



INDY REF²⁰₁₄

Scottish Public Opinion Monitor

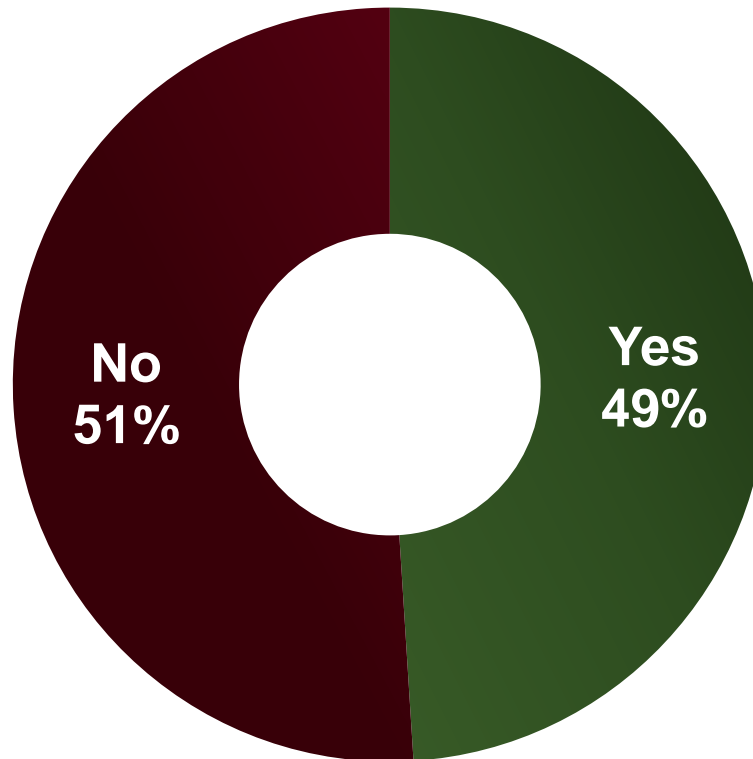
September 2014



Voting intention amongst those certain to vote (excluding undecided)

Should Scotland be an independent country?

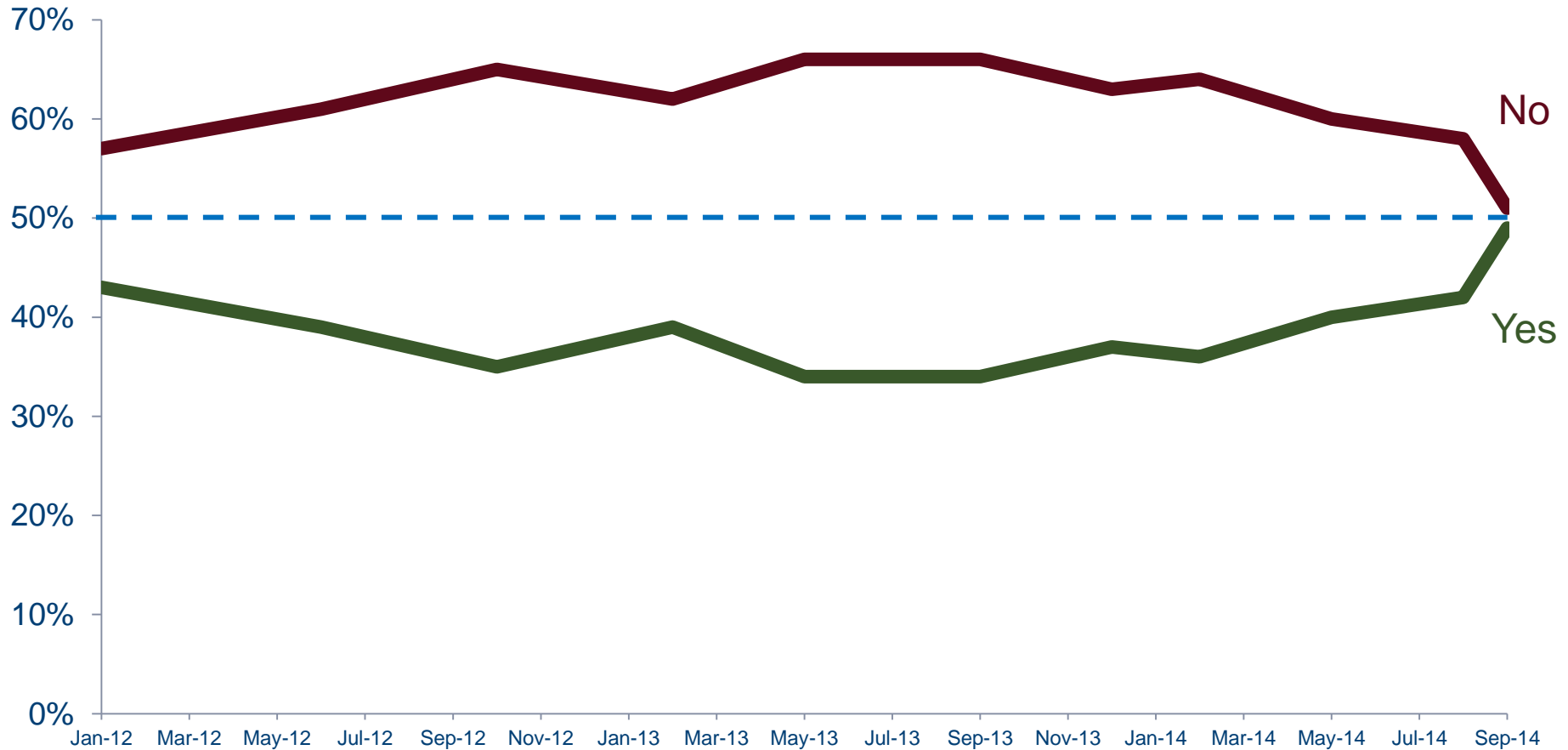
All certain to vote (excluding undecided)



Base: All certain to vote (excluding undecided) (1230). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Referendum voting intention excluding undecided – recent trend

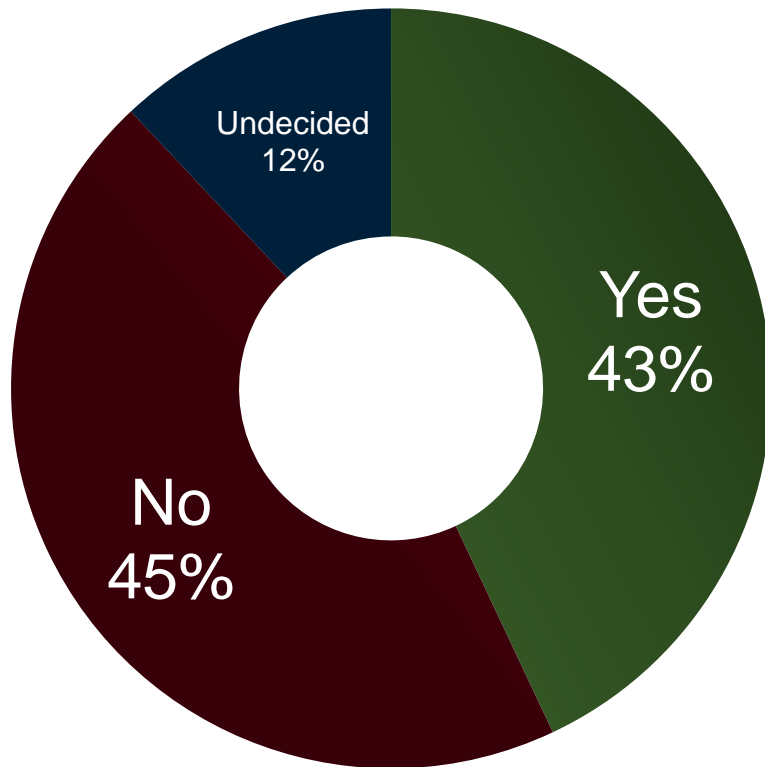
Should Scotland be an independent country?



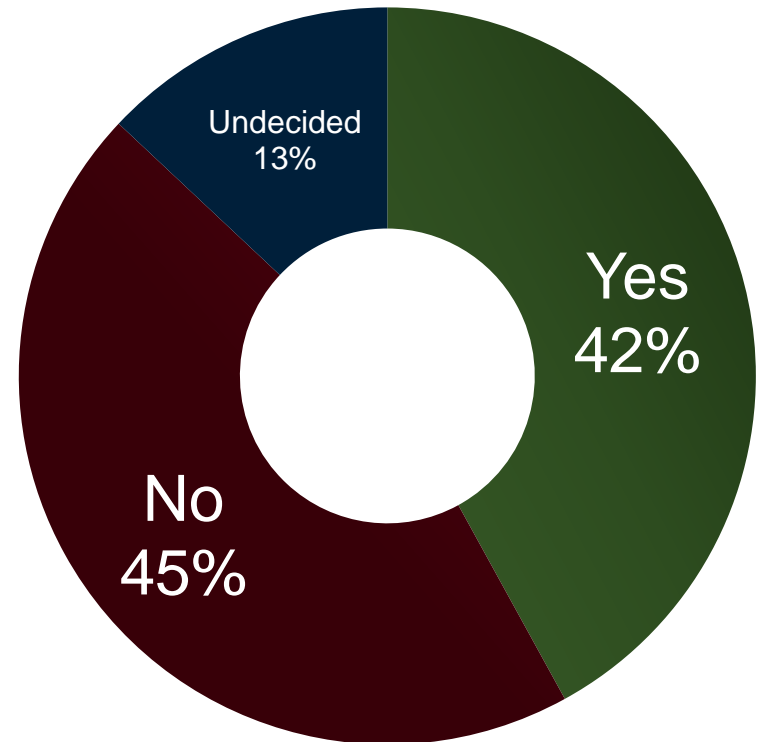
Base: All certain to vote excluding undecided (1230) . Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Should Scotland be an independent country?

Certain to vote



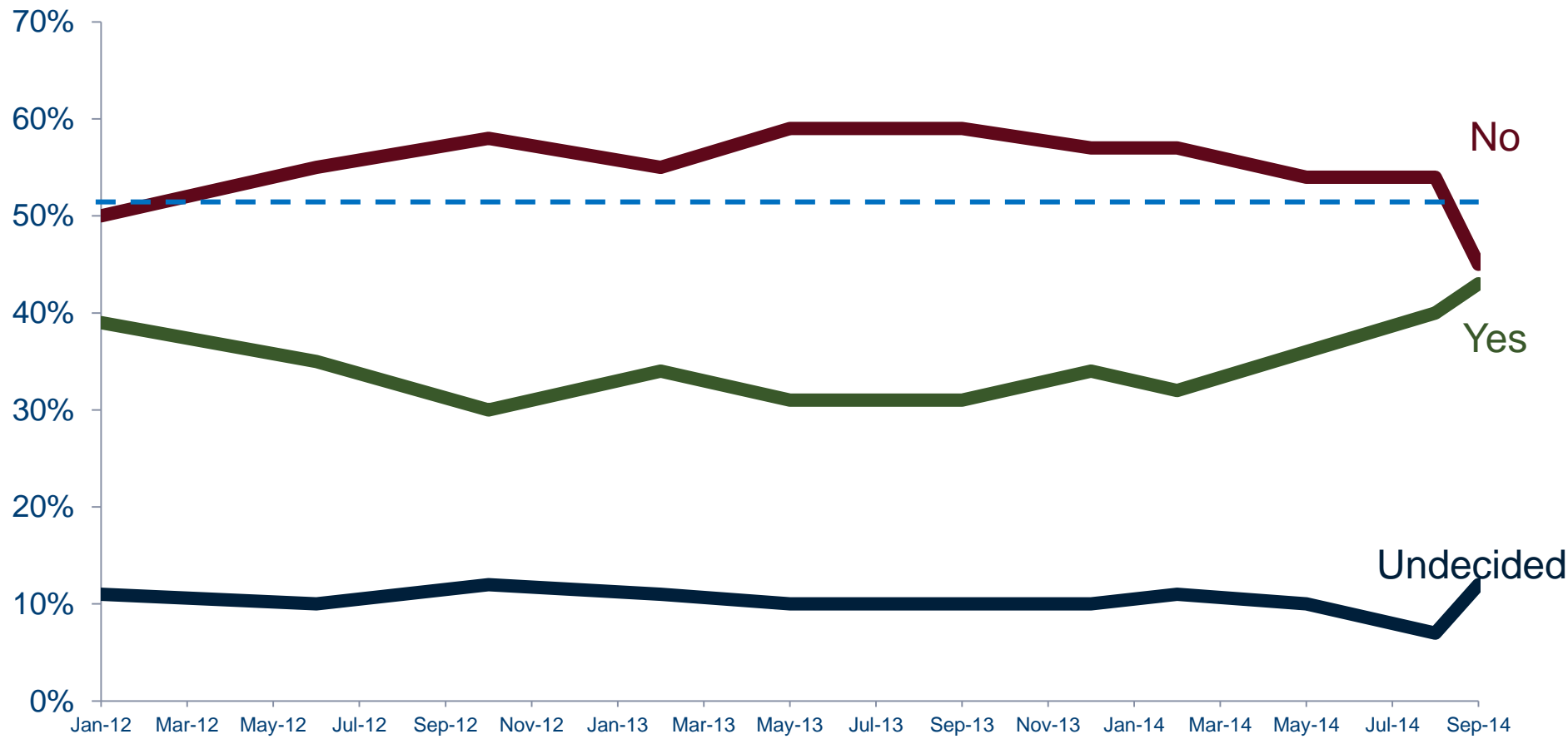
All voters



Base: All (1377); all certain to vote (1313). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

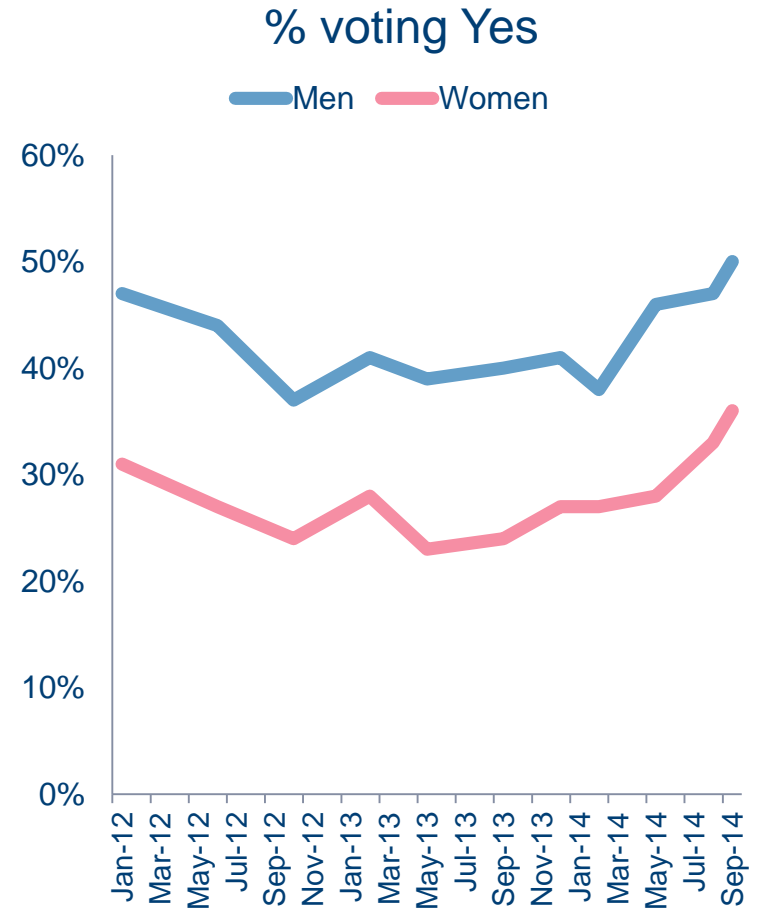
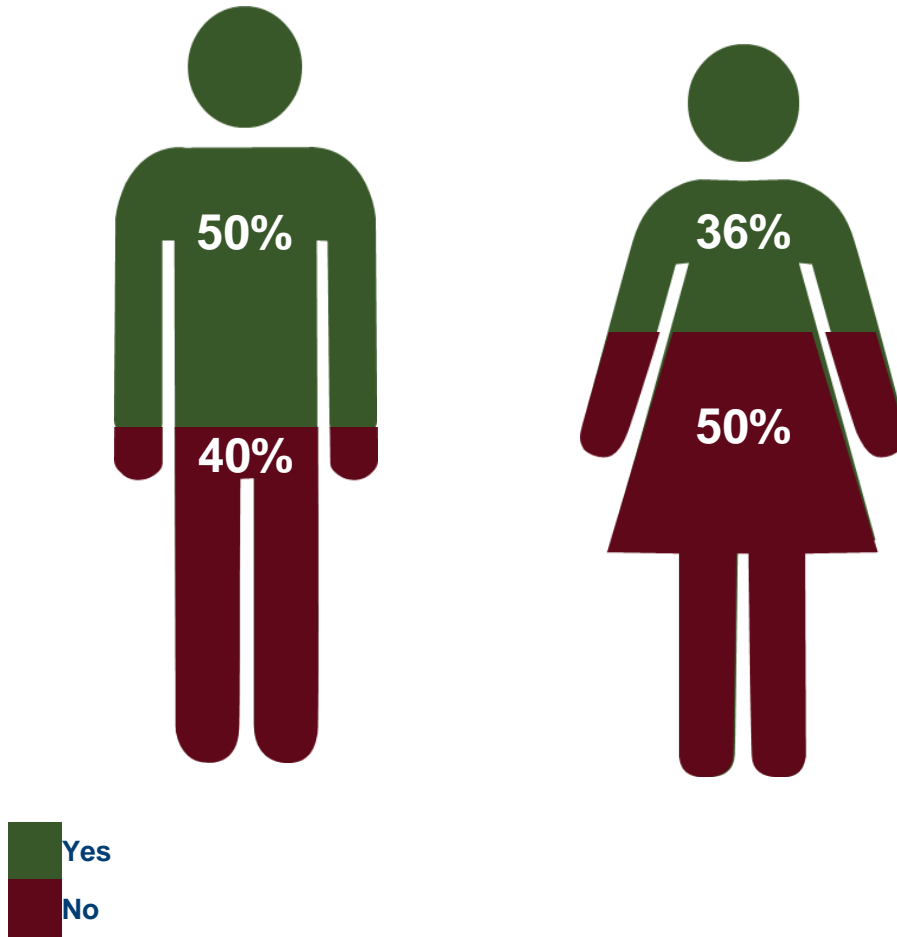
Referendum voting intention – recent trend

Should Scotland be an independent country?



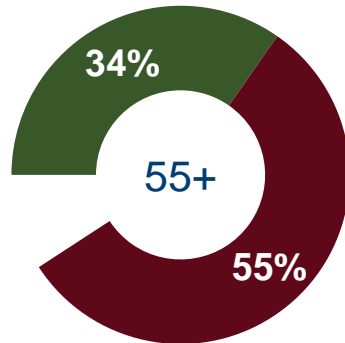
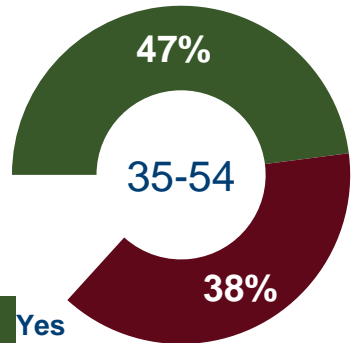
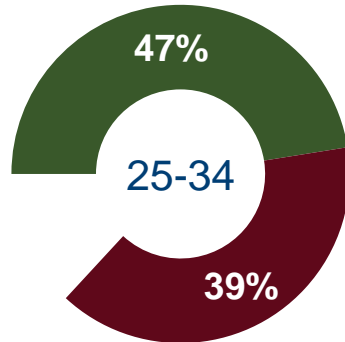
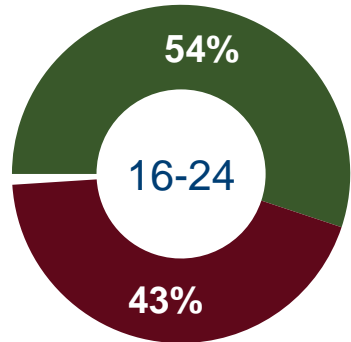
Base: All certain to vote (1313). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Voting intention by gender

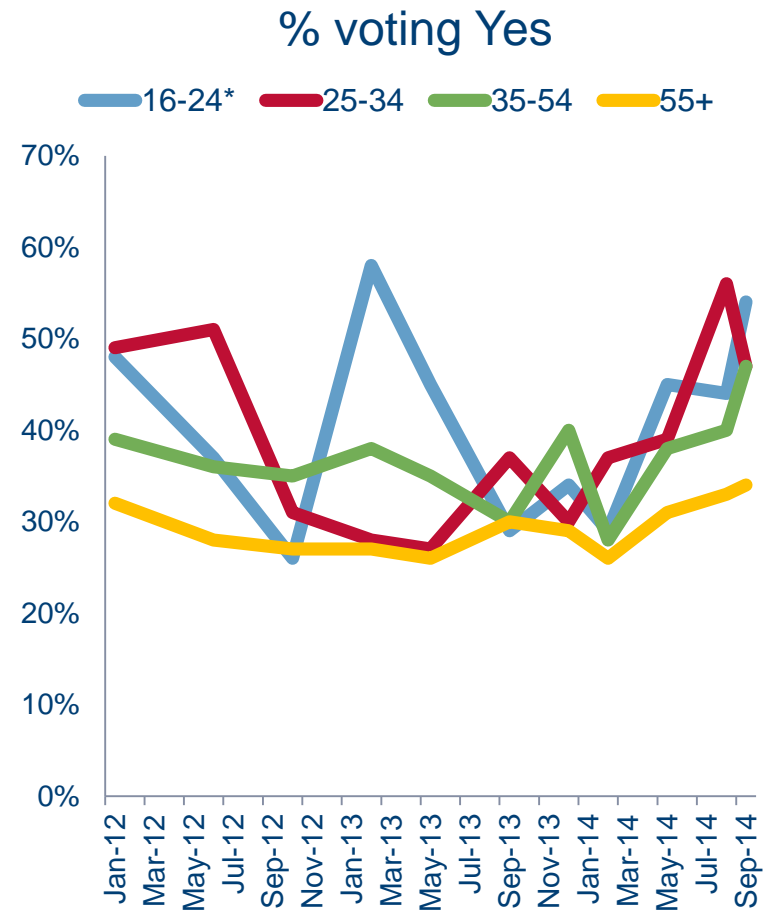


Base: All certain to vote (1313). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Voting intention by age group



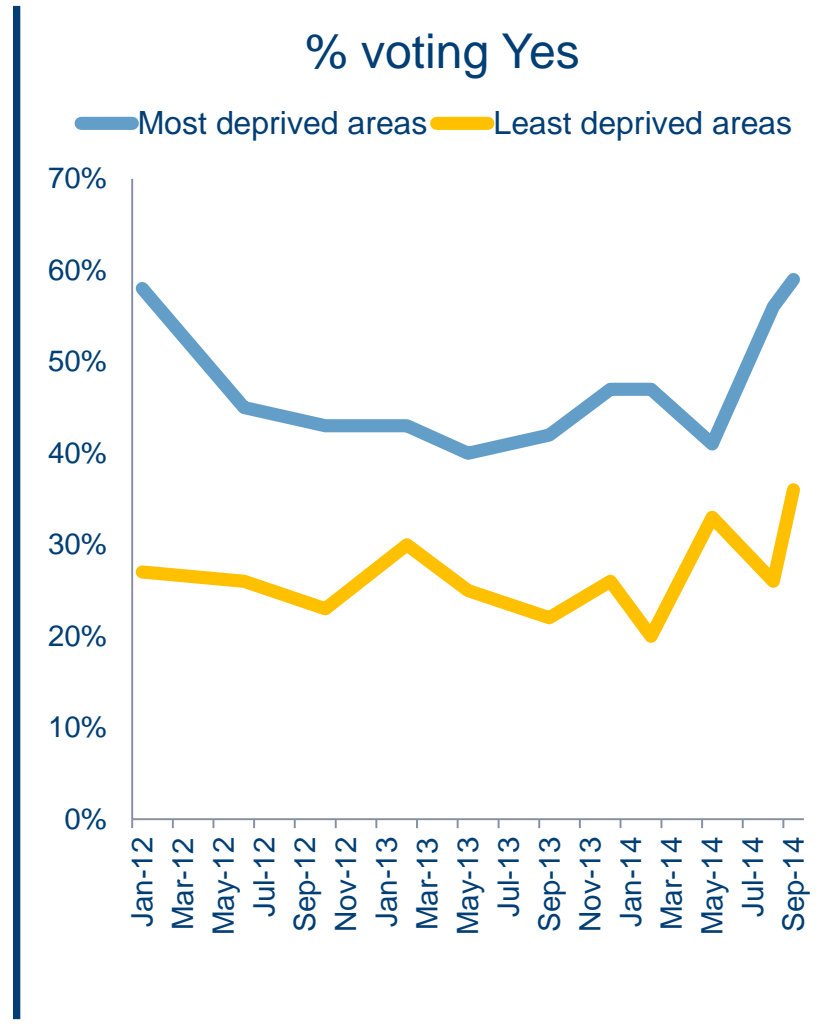
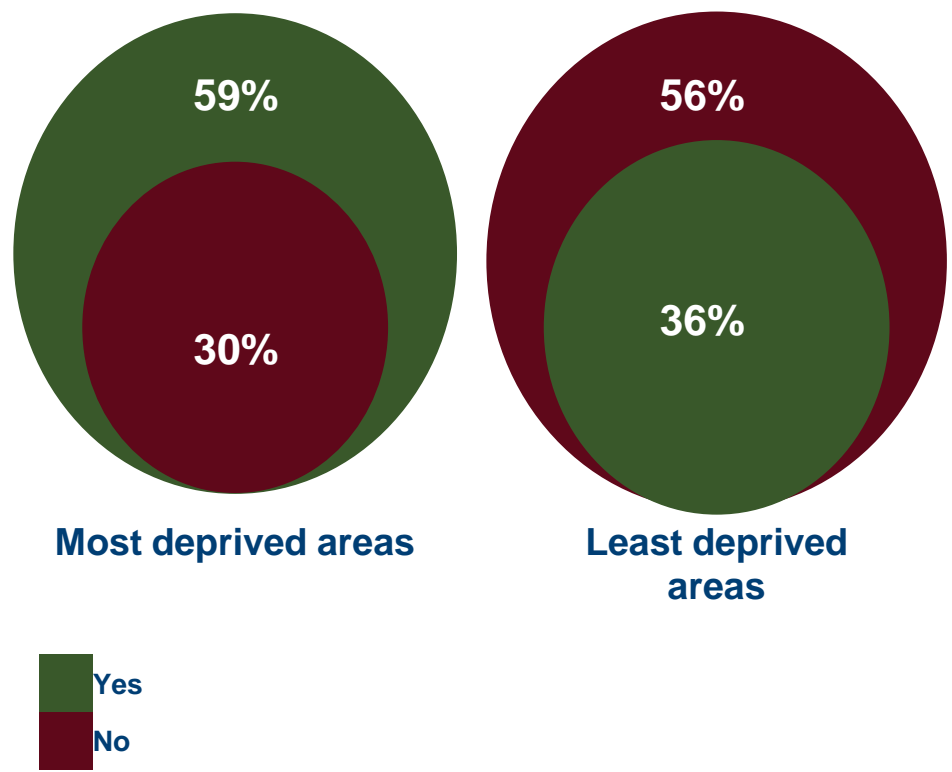
Yes
No



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

Base: All certain to vote (1313). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Voting intention by levels of deprivation

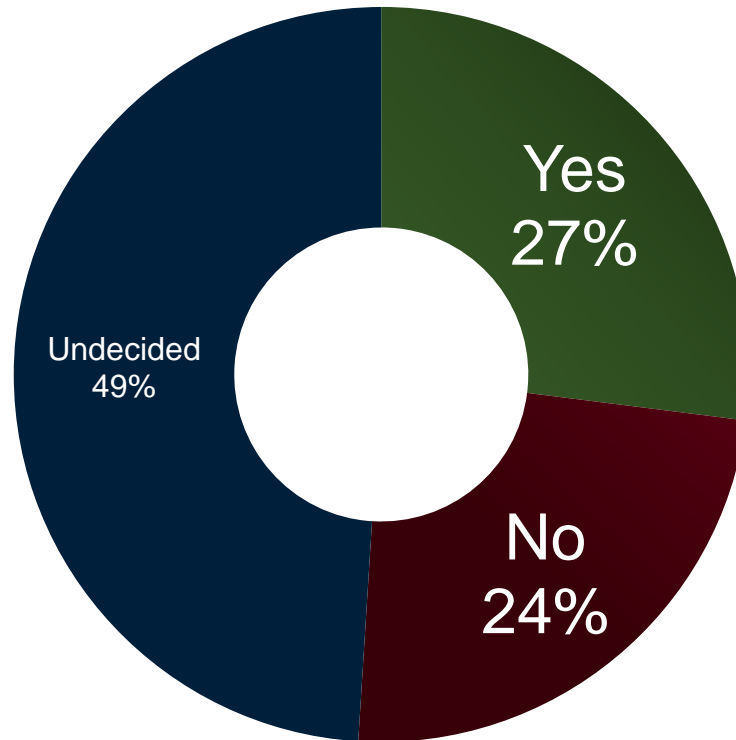


Base: All certain to vote (1313). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Which way are undecided voters leaning?

Which way are you most inclined to vote?

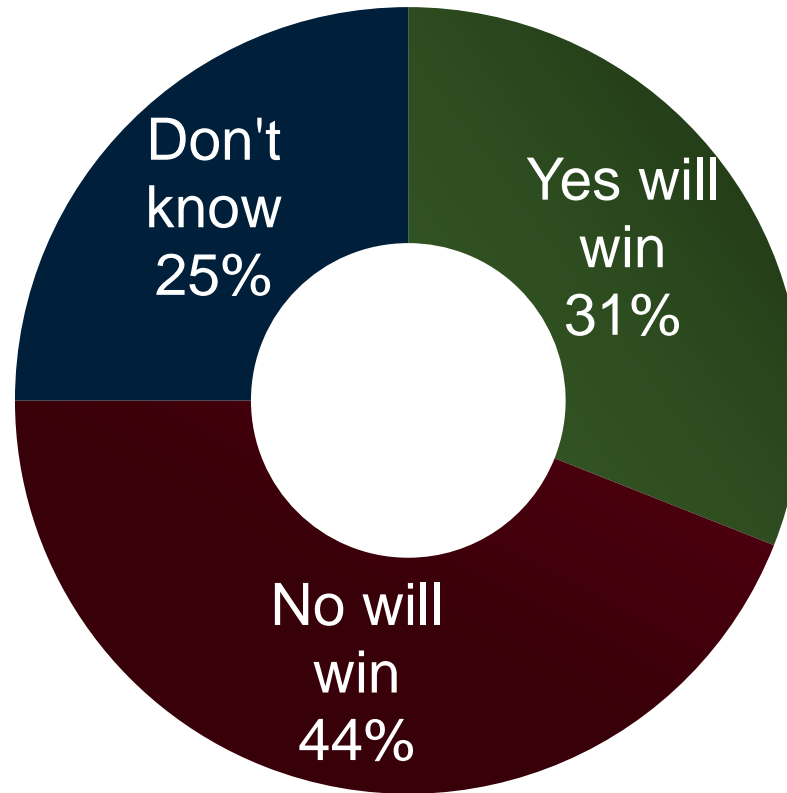
All undecided voters



Base: All undecided (163). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Regardless of how you intend to vote in the referendum, what do you think the result will be? Do you think...?

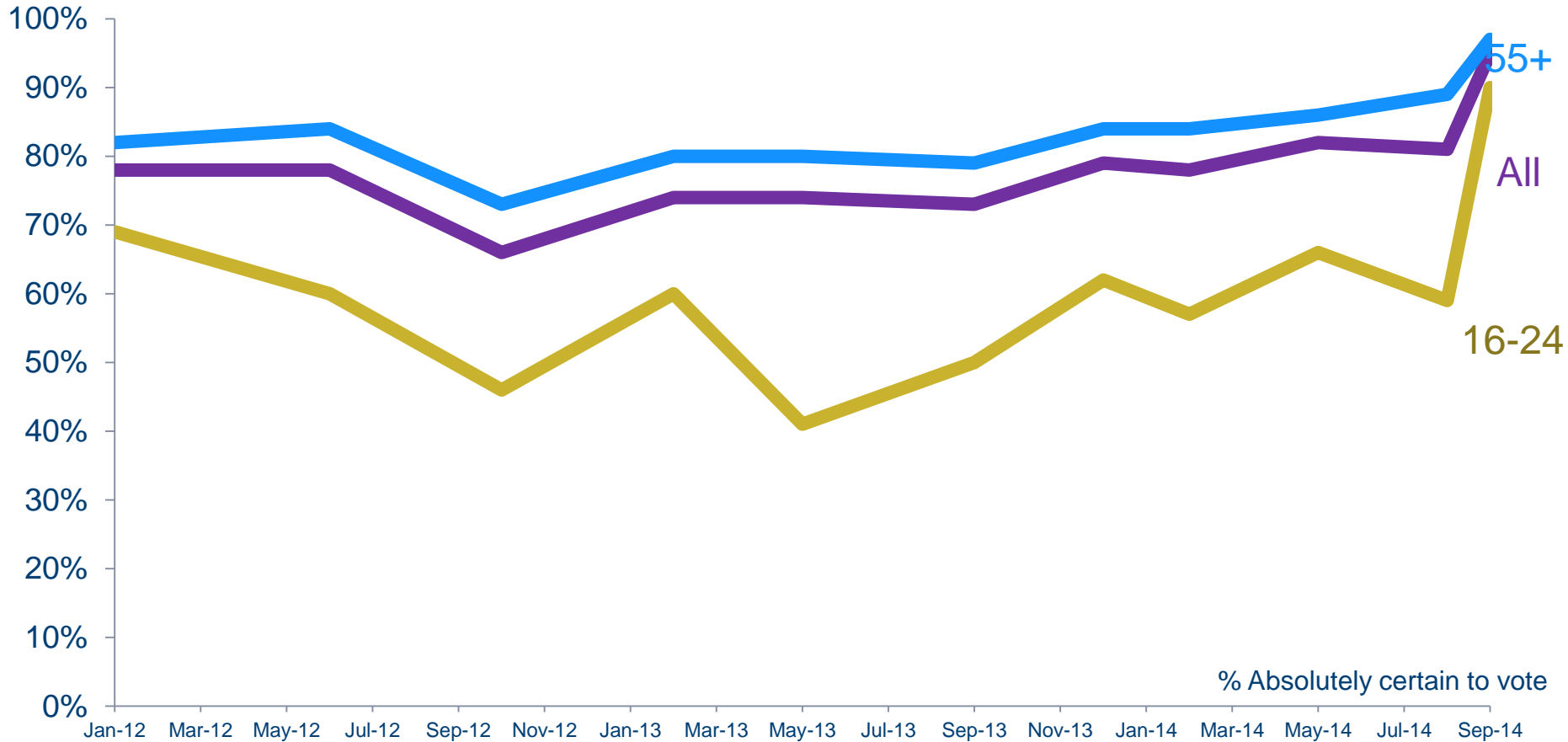
Outcome



Base: All (1377). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Turnout is likely to be high

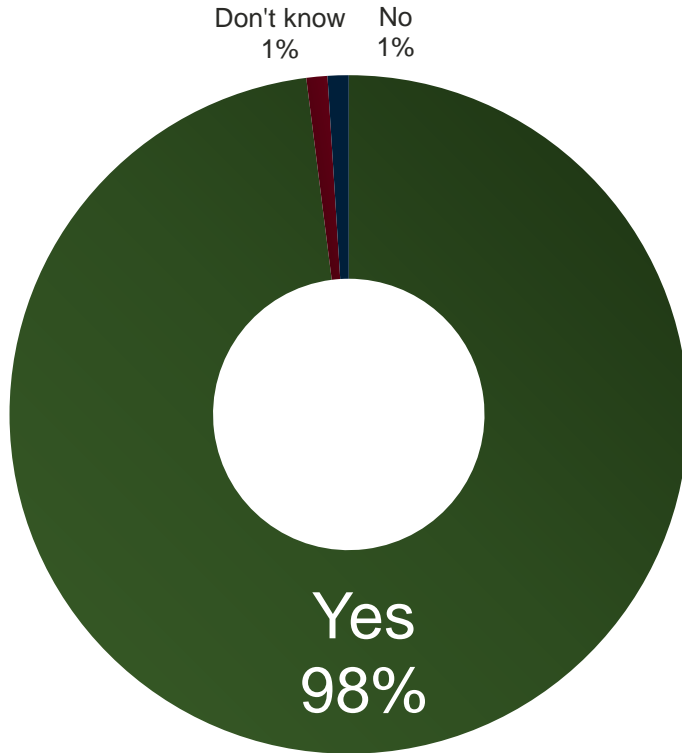
How likely would you be to vote in the referendum on Thursday, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote and 1 that you would be absolutely certain NOT to vote



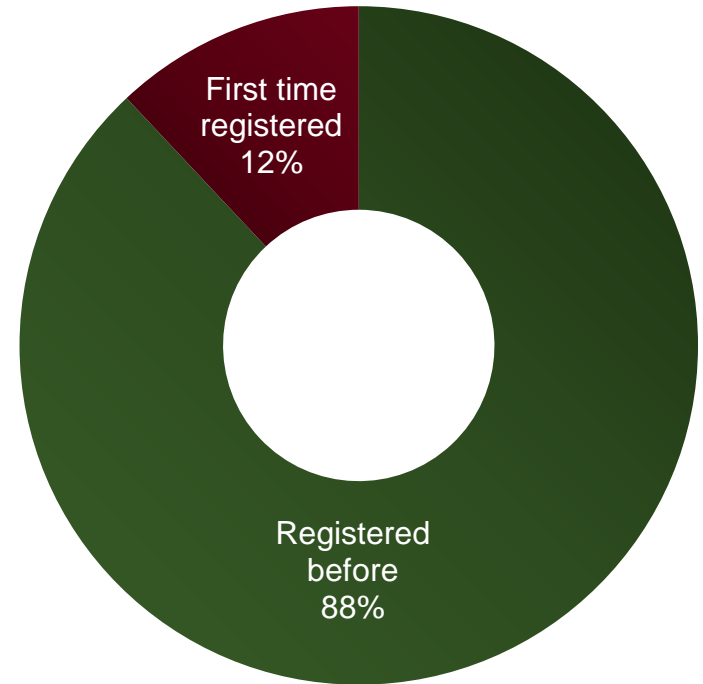
Base: All. Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

As far as you know, are you registered to vote in the Scottish independence referendum?

Registered to vote?



Registered before?



Base: All (1397). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

Base: All (1377). Data collected among 1377 Scottish adults 16+, September 15th – 16th 2014

- This presents the topline results from the Scottish Public Opinion Monitor Wave 21
- Results are based on a survey of 1,377 respondents (adults aged 16+ who are registered to vote, 1,397 including those not registered to vote) conducted by telephone
- Fieldwork dates: 15th September – 16th September 2014
- 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 (1,377) unless otherwise stated






INDY REF²⁰₁₄

Thank you

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SCOTTISH PUBLIC OPINION MONITOR
Understanding Scotland



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