



Scottish Liberal Democrats Party Conference Spring 2011

An Ipsos MORI briefing

March 2011

Ipsos MORI

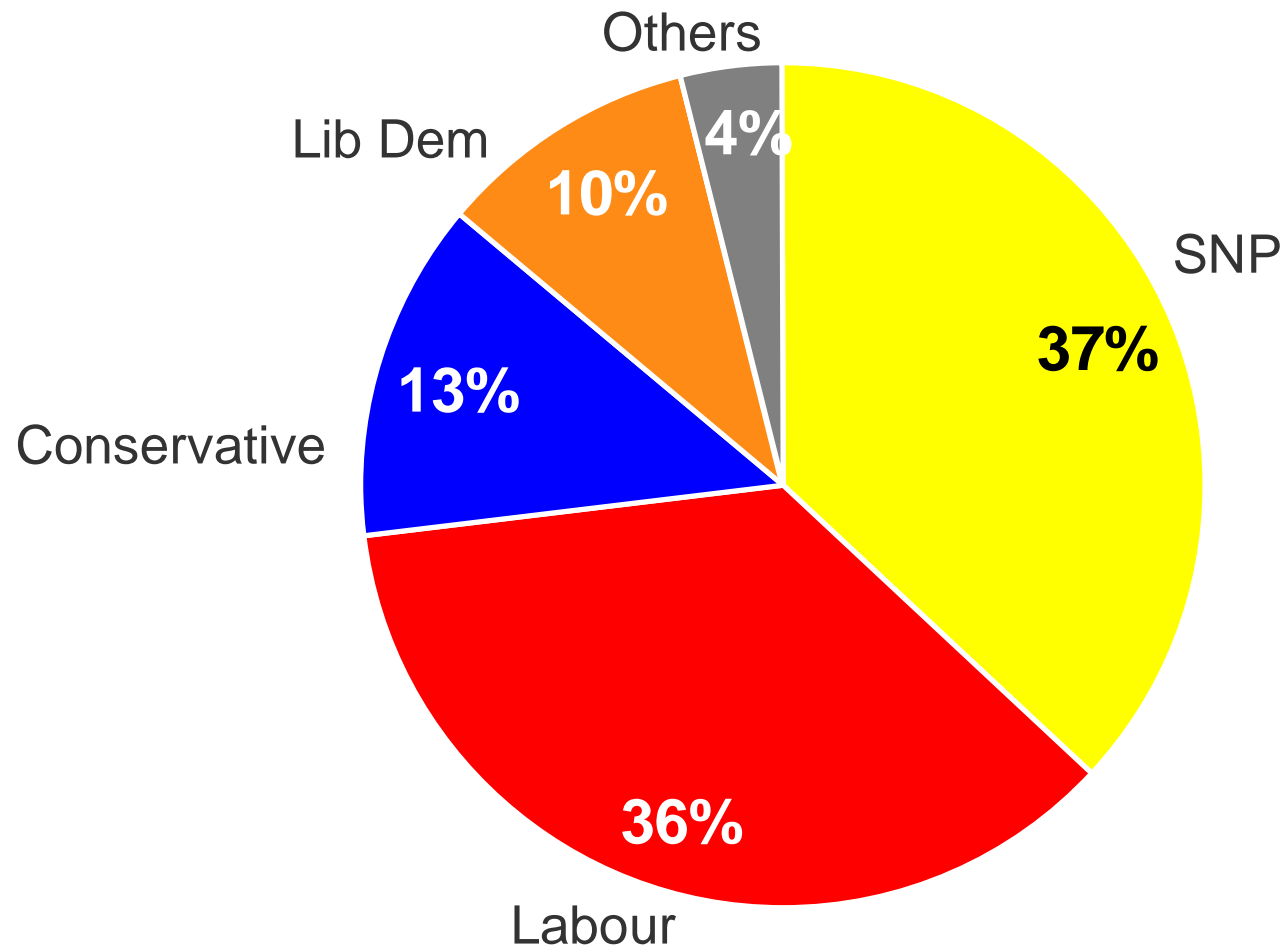


Lib Dems facing an uphill battle for votes

- With the 2011 Holyrood elections just two months away, the Scottish Liberal Democrats have lost some support in recent polls
- Our February poll shows the party attracting 10% of constituency votes and 10% of the regional votes, representing a decline in fortunes from the 2007 election where they gained 16% of constituency votes and 11% of regional votes
- The decline in support has been fairly constant since the 2010 General Election and mirrors findings from UK-wide polls
- Based on our most recent poll, we project that the party would win 11 seats in the new Scottish Parliament, 5 fewer than they currently have
- About a quarter of Scots approve of the job being done by Scottish Lib Dem leader Tavish Scott, while about a third disapprove.

One in ten of those certain to vote back the Lib Dems

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



Base: all certain to vote = 62% (627).

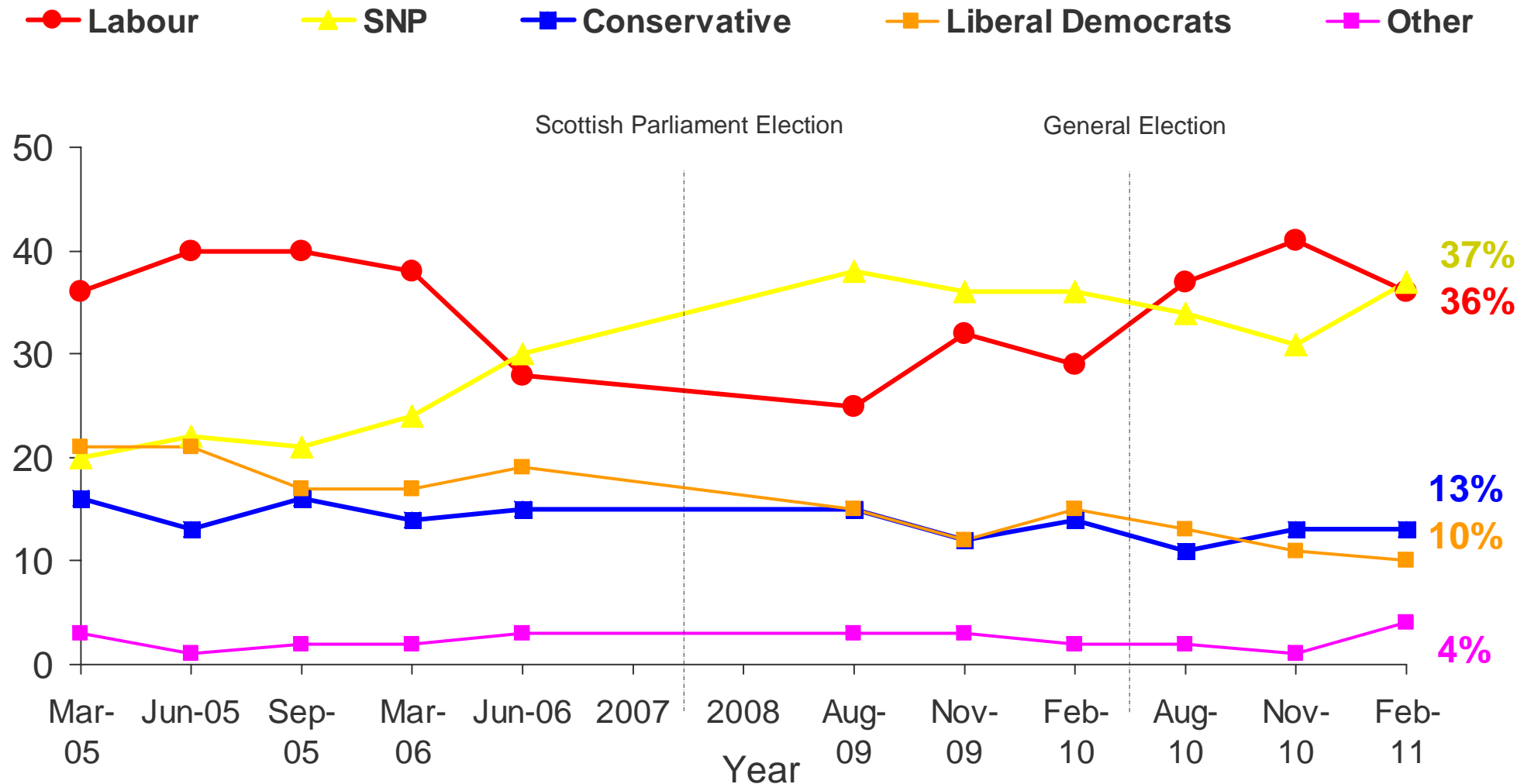
Data collected among 1,019 Scottish adults 18+, 10-14 February 2011

Ipsos MORI

Source: Ipsos MORI



There has been a slide in Lib Dem support since the General Election

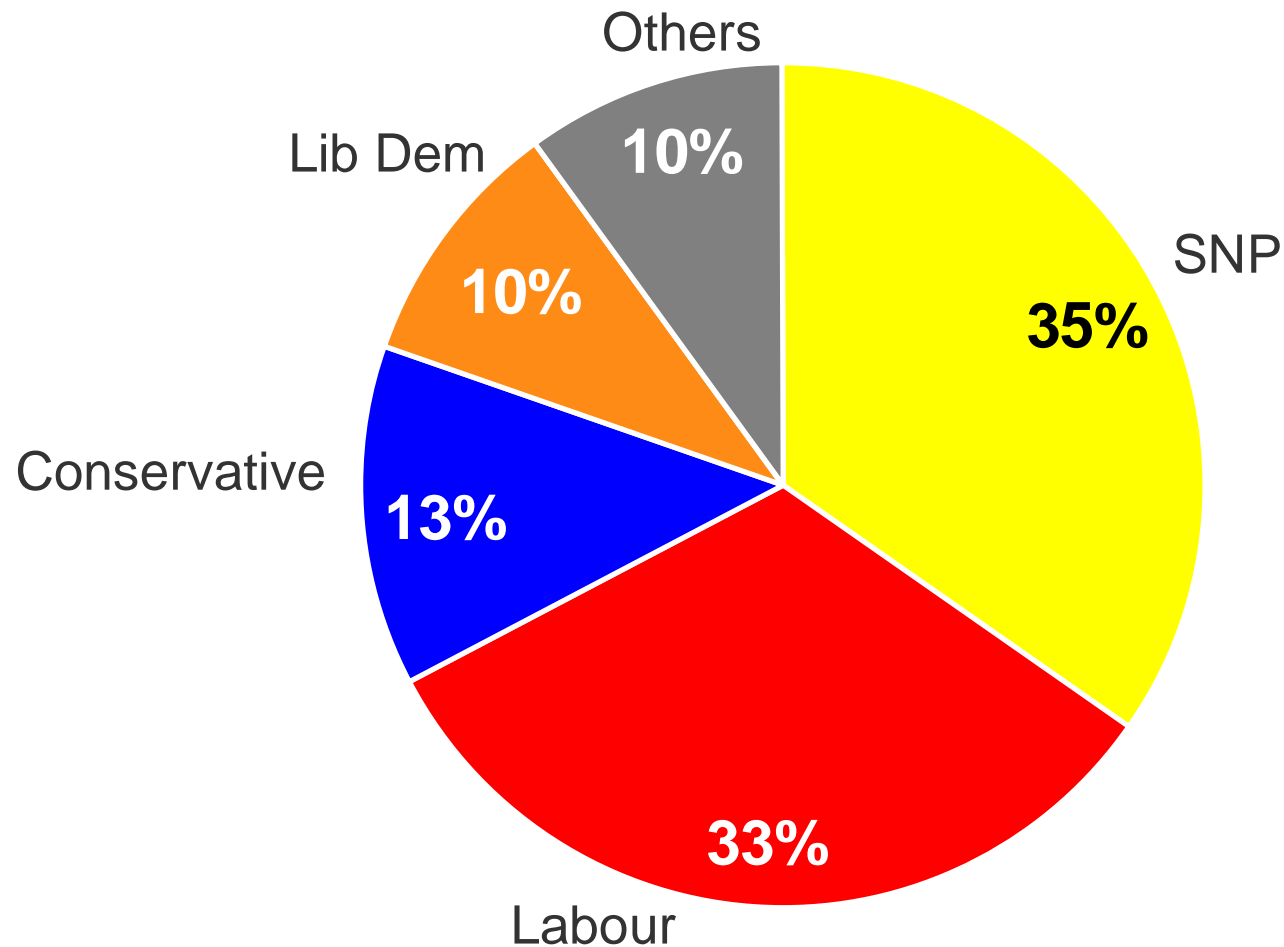


Base: All certain to vote – March 2005 (436); June 2005 (500); Sep 2005 (544); March 2006 (491); June 2006 (444); August 2009 (533); November 2009 (546); February 2010 (581); August 2010 (677); November 2010 (628); February 2011 (627).

Ipsos MORI Pre Aug 2009 – data collected among c.1,000 Scottish adults face-to-face; Post Aug 2009 - Data collected among c.1,000 Scottish adults 18+ by telephone

Support for the Lib Dems on the regional vote is also at 10%

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



Base: all certain to vote = 62% (627).

Data collected among 1,019 Scottish adults 18+, 10-14 February 2011

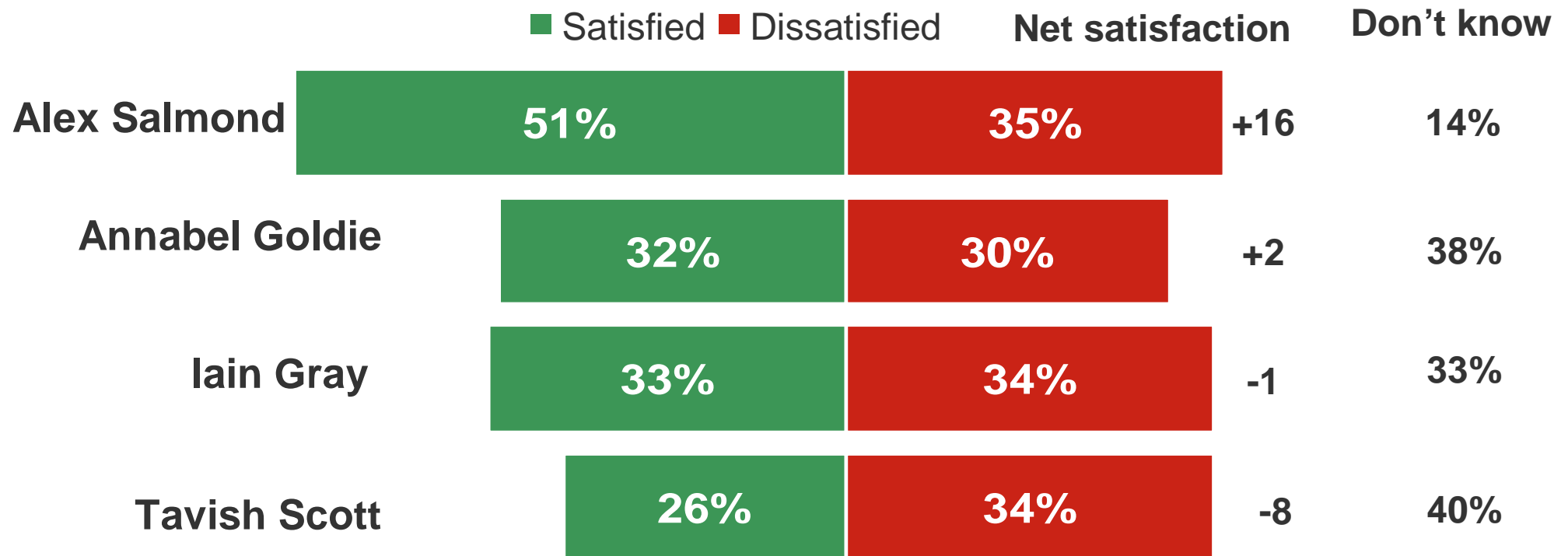
Ipsos MORI

Source: Ipsos MORI



Tavish Scott's profile is weaker than the other main party leaders

Q. How satisfied or dissatisfied are you with the way ... is doing his job as First Minister/leader of the Scottish Labour Party/Scottish Conservative and Unionist Party/Scottish Liberal Democrat Party?



Base: 1,019 Scottish adults 18+, 10-14 February 2011

Ipsos MORI

Source: Ipsos MORI

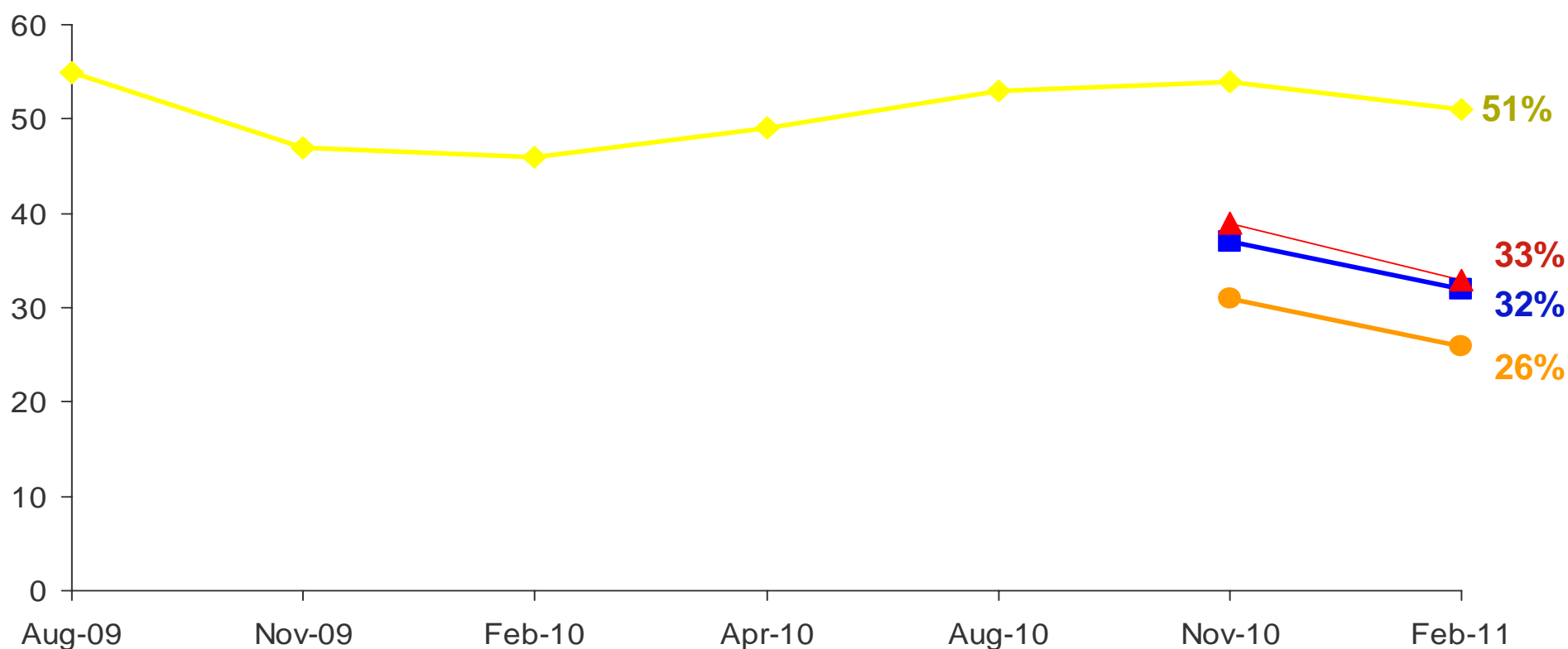


None of the leaders have faired particularly well

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

■ Annabel Goldie ◆ Alex Salmond ● Tavish Scott ▲ Iain Gray

% satisfied



Base: 1,019 Scottish adults 18+, 10-14 February 2011

Source: Ipsos MORI

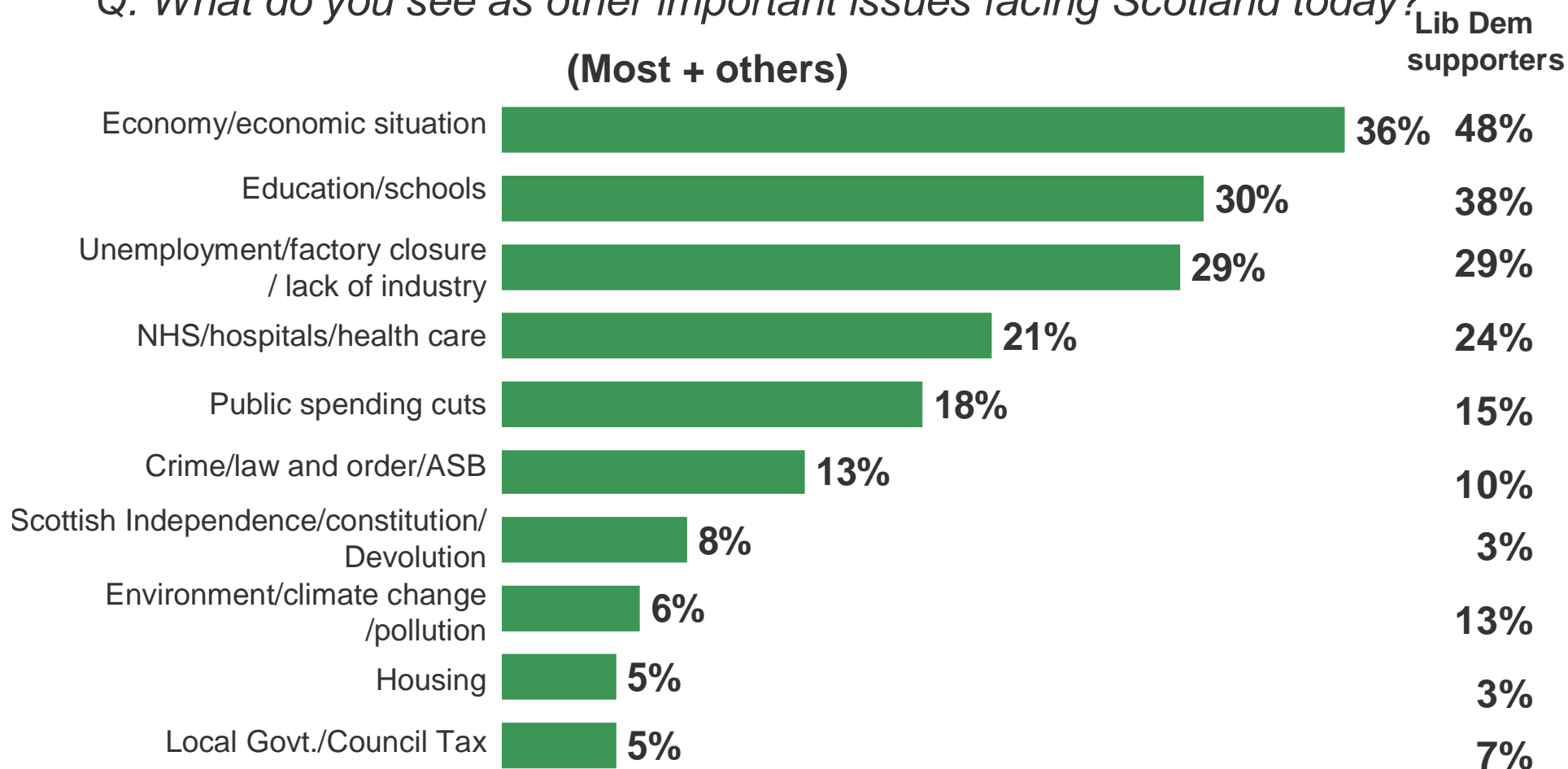
Economy and public services will be key election battleground

- The state of the economy is likely to dominate the campaign, but the key public services are likely to grow in public importance as the election draws nearer
- With budget cuts beginning to bite, the issue of public sector spending cuts is now among the top 5 issues of concern
- Like supporters of the other parties, Lib Dems see the economy as the most important issue facing Scotland
- However, Lib Dem supporters are more likely than others to prioritise education and the environment as important issues

The economy is the number 1 issue of concern for Scots

Q. What do you see as the most important issue facing Scotland today?

Q. What do you see as other important issues facing Scotland today?

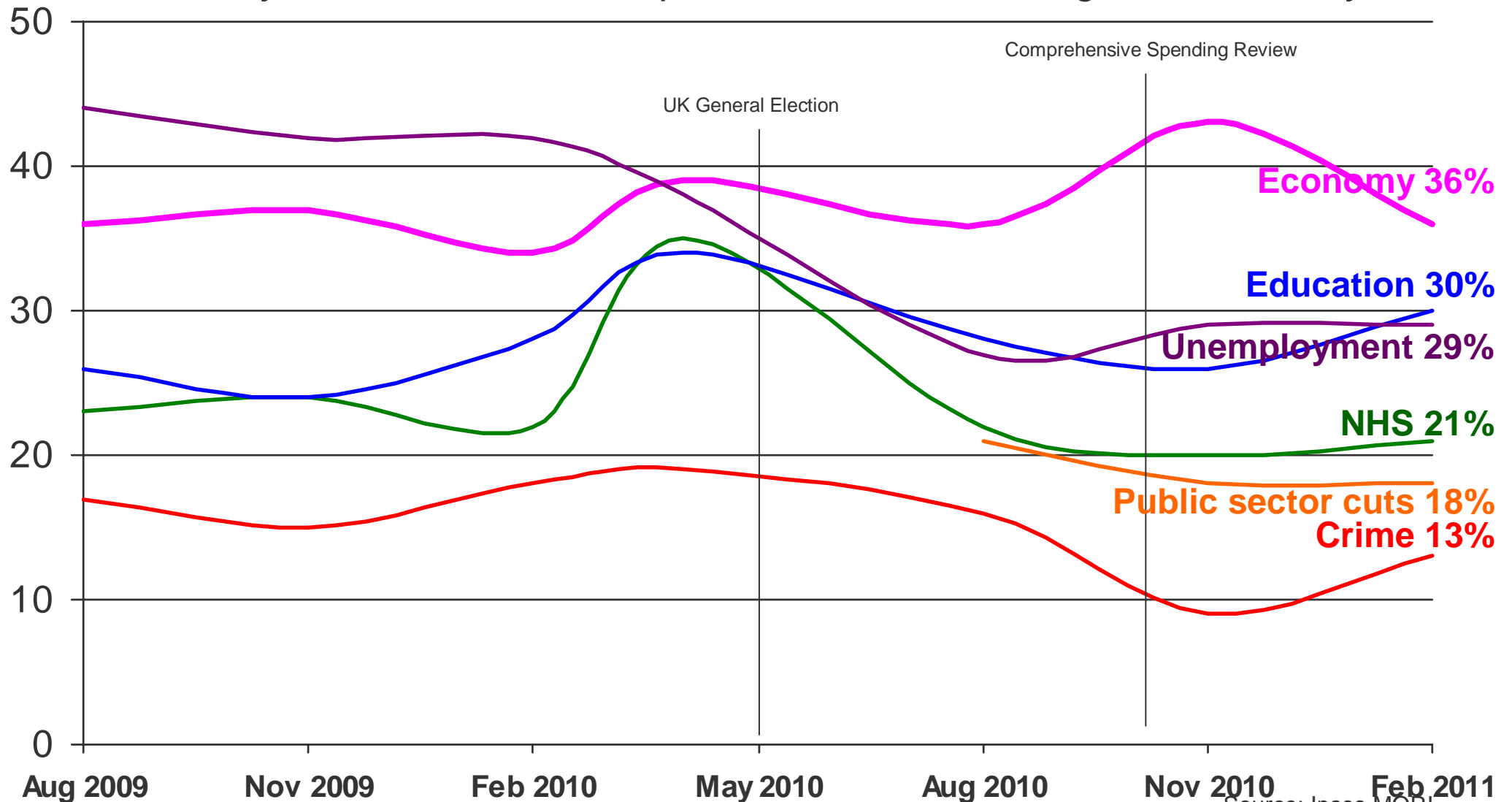


Base: Scotland results – 1,019 Scottish adults 18+, 10-14 February 2011

Source: Ipsos MORI

Cuts in the public sector is now among the top 5 issues of concern

Q. What do you see as the most important/other issue facing Scotland today?

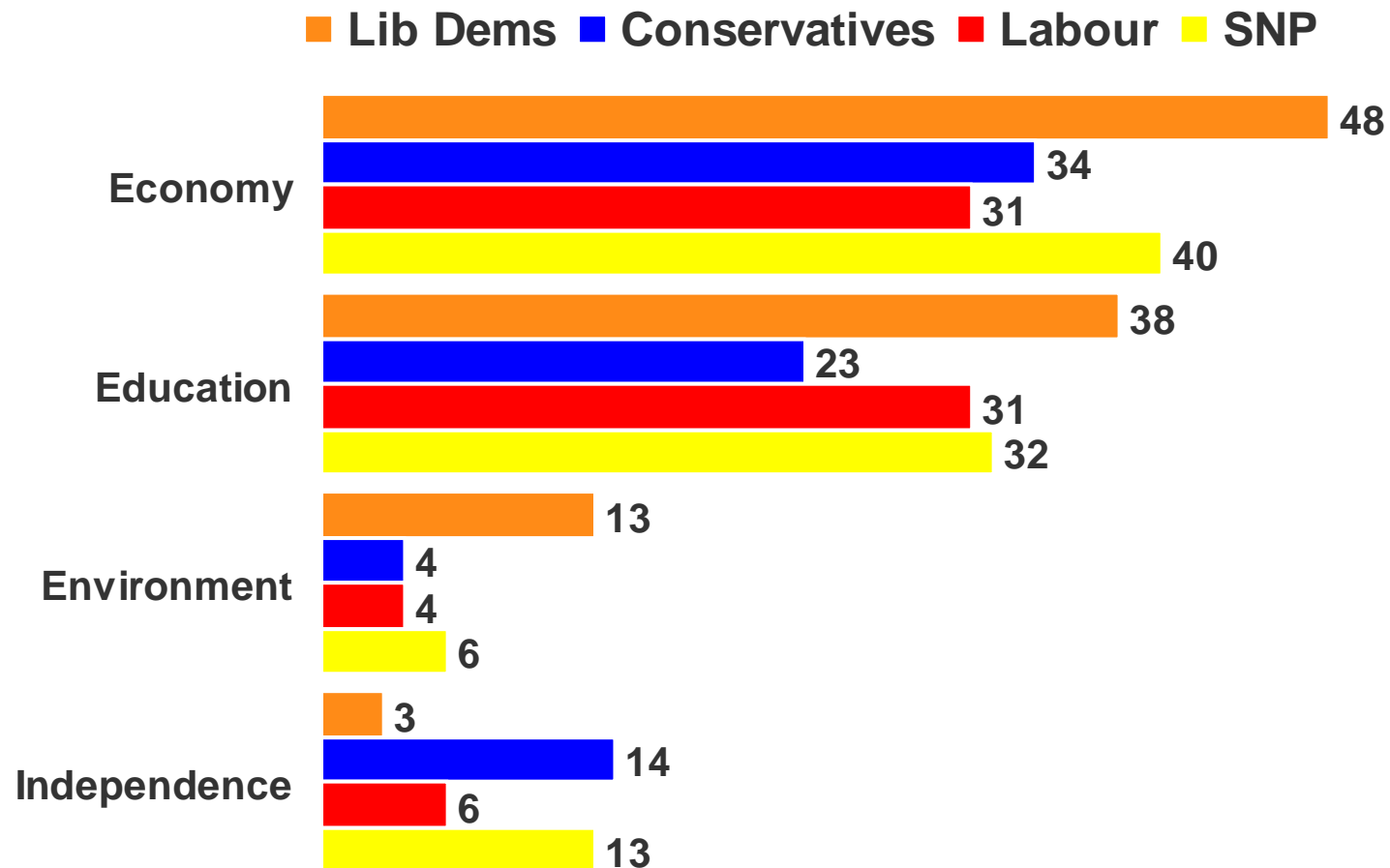


Base: representative sample of c.1,000 Scottish adults age 18+ quarterly, interviewed by telephone

Source: Ipsos MORI

Lib Dem supporters are more likely to prioritise education and the environment

Q. What do you see as the most important/other issue facing Scotland today?



Base: 1,019 Scottish adults 18+, 10-14 February 2011

Source: Ipsos MORI

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