

August 2015

SCOTTISH PUBLIC OPINION MONITOR



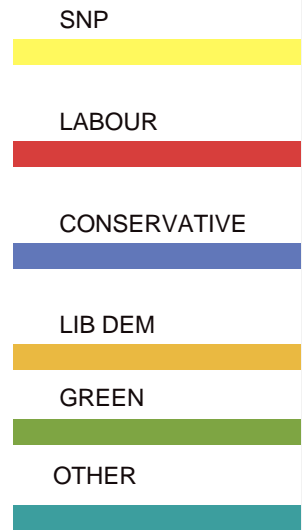
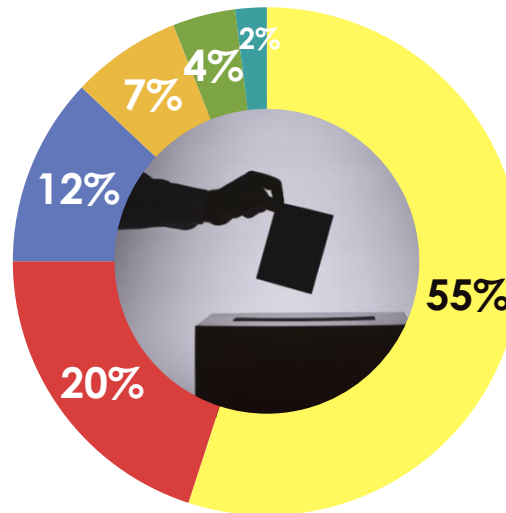
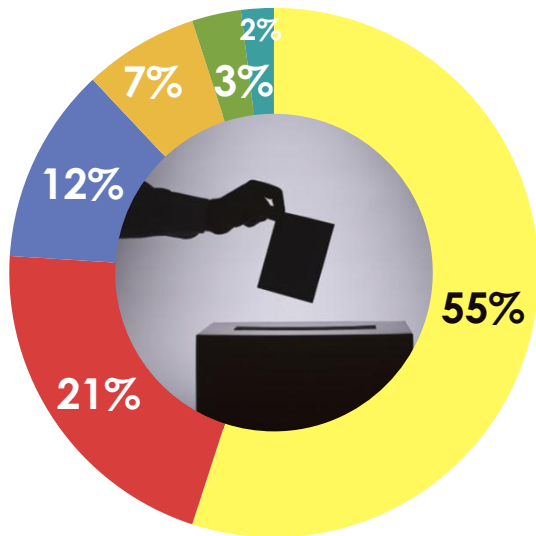
VOTING INTENTIONS

Scottish Parliament Voting Intention (Constituency)

HOW WOULD YOU USE YOUR FIRST VOTE IF THERE WERE ELECTIONS TO THE SCOTTISH PARLIAMENT TOMORROW?

All giving a voting intention

9-10/10 certain to vote and always/ usually/ depends at Holyrood elections*



SNP lead +34

SNP lead +35

Base: All giving a voting intention = 924; all 9-10/10 CTV plus always/usually/depends vote in Holyrood election = 741.
*except 16-22 y.o.s based on 10/10 CTV . Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

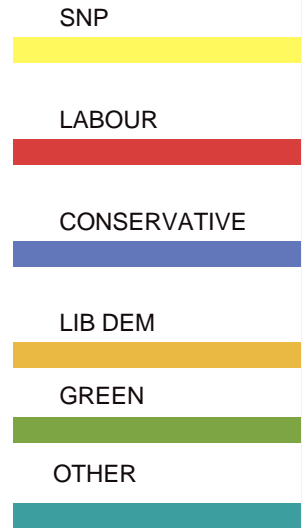
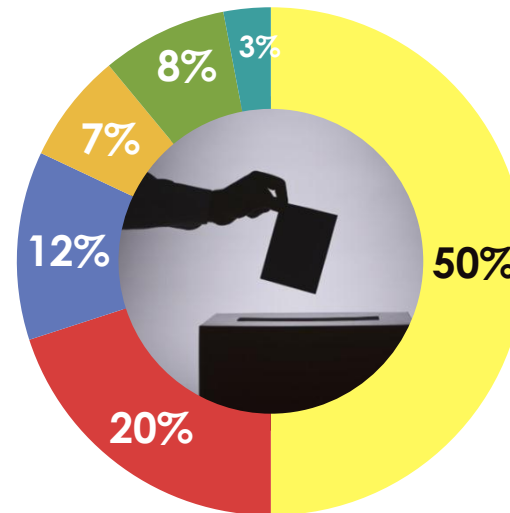
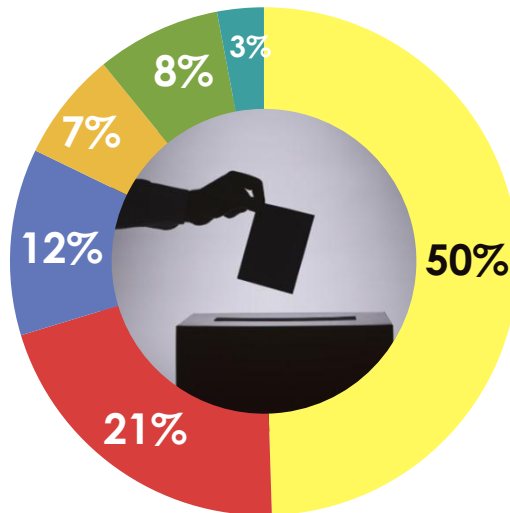
Source: Ipsos MORI Scottish Public Opinion Monitor

Scottish Parliament Voting Intention (Party List)

HOW WOULD YOU USE YOUR SECOND VOTE IF THERE WERE ELECTIONS TO THE SCOTTISH PARLIAMENT TOMORROW?

All giving a voting intention

9-10/10 certain to vote and always/usually/ depends at Holyrood vote*



SNP lead +29

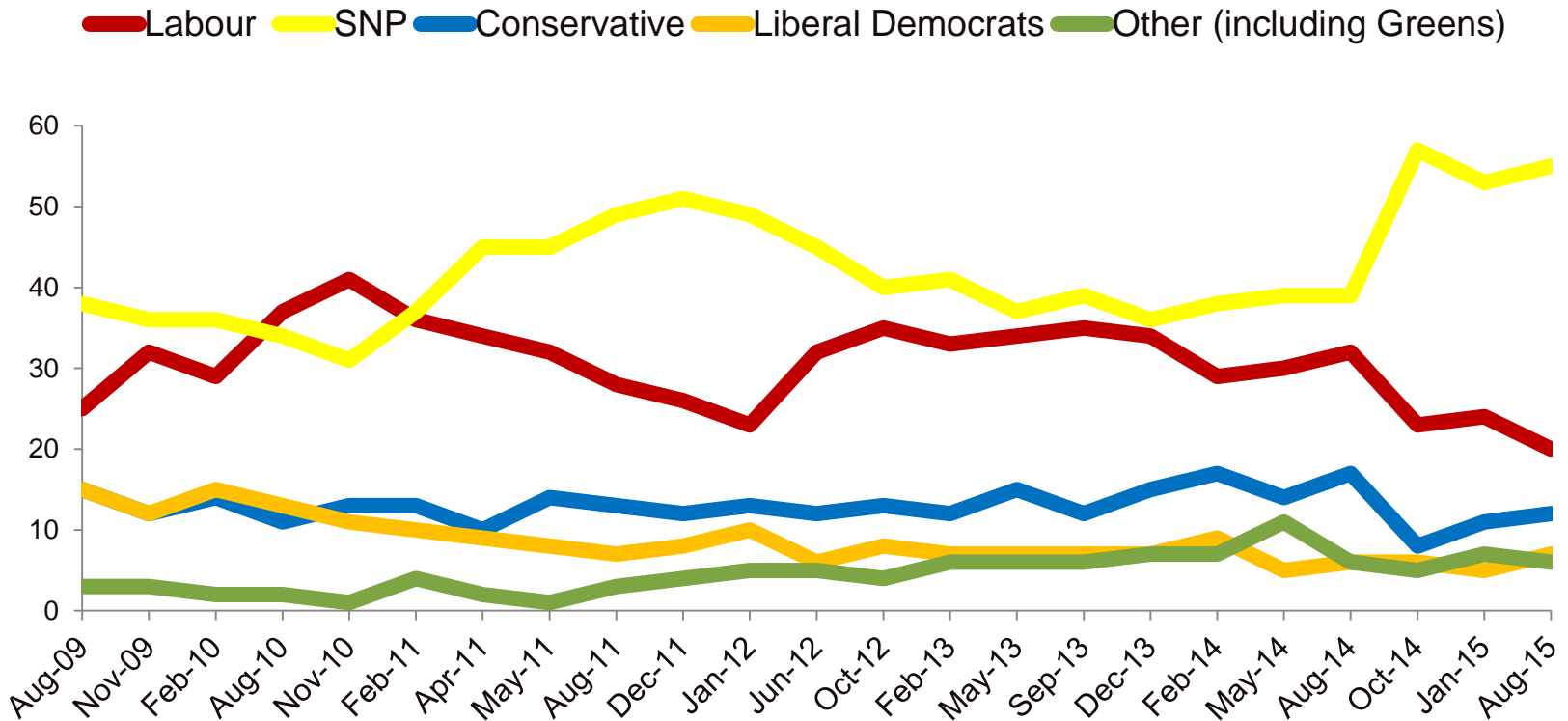
SNP lead +30

Base: All giving a voting intention = 932 all 9-10/10 CTV plus always/usually/depends vote in Holyrood election = 744, *except 16-22 y.o.s based on 10/10 CTV . Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

Source: Ipsos MORI Scottish Public Opinion Monitor

Holyrood- Constituency vote trend

IF THERE WERE ELECTIONS TO THE SCOTTISH PARLIAMENT TOMORROW, HOW WOULD YOU USE YOUR FIRST VOTE?

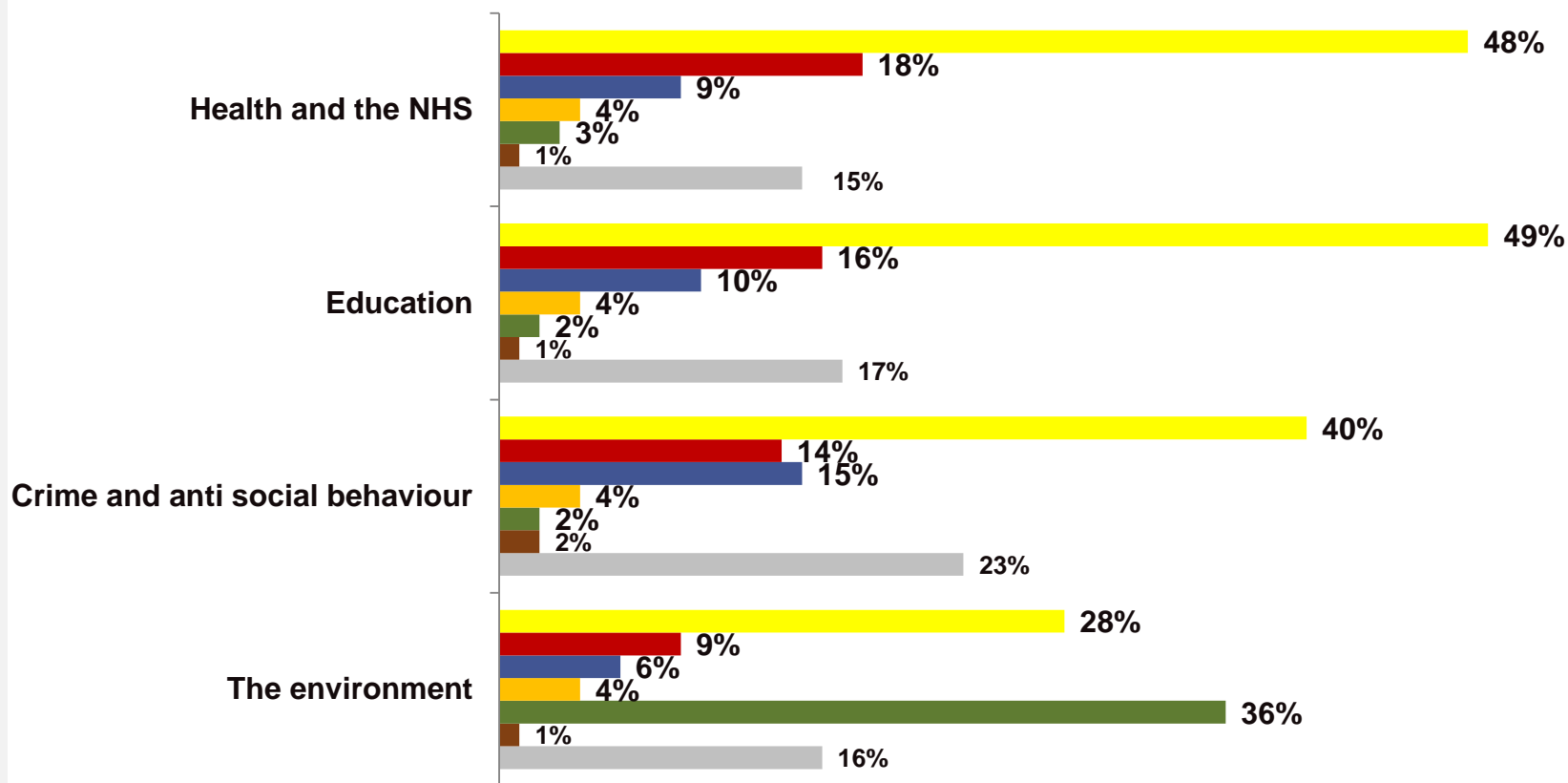


Base: All certain to vote. Data collected among c1,000 Scottish adults.

Source: Ipsos MORI Scottish Public Opinion Monitor

POLICIES

Which party do you think has the best policies for Scotland?



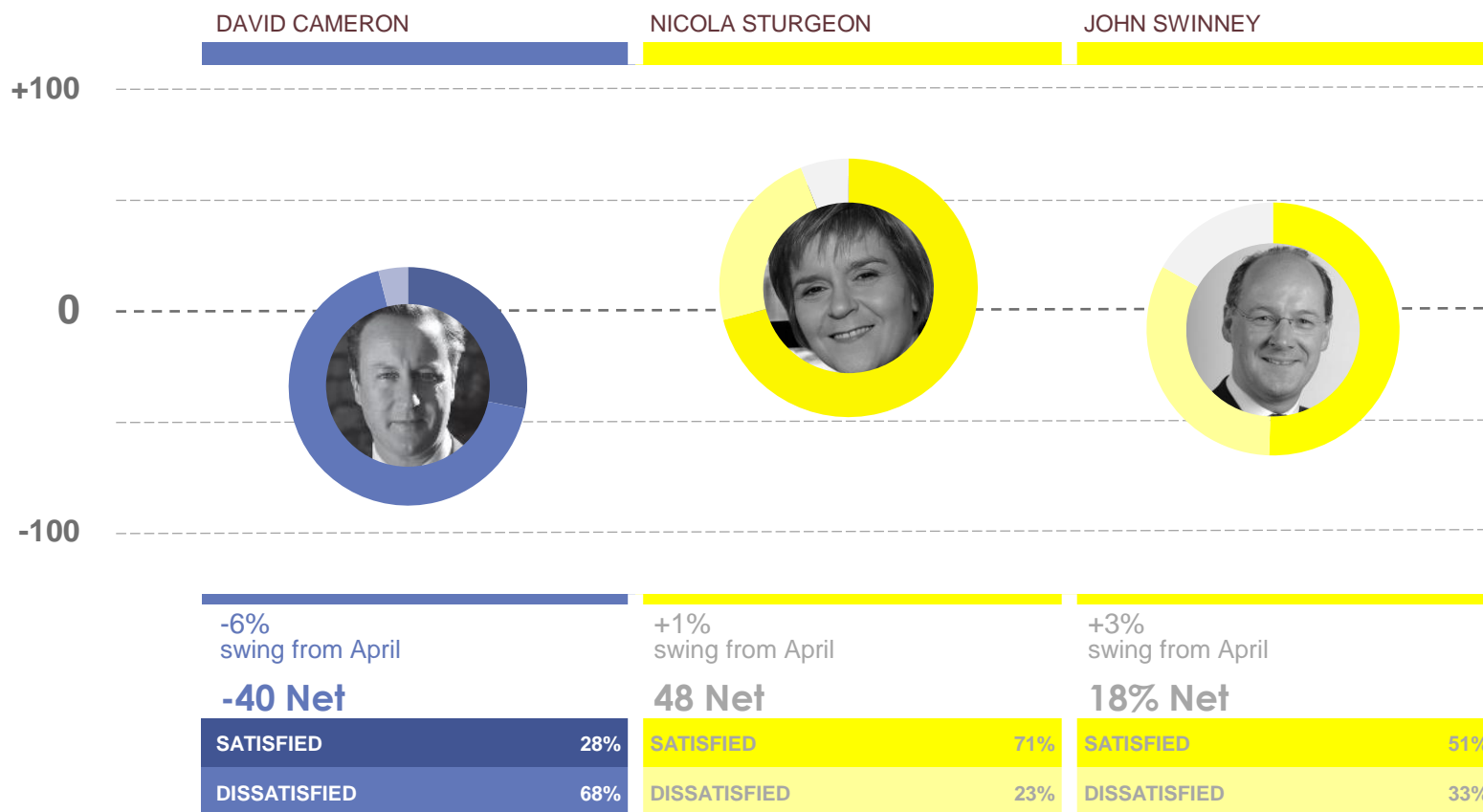
Base: All . Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

Source: Ipsos MORI Scottish Public Opinion Monitor

SATISFACTION WITH PARTY LEADERS

Satisfaction with Prime Minister, First Minister and Deputy First Minister

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS RUNNING THE COUNTRY / DOING HIS JOB AS PRIME MINISTER /DEPUTY PRIME MINISTER/LEADER OF THE LABOUR PARTY/UKIP?

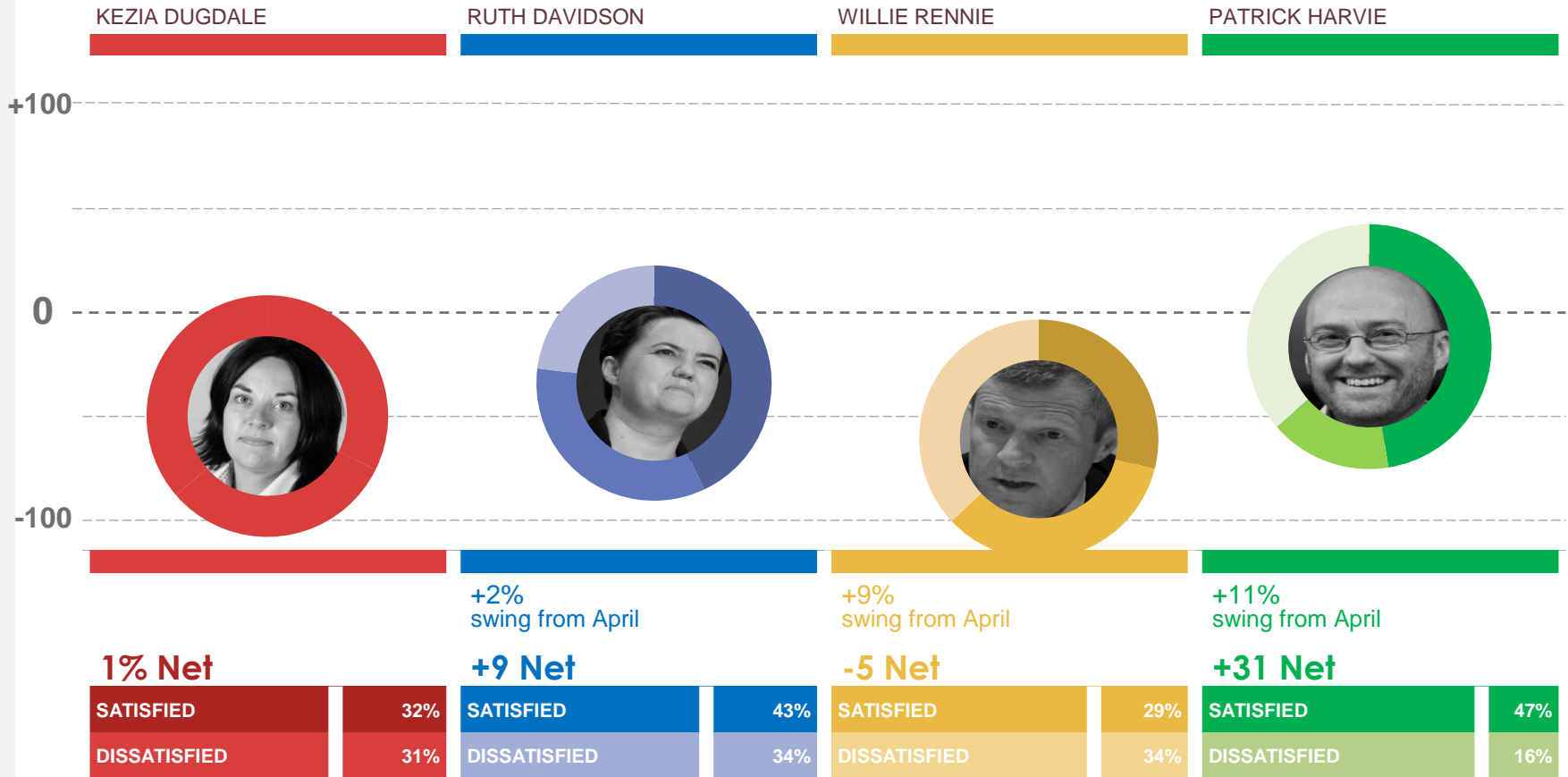


Base: 1,002 Scottish adults 16+, 24th – 30th August 2015.
Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Scottish Public Opinion Monitor

Satisfaction with Scottish party leaders

HOW SATISFIED OR DISSATISFIED ARE YOU WITH THE WAY ... IS / DOING HER JOB AS FIRST MINISTER / HIS JOB AS DEPUTY FIRST MINISTER/ HIS/HER JOB AS LEADER OF THE XXXX PARTY?

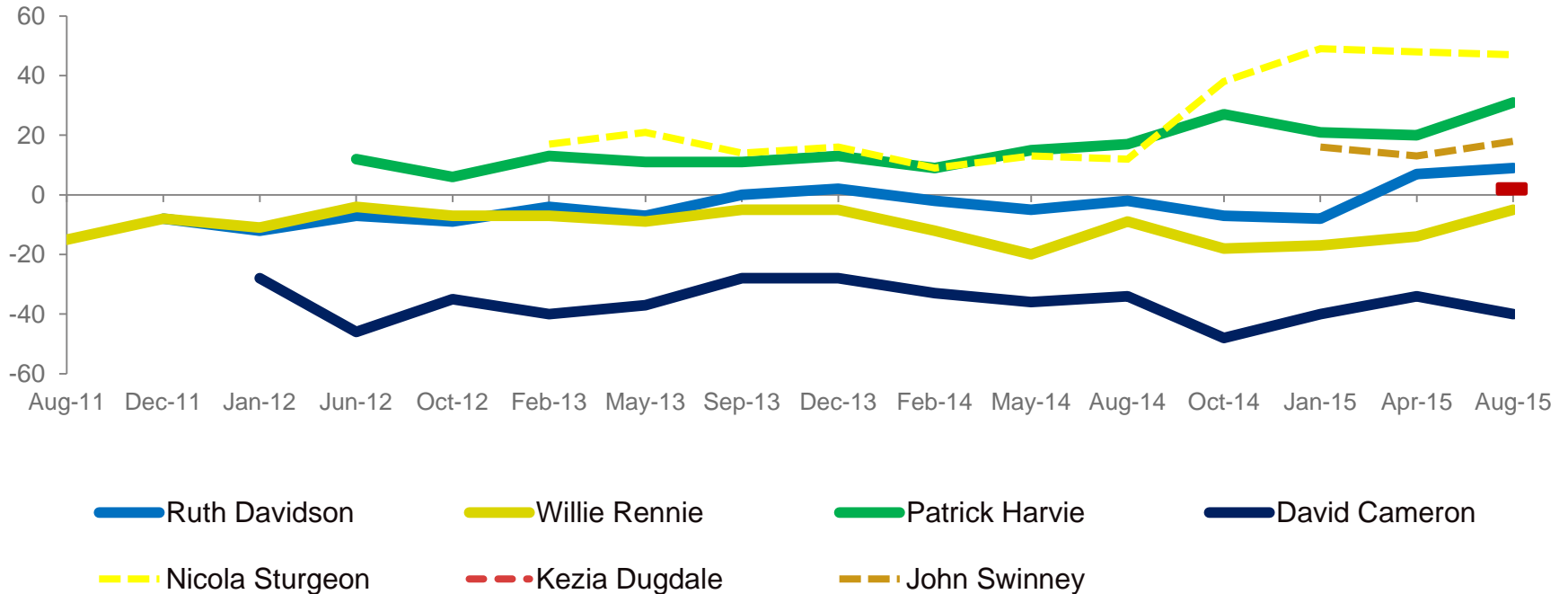


Base: 1,002 Scottish adults 16+, 24th - 30th August 2015.
Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Scottish Public Opinion Monitor

Net Satisfaction with party leaders trend

ARE YOU SATISFIED OR DISSATISFIED WITH THE WAY ... IS DOING HIS/HER JOB AS FIRST MINISTER//PRIME MINISTER/LEADER OF SCOTTISH LABOUR/THE SCOTTISH LIBERAL DEMOCRATS/THE SCOTTISH CONSERVATIVES?



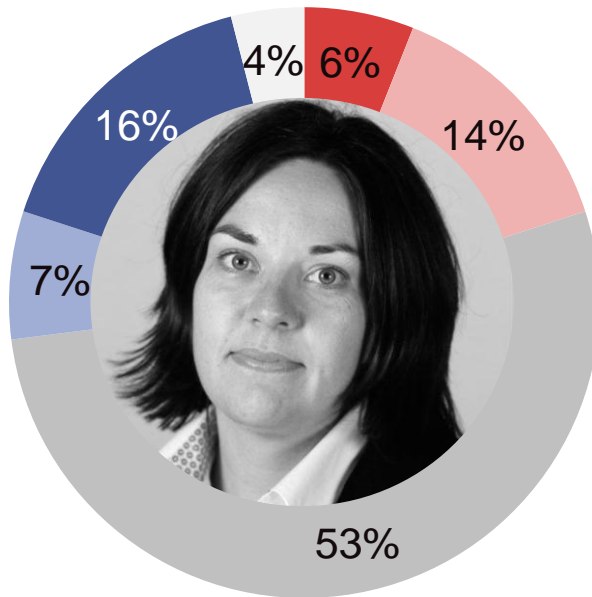
Base: All . Data collected among c1,000 Scottish adults.

Source: Ipsos MORI Scottish Public Opinion Monitor

THE LABOUR PARTY

Labour- Kezia Dugdale

AS YOU MAY KNOW, KEZIA DUGDALE WAS ELECTED AS THE NEW LEADER OF THE SCOTTISH LABOUR PARTY IN AUGUST 2015. DOES HER APPOINTMENT MAKE YOU MORE LIKELY OR LESS LIKELY TO VOTE FOR THE SCOTTISH LABOUR PARTY AT THE SCOTTISH PARLIAMENT ELECTIONS IN MAY 2016?



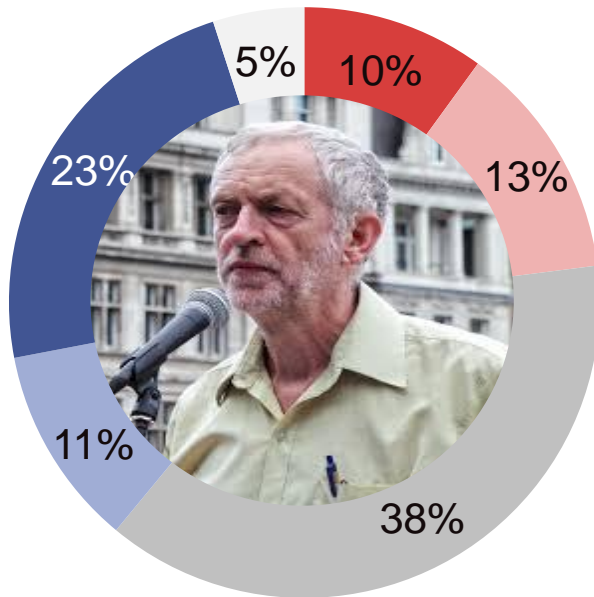
A LOT MORE LIKELY	6%
A LITTLE MORE LIKELY	14%
MAKES NO DIFFERENCE	53%
A LITTLE LESS LIKELY	7%
A LOT LESS LIKELY	16%
DON'T KNOW	4%

Base: All . Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

Source: Ipsos MORI Scottish Public Opinion Monitor

Labour- Jeremy Corbyn

AS YOU MAY KNOW, THE UK LABOUR PARTY IS CURRENTLY ELECTING A NEW LEADER. YOU MAY BE AWARE THAT ONE OF THE CANDIDATES IN THAT ELECTION IS JEREMY CORBYN. IF JEREMY CORBYN WAS ELECTED AS LEADER OF THE LABOUR PARTY WOULD YOU BE MORE OR LESS LIKELY TO VOTE LABOUR AT THE SCOTTISH PARLIAMENT ELECTIONS IN MAY 2016?



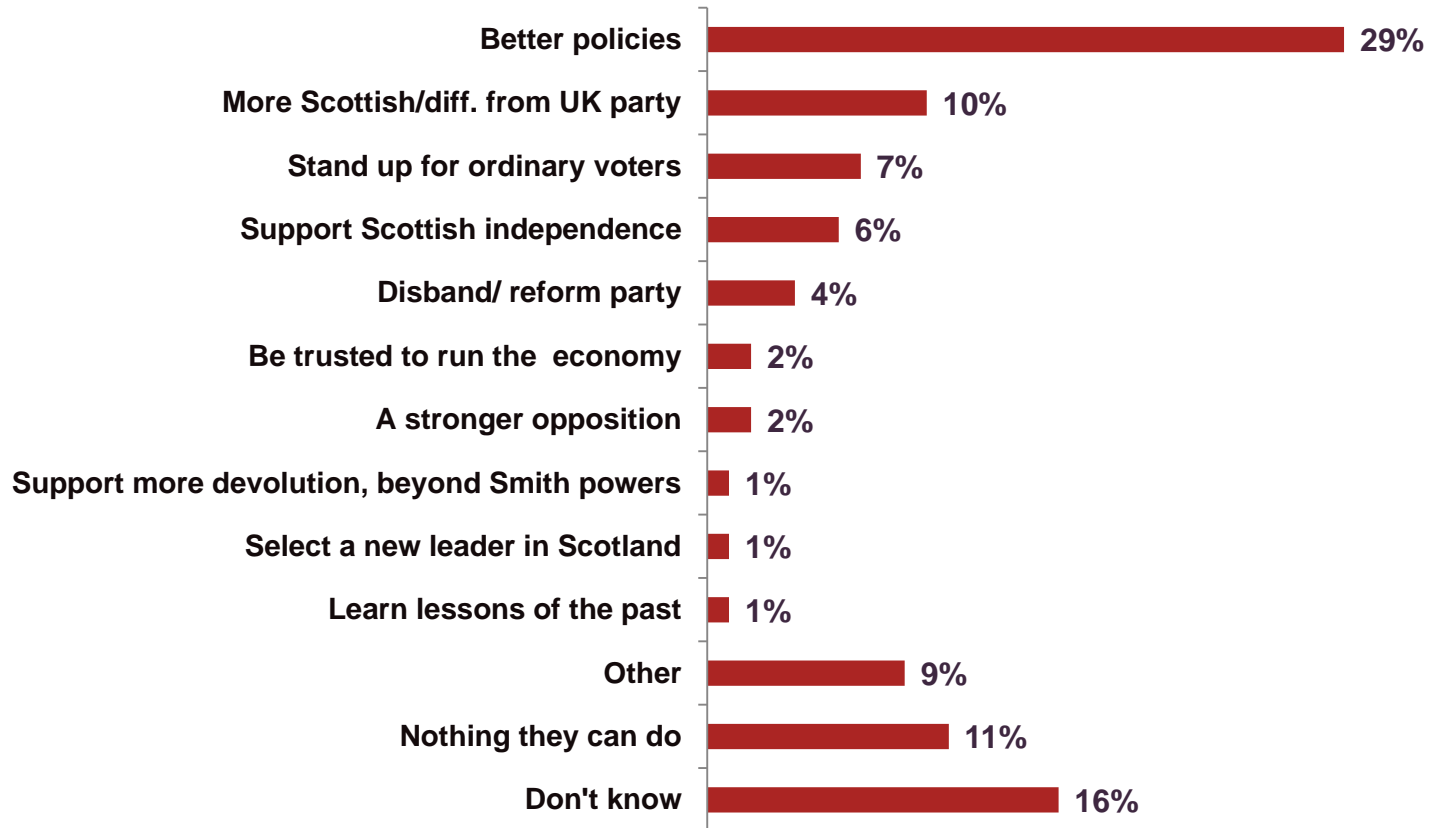
A LOT MORE LIKELY	10%
A LITTLE MORE LIKELY	13%
MAKES NO DIFFERENCE	38%
A LITTLE LESS LIKELY	11%
A LOT LESS LIKELY	23%
DON'T KNOW	5%

Base: All . Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

Source: Ipsos MORI Scottish Public Opinion Monitor

Labour appeal

YOU SAID THAT YOU WOULD NOT VOTE FOR SCOTTISH LABOUR IF THERE WERE AN ELECTION TO THE SCOTTISH PARLIAMENT TOMORROW. WHAT DO YOU THINK IS THE SINGLE MOST IMPORTANT THING THAT SCOTTISH LABOUR COULD DO TO WIN YOUR SUPPORT?



Base: All Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

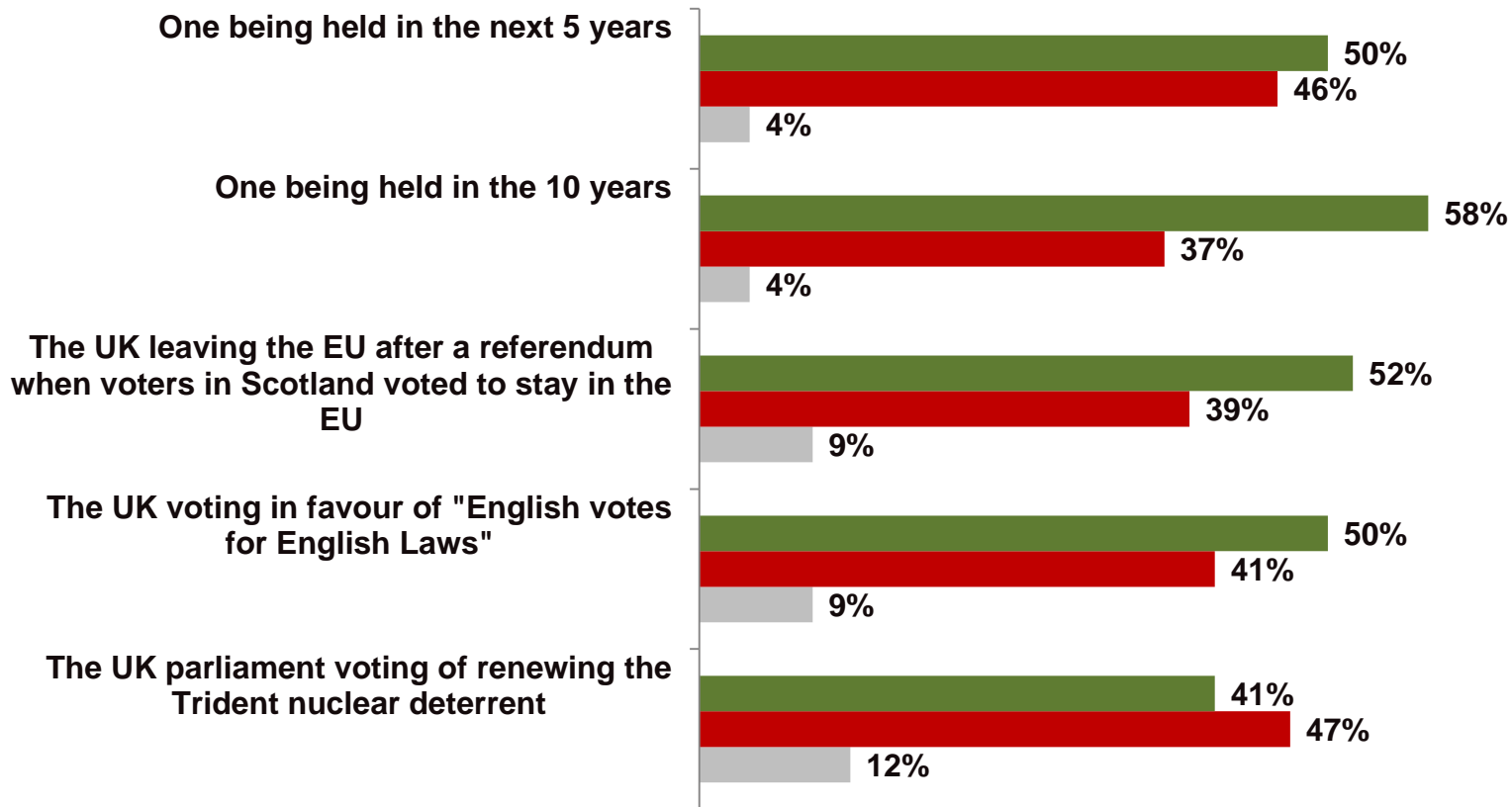
Source: Ipsos MORI Scottish Public Opinion Monitor

INDEPENDENCE AND A FUTURE REFERENDUM

Support for a future referendum

THINKING ABOUT THE POSSIBILITY OF HOLDING ANOTHER REFERENDUM ON SCOTTISH INDEPENDENCE PLEASE TELL ME WHETHER YOU SUPPORT OR OPPOSE ANOTHER REFERENDUM BEING HELD IN THE EVENT OF EACH OF THE FOLLOWING CIRCUMSTANCES...

● Support
 ● Oppose
 ● Don't know

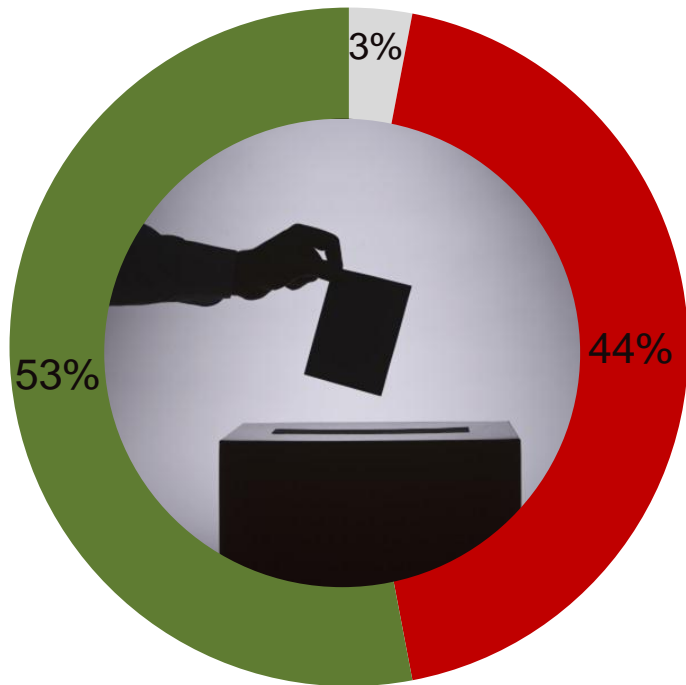


Base: All . Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

Source: Ipsos MORI Scottish Public Opinion Monitor

Voting in a referendum

AND IF THERE WAS A REFERENDUM ON SCOTTISH INDEPENDENCE HELD TOMORROW, HOW WOULD YOU VOTE IN RESPONSE TO THE QUESTION "SHOULD SCOTLAND BE AN INDEPENDENT COUNTRY?"



I WOULD VOTE YES	53%
I WOULD VOTE NO	44%
UNDECIDED / DON'T KNOW	3%

Base: All . Data collected among 1,002 Scottish adults 16+, 24th - 30th August 2015

Source: Ipsos MORI Scottish Public Opinion Monitor

Technical details

This presents the topline results from Scotland.

Results are based on a survey of 1,002 respondents (adults aged 16+) conducted by telephone

Fieldwork dates: 24th - 30th August 2015.

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 (1,002) unless otherwise stated.

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