



Ipsos MORI Scottish Public Opinion Monitor

April 2011

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Ipsos MORI

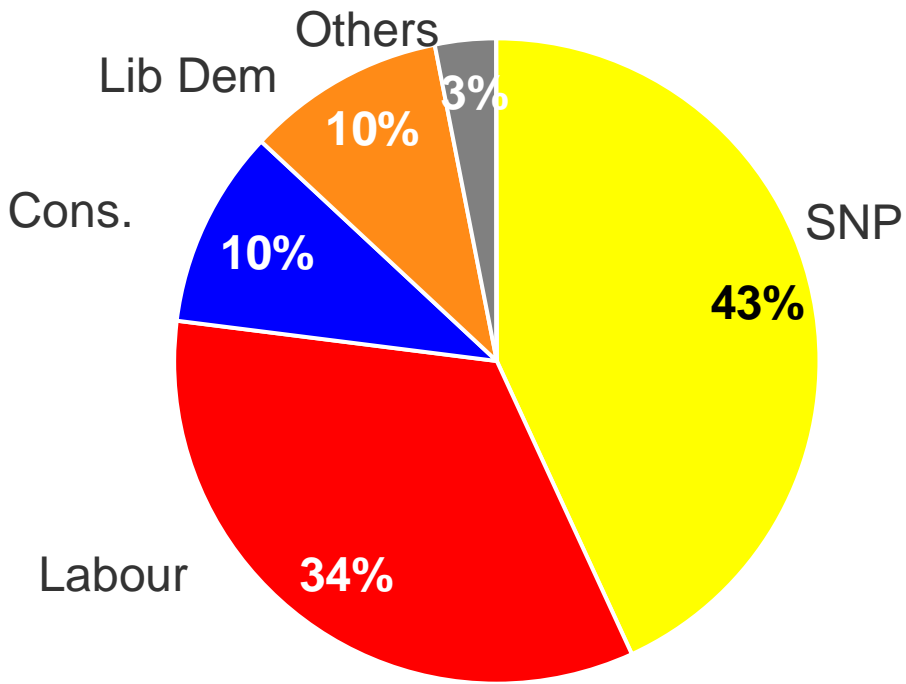
THE  TIMES



Voting intention: all giving an opinion vs. those 'certain to vote' – Constituency vote, Holyrood

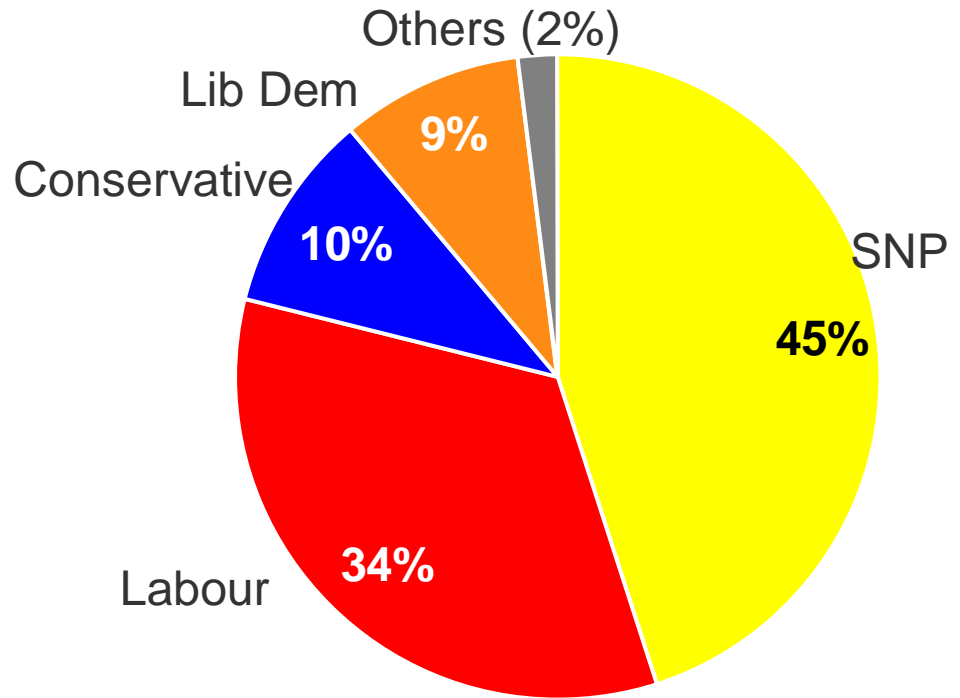
Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?

All giving a voting intention (78%)



SNP lead = 10%

All who are certain to vote (67%)



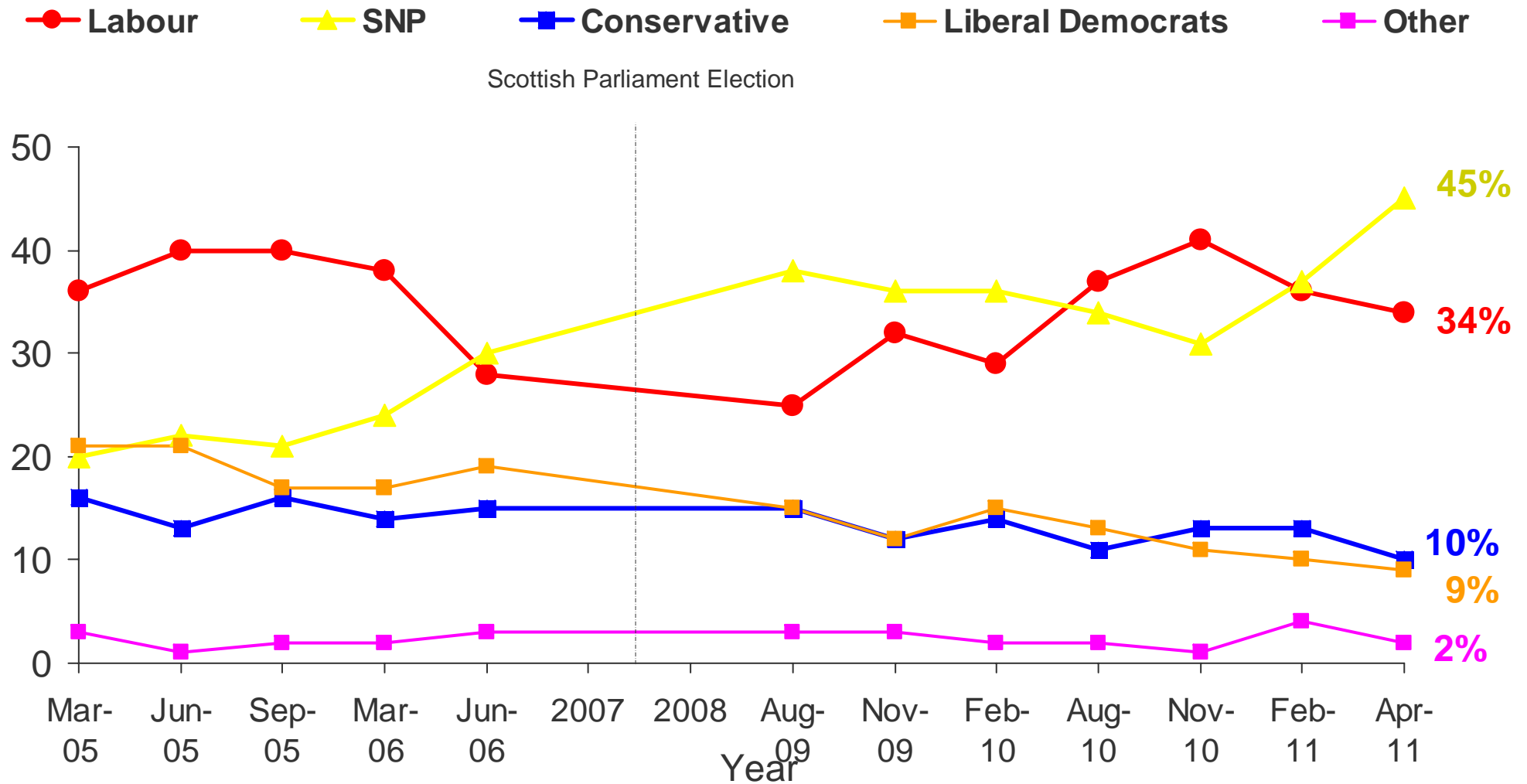
SNP lead = 12%

Base: All giving a voting intention = 78% (778); all certain to vote = 67% (667).

Data collected among 1,002 Scottish adults 18+, 14-17 April 2011

Source: Ipsos MORI

Voting intention for the Constituency element of a Scottish Parliament Election – Trends



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); April 2011 (667).

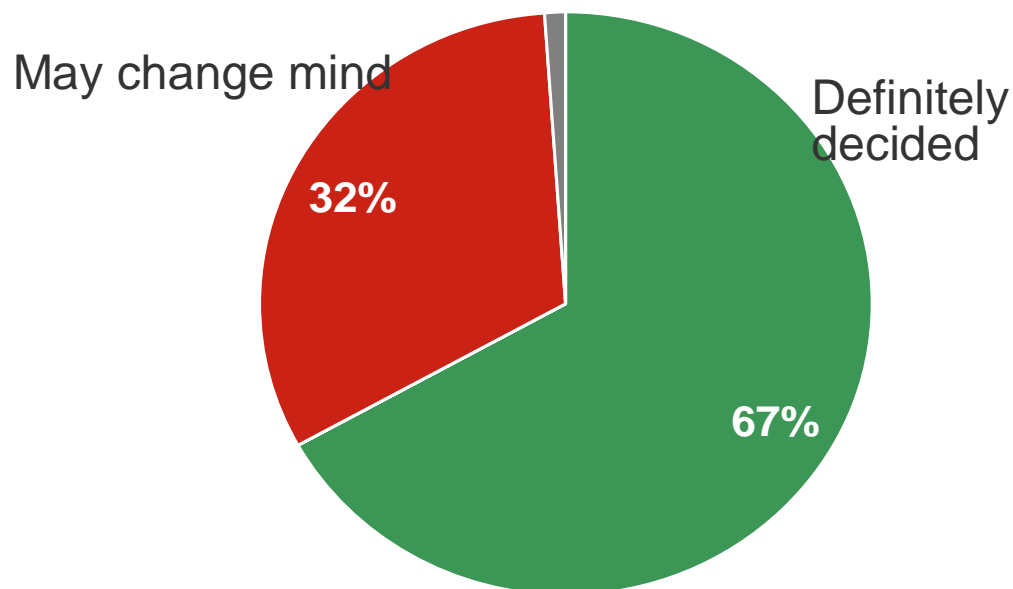
Pre Aug 2009 – data collected among c.1,000 Scottish adults face-to-face; Post Aug 2009 - Data collected among c.1,000 Scottish adults 18+ by telephone

Decision to vote – constituency vote

Q Thinking about how you will use your first vote in the elections on May 5th, have you definitely decided to vote for the {PARTY} or is there a chance you may change your mind before you vote?

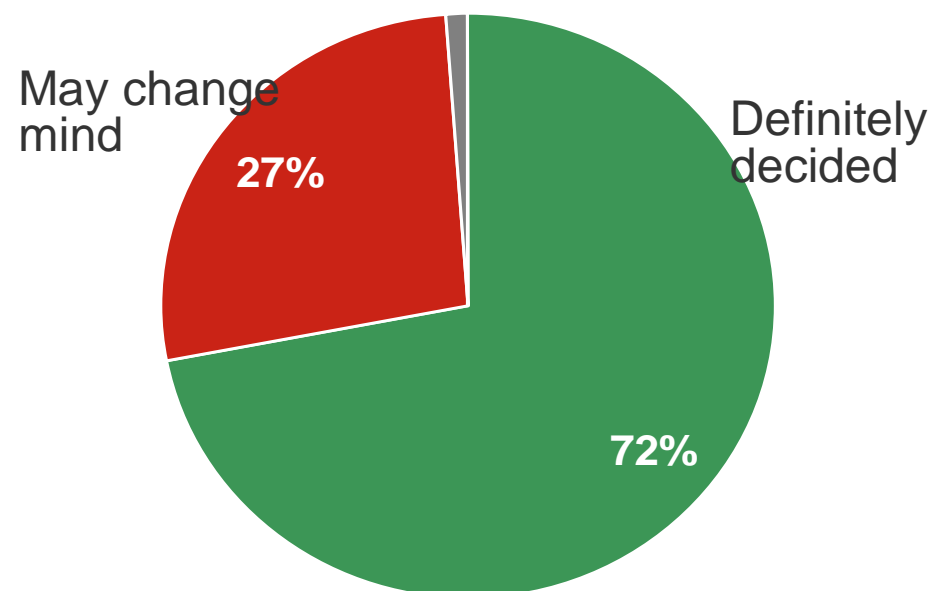
All naming a party

Don't know (1%)



All naming a party and 'certain to vote'

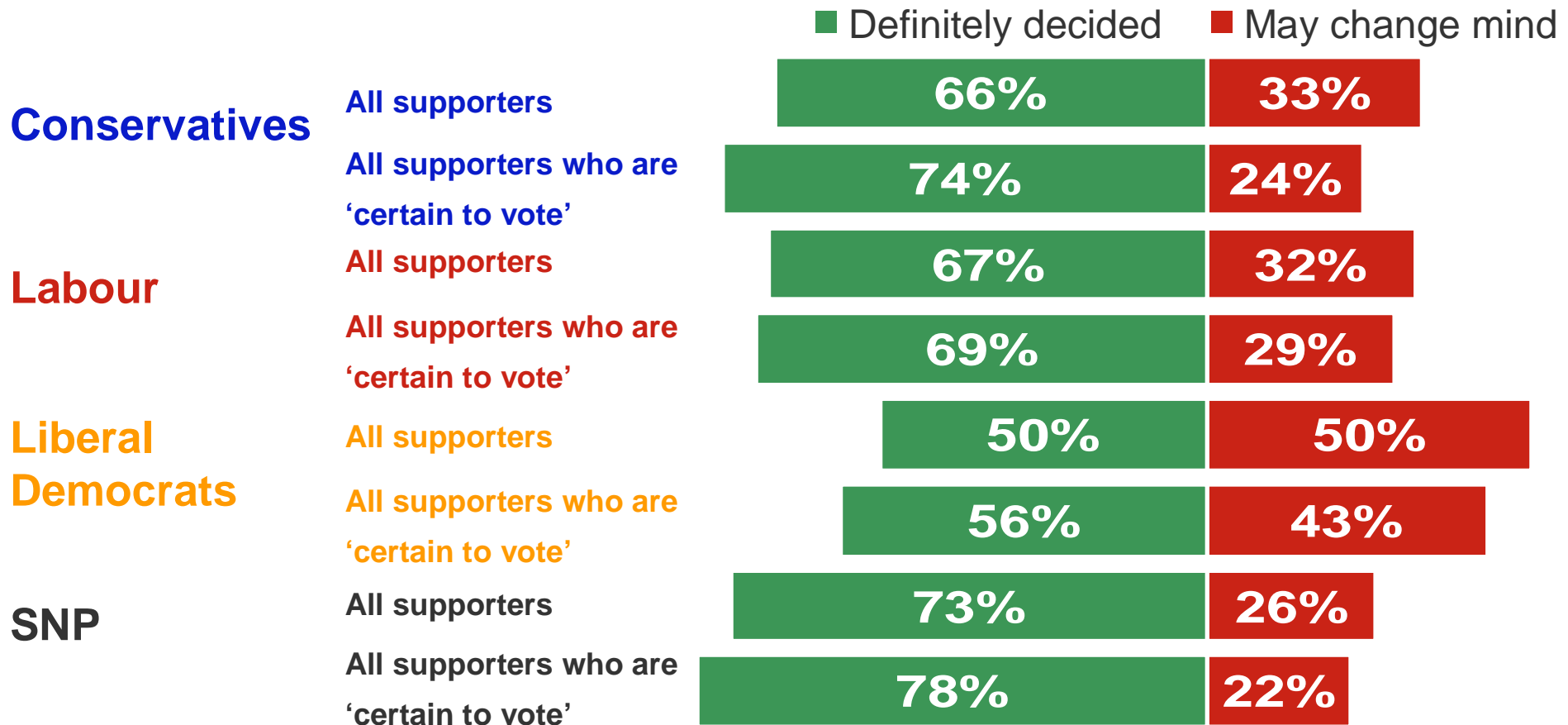
Don't know (1%)



Base: All adults naming a party in the constituency vote (779); All adults naming a party in the constituency vote and 'certain to vote' (584), 14th – 17th April 2011

Decision to vote by party support – constituency vote

Q Thinking about how you will use your first vote in the elections on May 5th, have you definitely decided to vote for the {PARTY} or is there a chance you may change your mind before you vote?



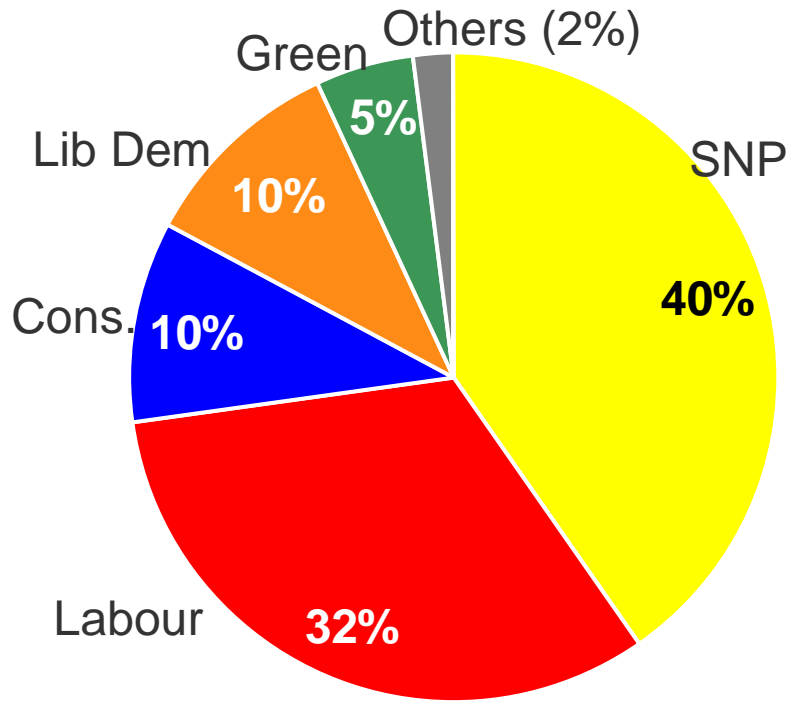
Base: All supporters of each party in the constituency vote; All supporters of each party in the constituency vote who are 'certain to vote', 14-17 April 2011

Source: Ipsos MORI

Voting intention: all giving an opinion vs. those 'certain to vote' – List vote, Holyrood

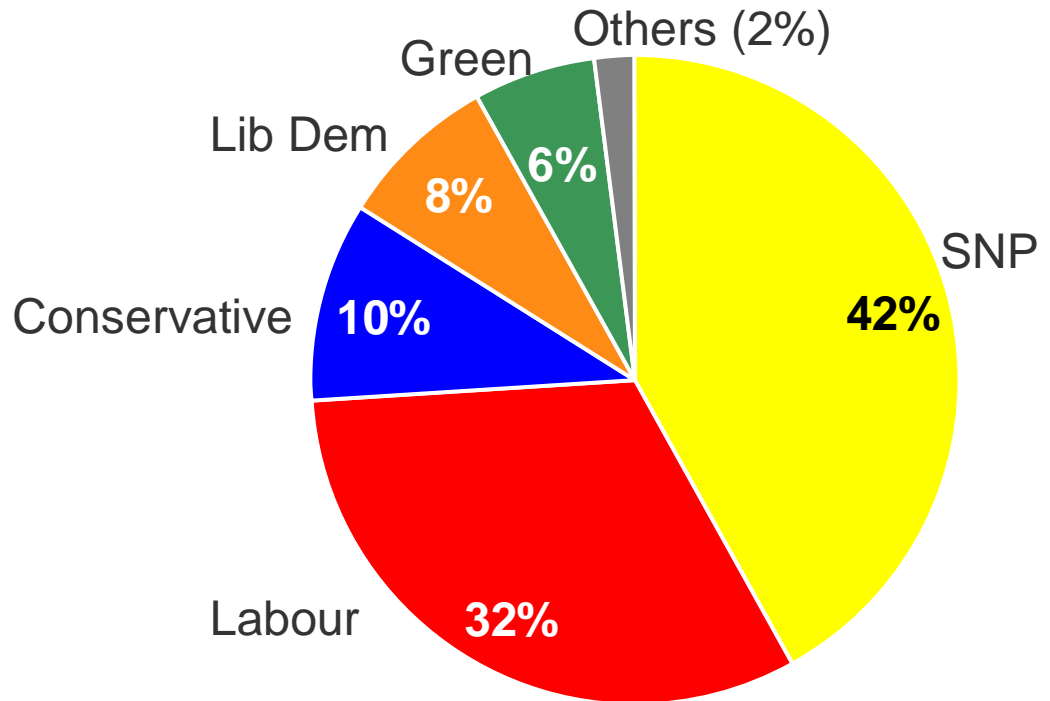
Q. If there were elections to the Scottish Parliament tomorrow, how would you use your second vote?

All giving a voting intention (77%)



SNP lead = +9%

All who are certain to vote (67%)



SNP lead = +10%

Base: All giving a voting intention = 77% (766); all certain to vote = 67% (667).

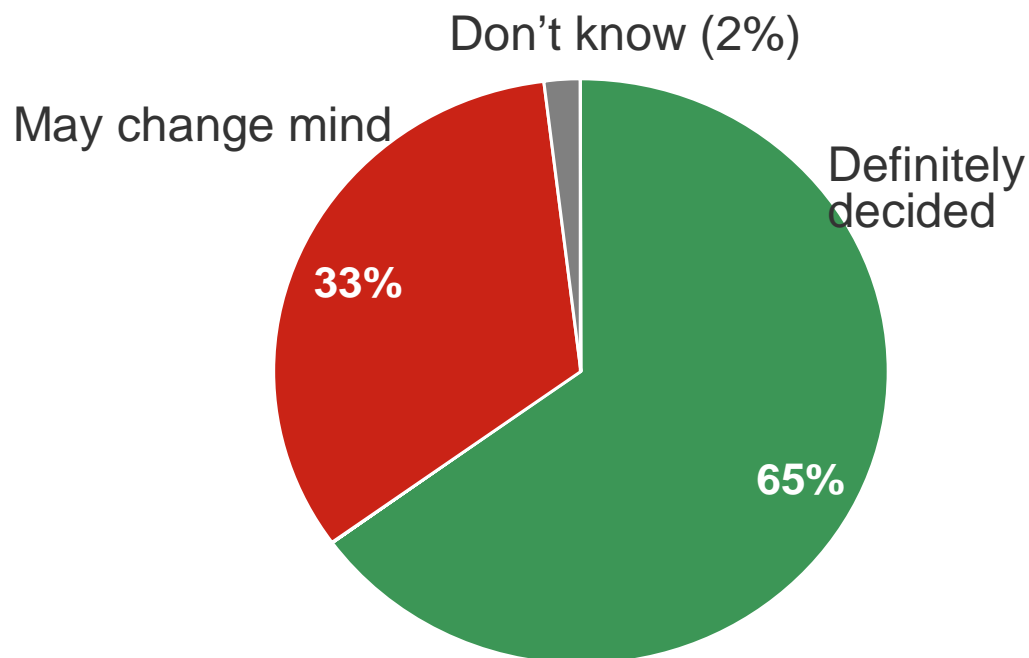
Data collected among 1,002 Scottish adults 18+, 14-17 April 2011

Source: Ipsos MORI

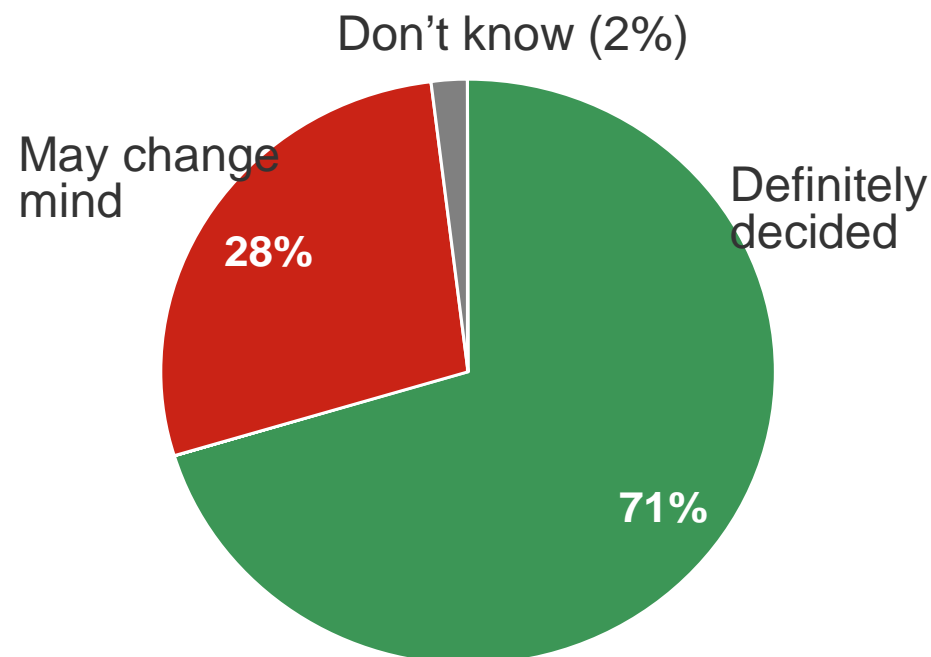
Decision to vote – list vote

Q And now your second vote, have you definitely decided to vote for the {PARTY} or is there a chance you may change your mind before you vote?

All naming a party



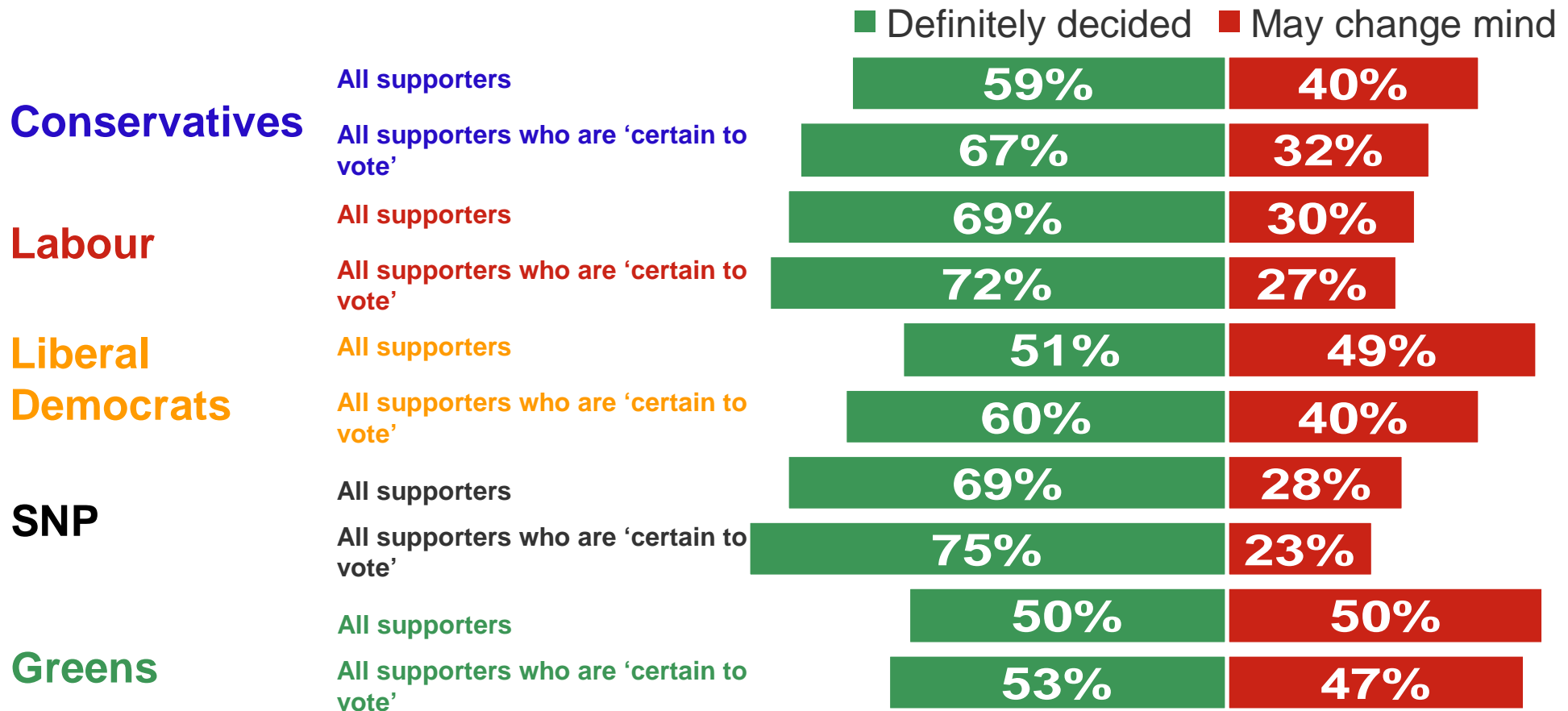
All naming a party and 'certain to vote'



Base: All adults naming a party in the list vote (784); All adults naming a party in the list vote and 'certain to vote' (573), 14th – 17th April 2011

Decision to vote by party support – List vote

Q And now your second vote, have you definitely decided to vote for the {PARTY} or is there a chance you may change your mind before you vote?



Base: All supporters of each party in the list vote; All supporters of each party in the list vote who are 'certain to vote', 14-17 April 2011

Source: Ipsos MORI