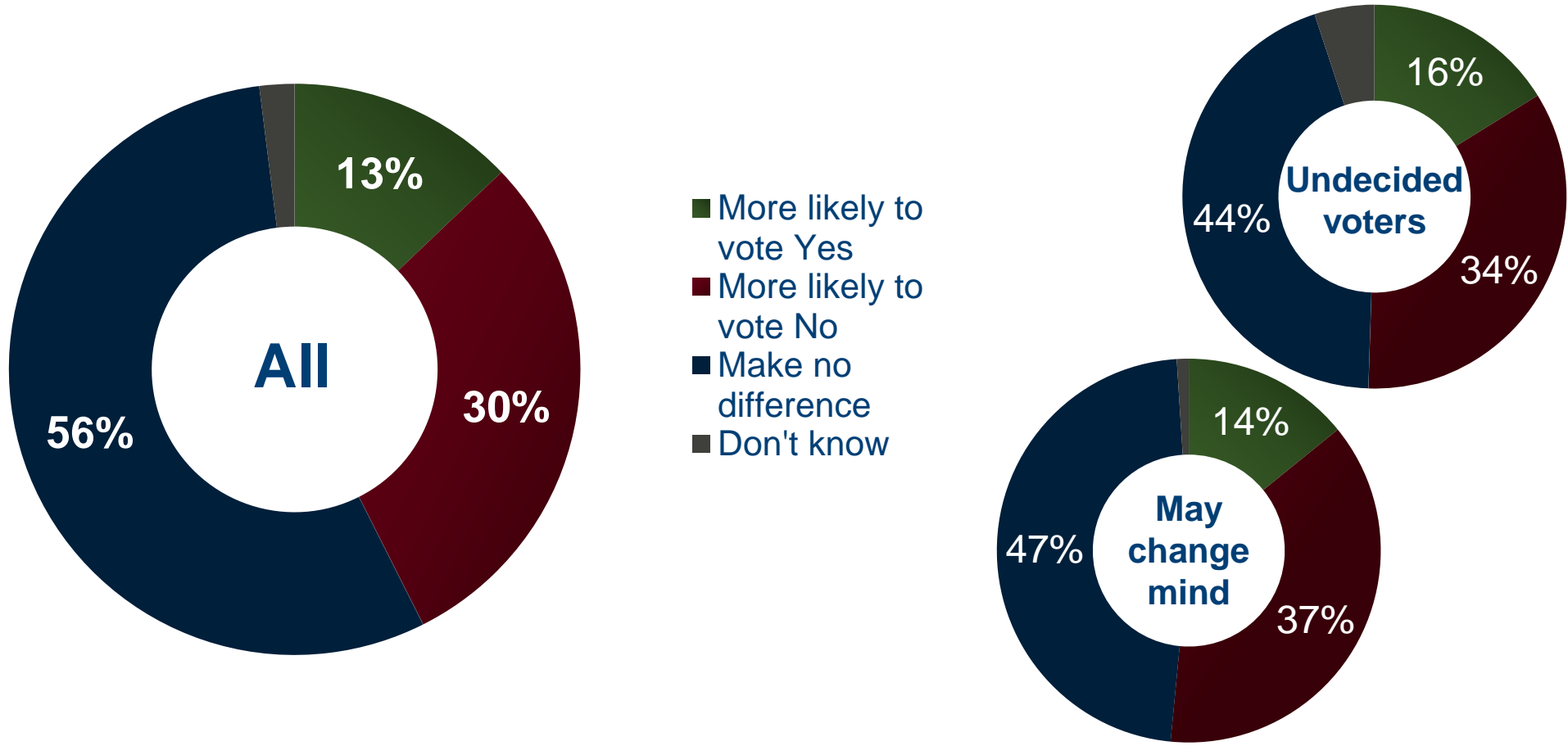


Base: All certain to vote (799). Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014

# Currency



As you may know, the Scottish Government has proposed that an independent Scotland would continue to use the pound within a currency union with the rest of the UK. The three main UK-wide political parties recently announced that they would not enter into a currency union with an independent Scotland. Based on this announcement, what impact, if any will this have on how you plan to vote in the referendum? Will you be more likely to vote 'Yes', more likely to vote 'No' or will it make no difference?



Base: All. Data collected among 1,001 Scottish adults 16+, 20<sup>th</sup>– 25<sup>th</sup> February 2014

- This presents the topline results from Scotland
- Results are based on a survey of 1,001 respondents (adults aged 16+) conducted by telephone
- Fieldwork dates: 20<sup>th</sup>– 25<sup>th</sup> February 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 (1,001) unless otherwise stated







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## Thank you

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Understanding Scotland



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