



Scottish Public Opinion Monitor

January 2012



**Scottish Public
Opinion Monitor**
Understanding Scotland

27.2.12

Ipsos MORI
Social Research Institute

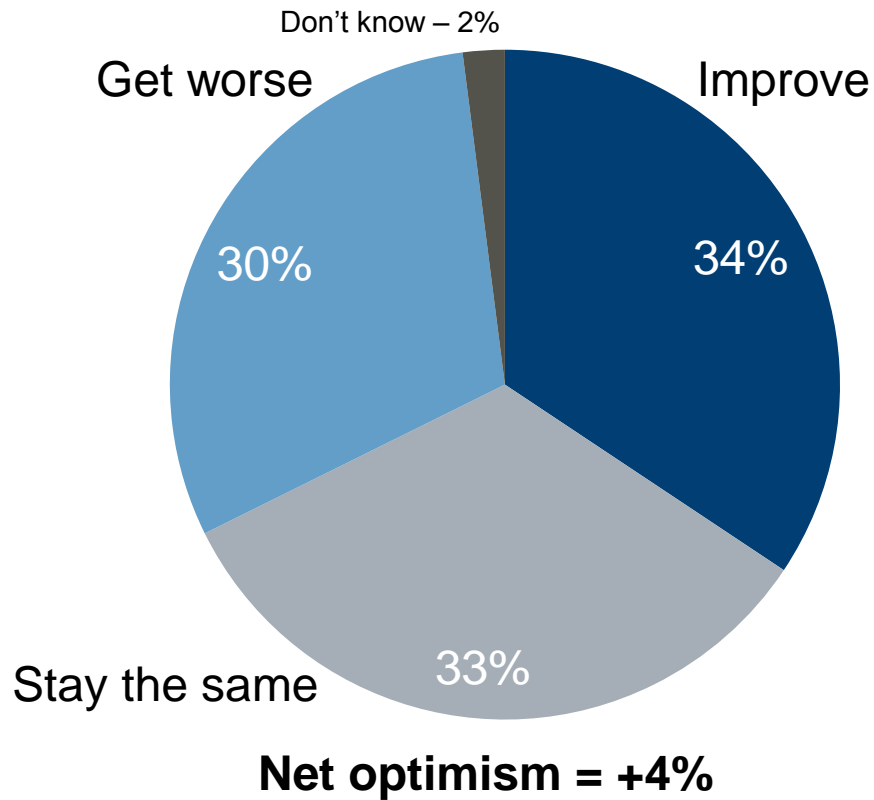


- This presents the topline results from Scotland
- Results are based on a survey of 1,005 respondents conducted by telephone
- Fieldwork dates: 27th January – 29th January 2012
- Data are weight by: age, sex and working status using census data; tenure using SHS 2007-2008 data; and public-private sector 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 (1,005) unless otherwise stated

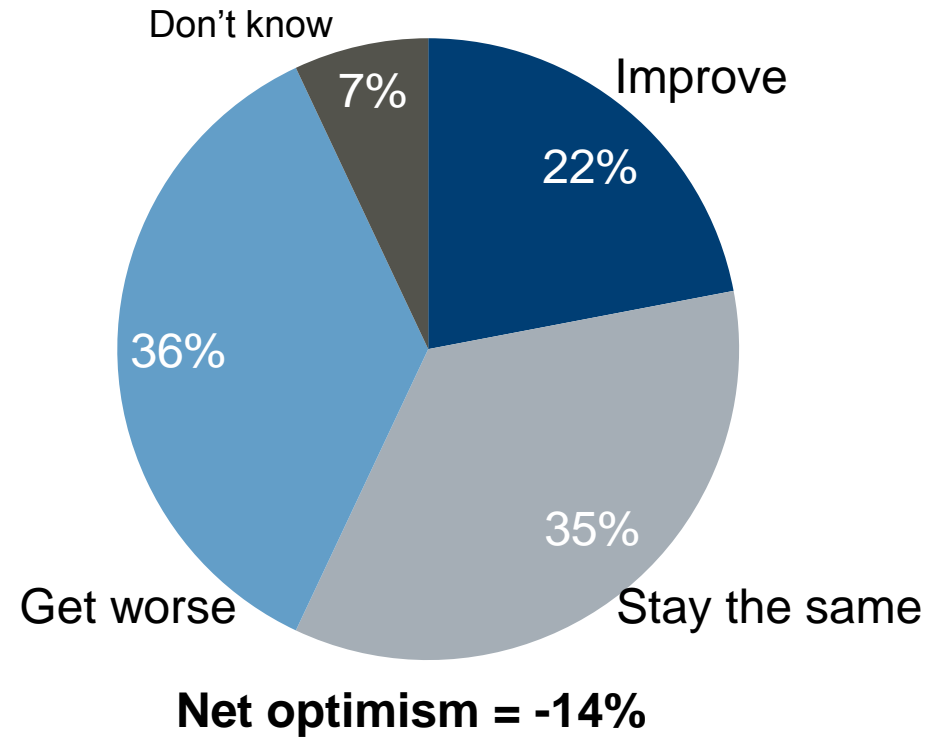


Q: Do you think your personal finances will improve, stay the same or get worse...

In the next five years



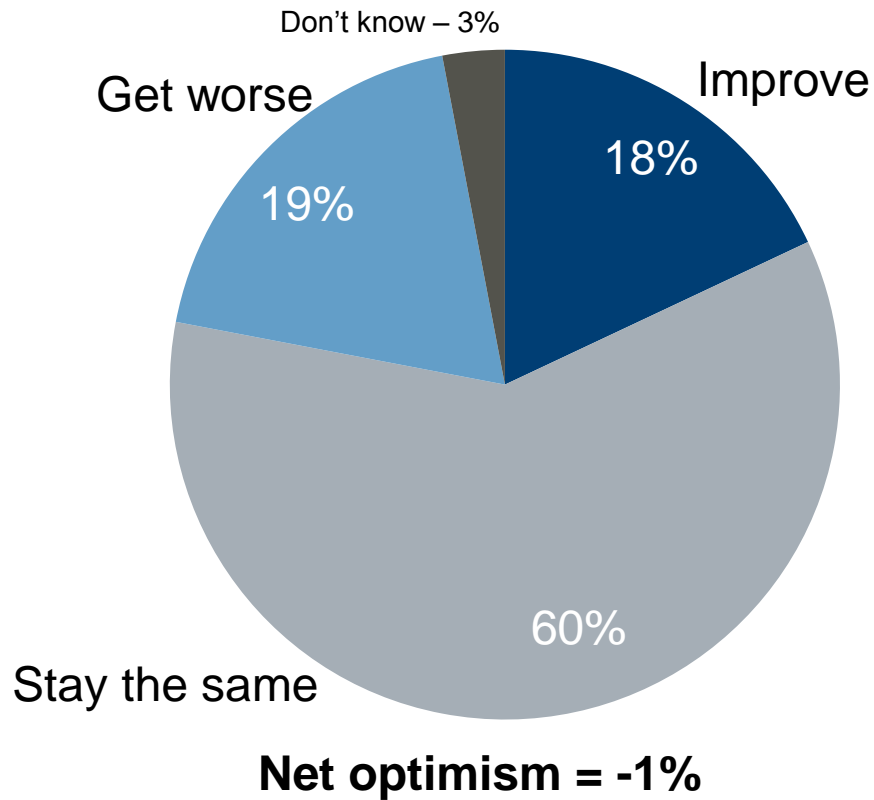
If Scotland were to become an independent country



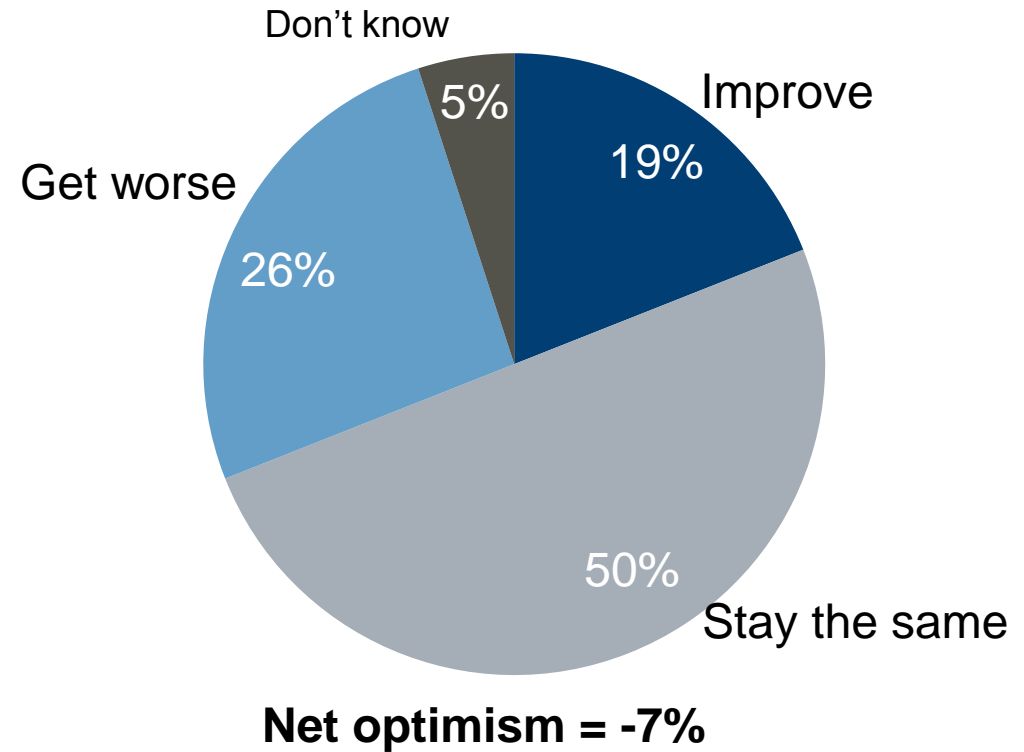
Base: All (1,005). Data collected among 1,005 Scottish adults 18+, 27-29 January 2012

Q: Do you think your job security will improve, stay the same or get worse...

In the next five years



If Scotland were to become an independent country

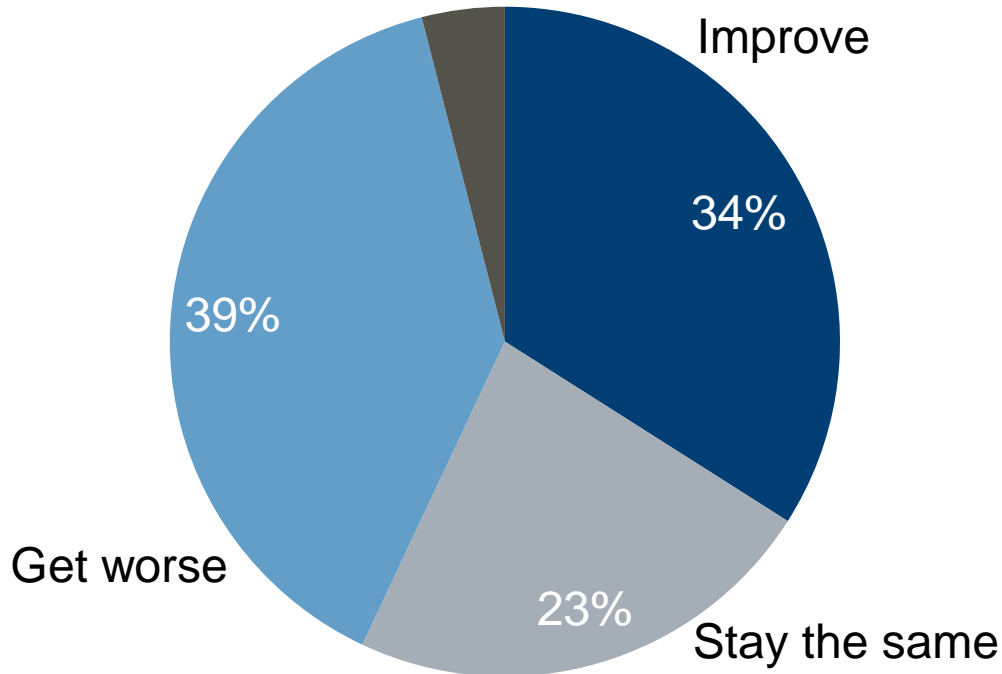


Base: All those currently working (581). Data collected among 1,005 Scottish adults 18+, 27-29 January 2012

Q: Do you think economic conditions in Scotland will improve, stay the same or get worse...

In the next five years

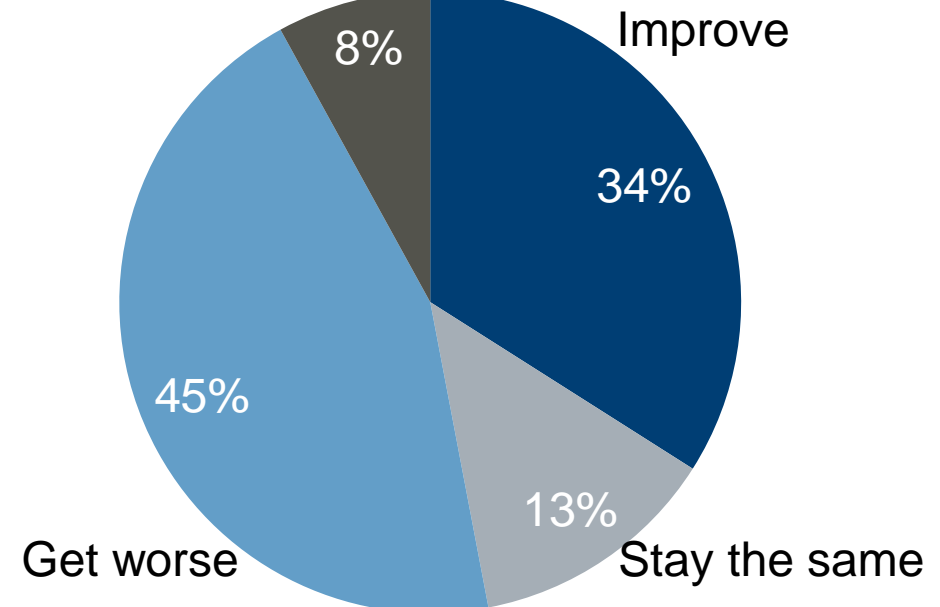
Don't know – 4%



Net optimism = -5%

If Scotland were to become an independent country

Don't know

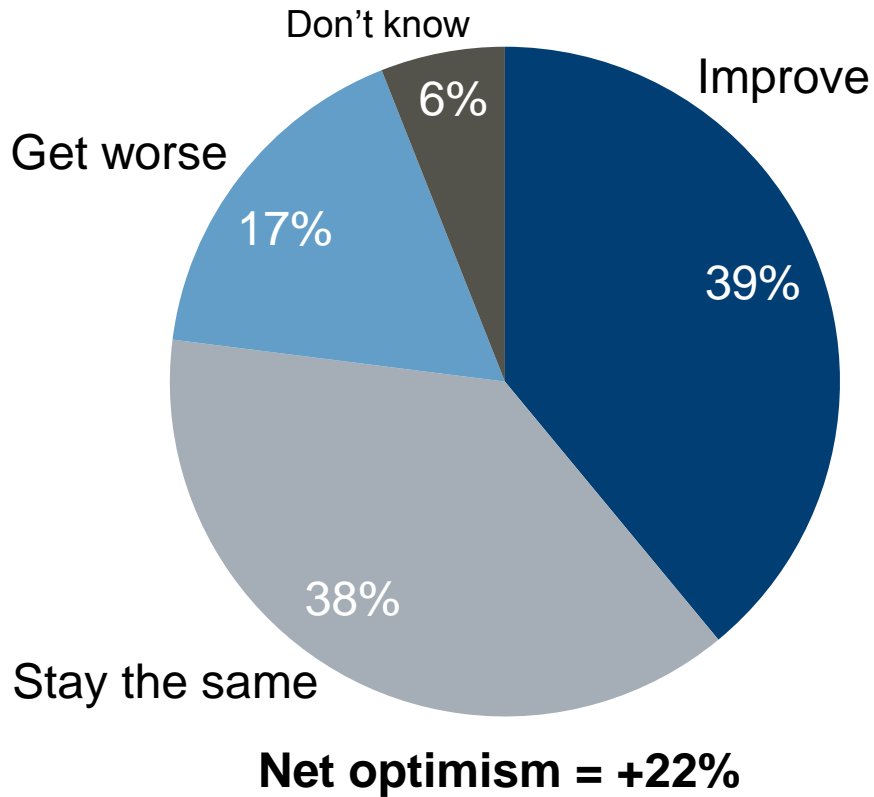


Net optimism = -11%

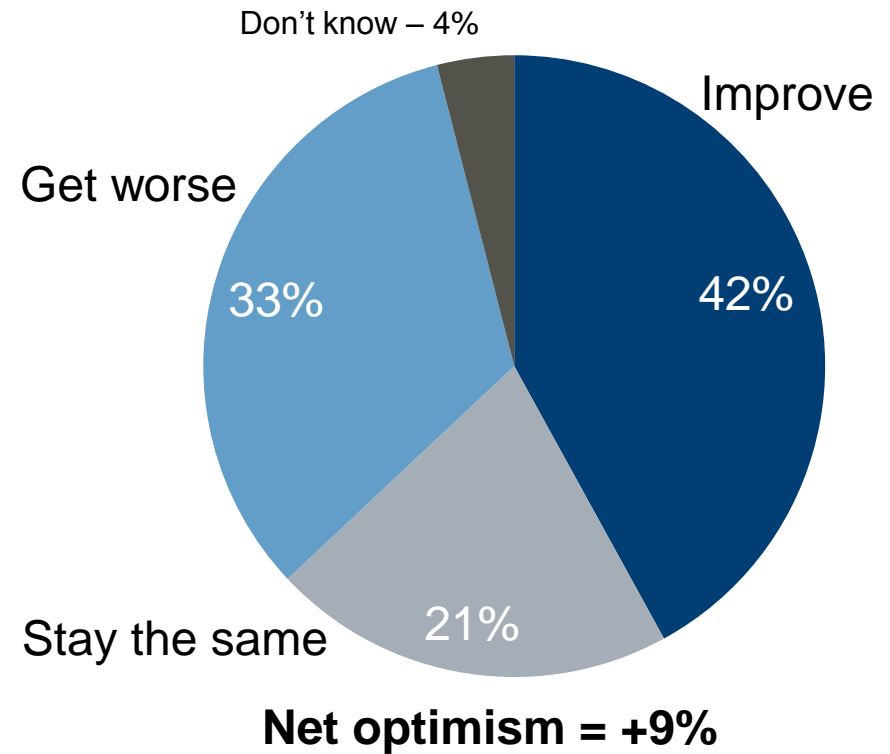
Base: All (1,005). Data collected among 1,005 Scottish adults 18+, 27-29 January 2012

Q: Do you think Scotland's standing in the world will improve, stay the same or get worse...

In the next five years



If Scotland were to become an independent country



Base: All (1,005). Data collected among 1,005 Scottish adults 18+, 27-29 January 2012



Thank you

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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006.

