

SCOTTISH PUBLIC OPINION MONITOR

November 2015



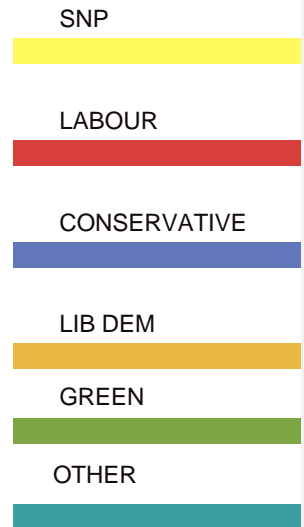
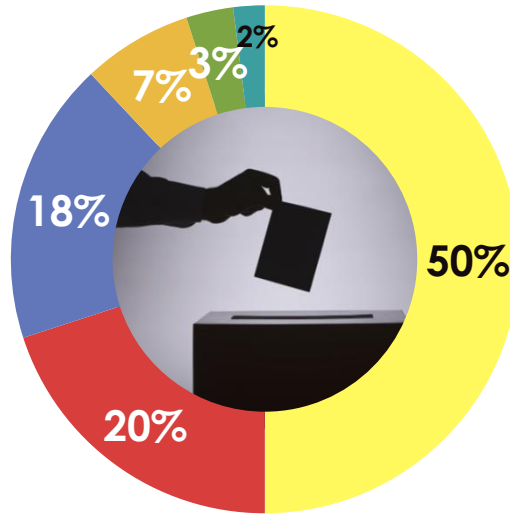
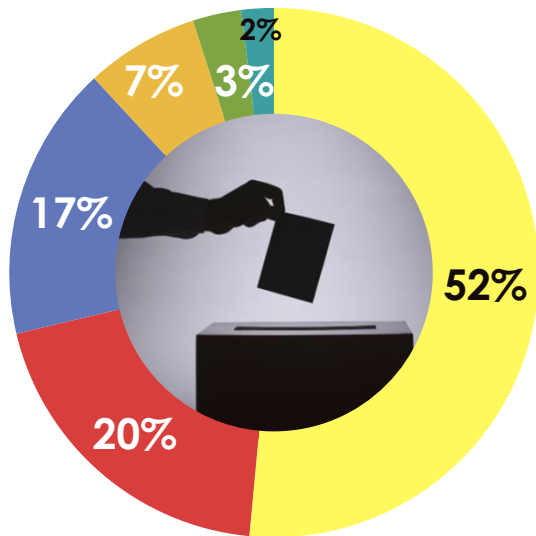
VOTING INTENTIONS

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

All likely to vote



SNP lead +32

SNP lead +30

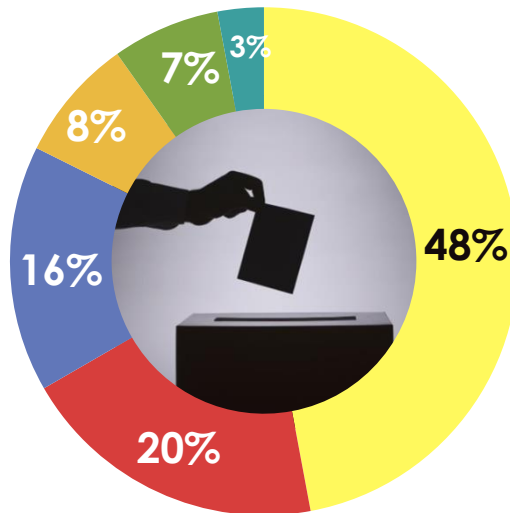
Base: All giving a voting intention = 928 . All likely to vote = 756. Data collected among 1,029 Scottish adults 16+, 9th-16th November 2015

Source: Ipsos MORI Scottish Public Opinion Monitor

Scottish Parliament Voting Intention (Party List)

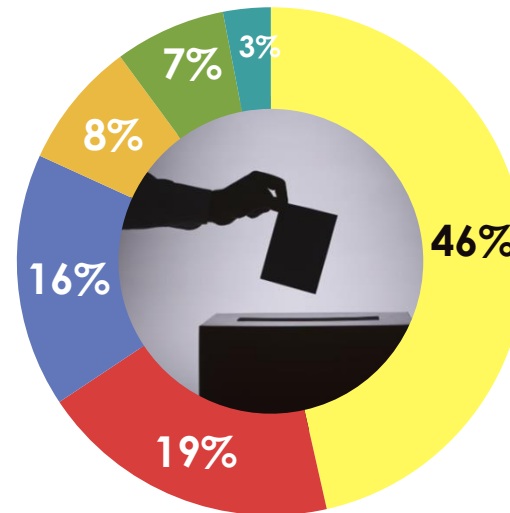
HOW WOULD YOU USE YOUR SECOND VOTE IF THERE WERE ELECTIONS TO THE SCOTTISH PARLIAMENT TOMORROW?

All giving a voting intention

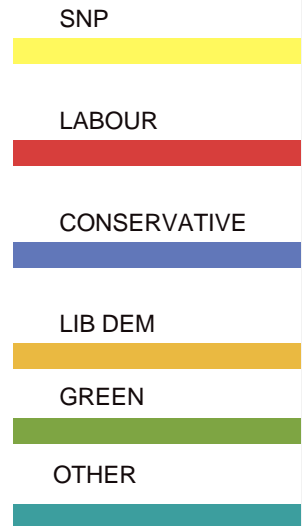


SNP lead +28

All likely to vote



SNP lead +27

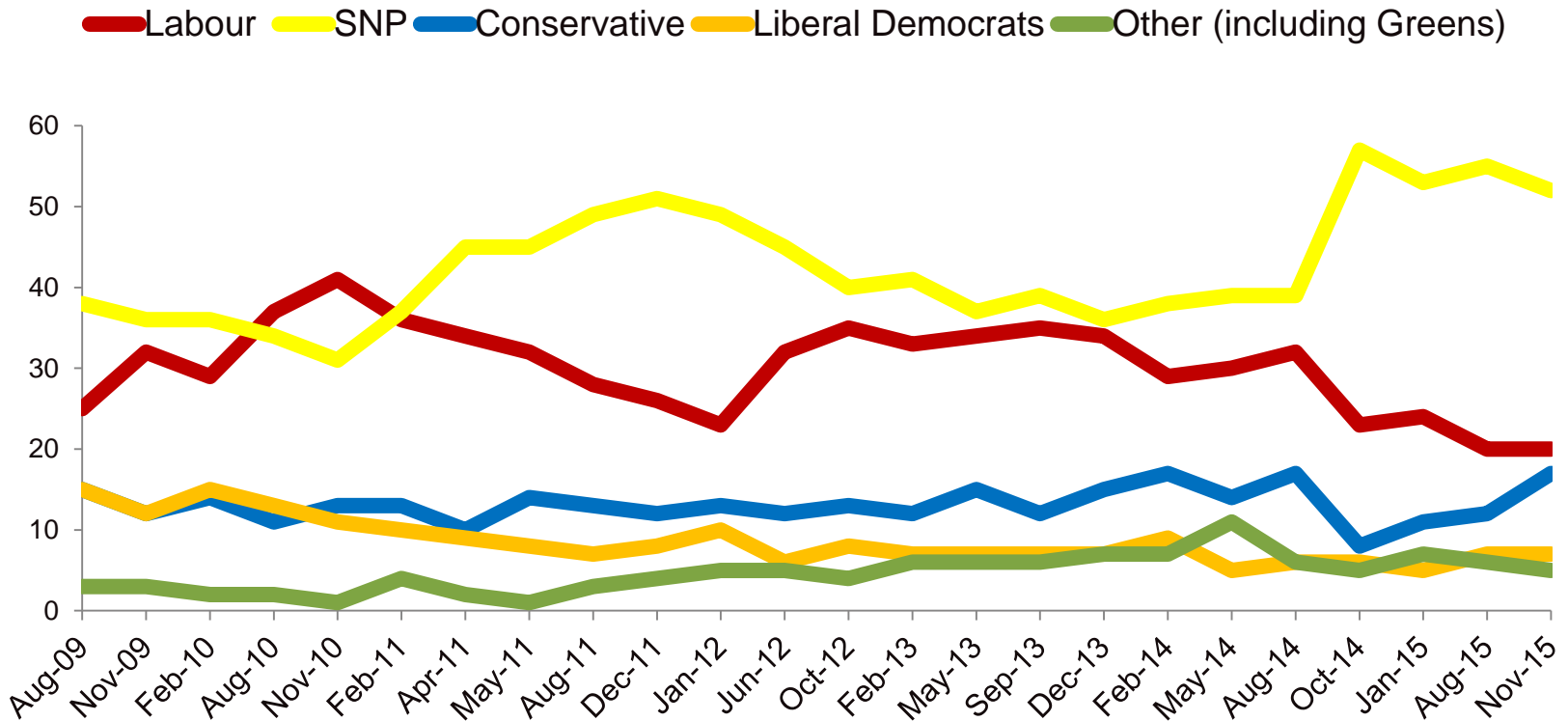


Base: All giving a voting intention = 928 . All likely to vote = 748. Data collected among 1,029 Scottish adults 16+, 9th-16th November 2015

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?



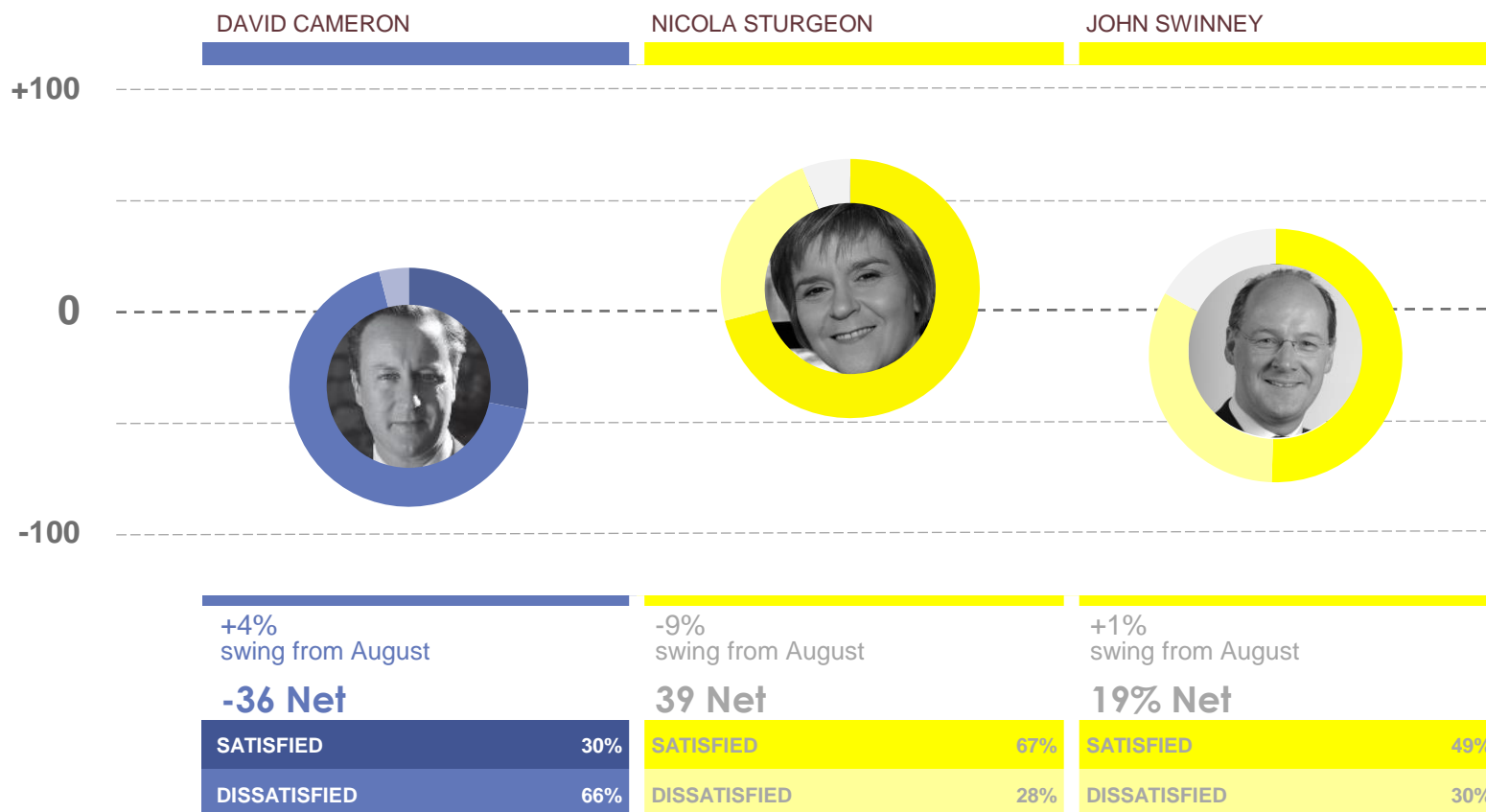
Base: All certain to vote. Data collected among c1,000 Scottish adults.

Source: Ipsos MORI Scottish Public Opinion Monitor

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 / FIRST MINISTER/ DEPUTY FIRST MINISTER

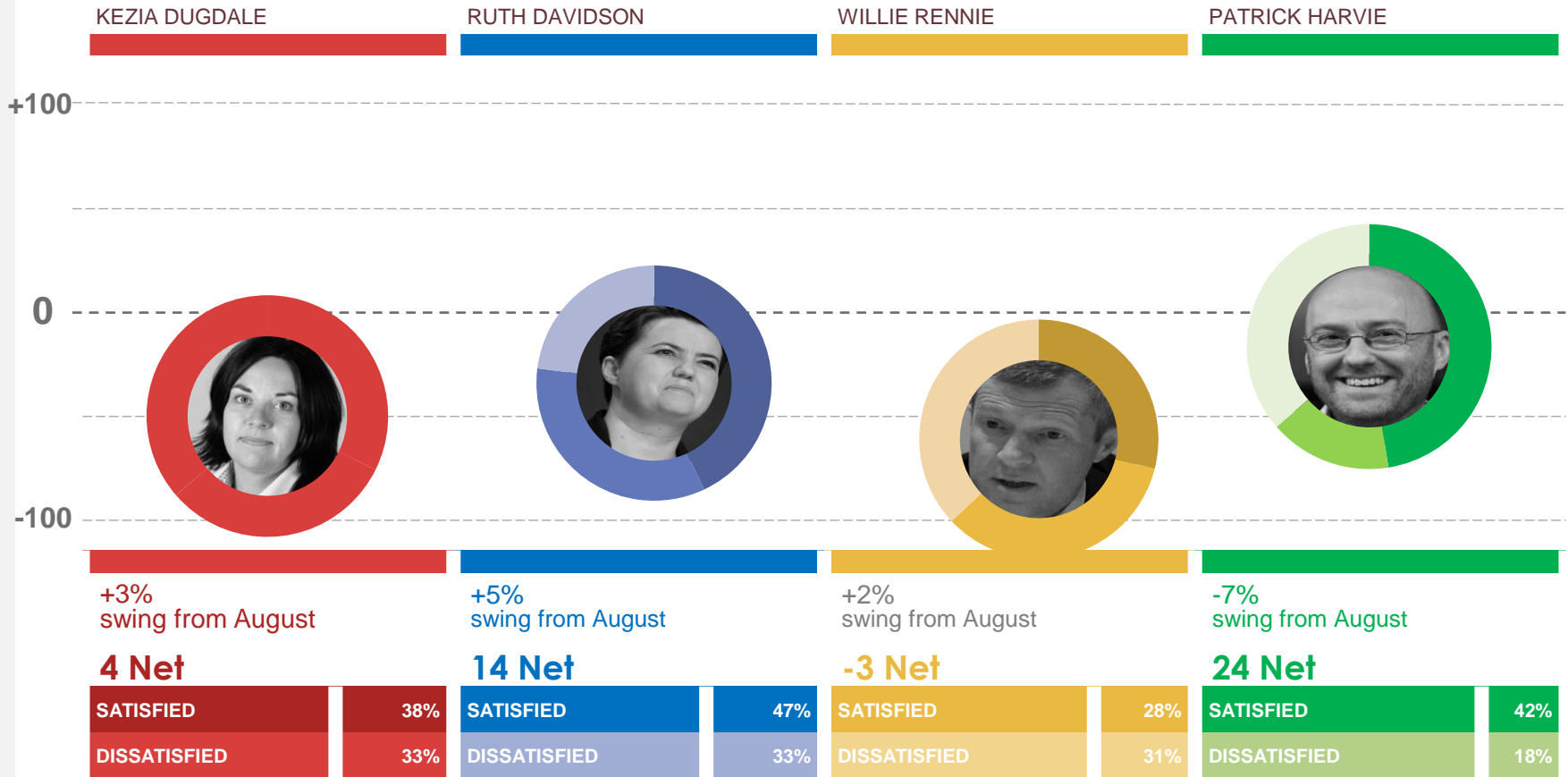


Base: 1,029 Scottish adults 16+, 9th-16th November 2015
Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

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?

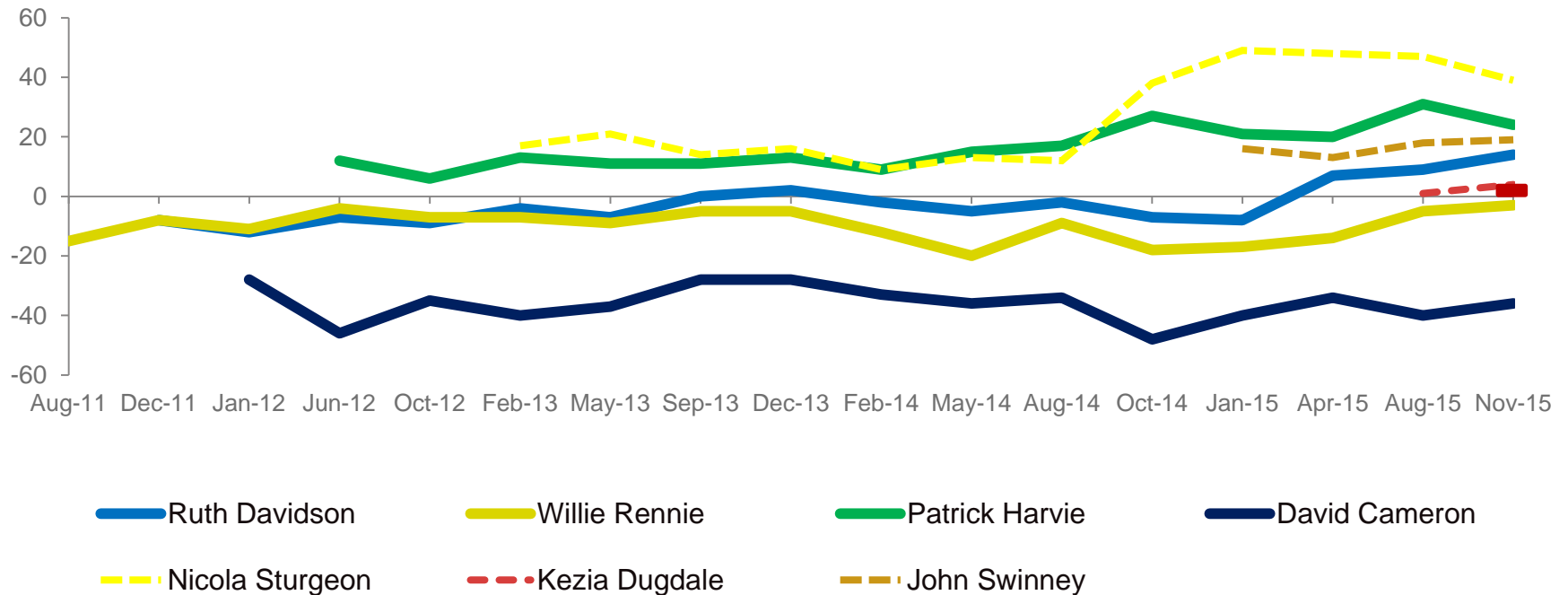


Base: 1,029 Scottish adults 16+, 9th-16th November 2015
Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

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 EUROPEAN UNION

EU Referendum: Should the UK remain a member of the EU?

SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE EUROPEAN UNION?

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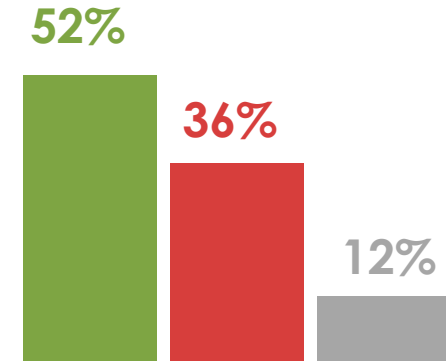
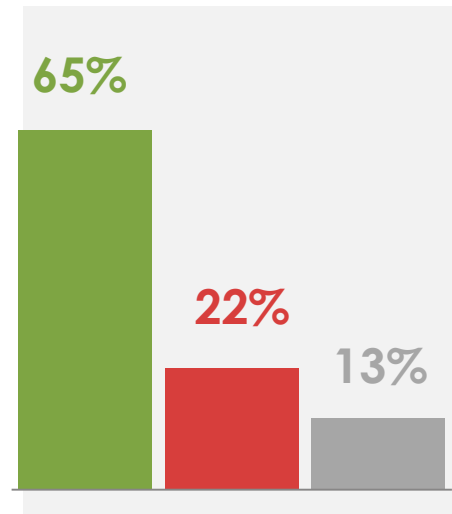
REMAIN

LEAVE

DON'T KNOW

SCOTLAND

GB



Base: 1,029 Scottish adults 16+, 9th-16th November 2015. Source: Ipsos MORI Scottish Public Opinion Monitor

Base: 498 British adults 18+, 17th-19th October 2015. Source Ipsos MORI Political Monitor

Source: Ipsos MORI

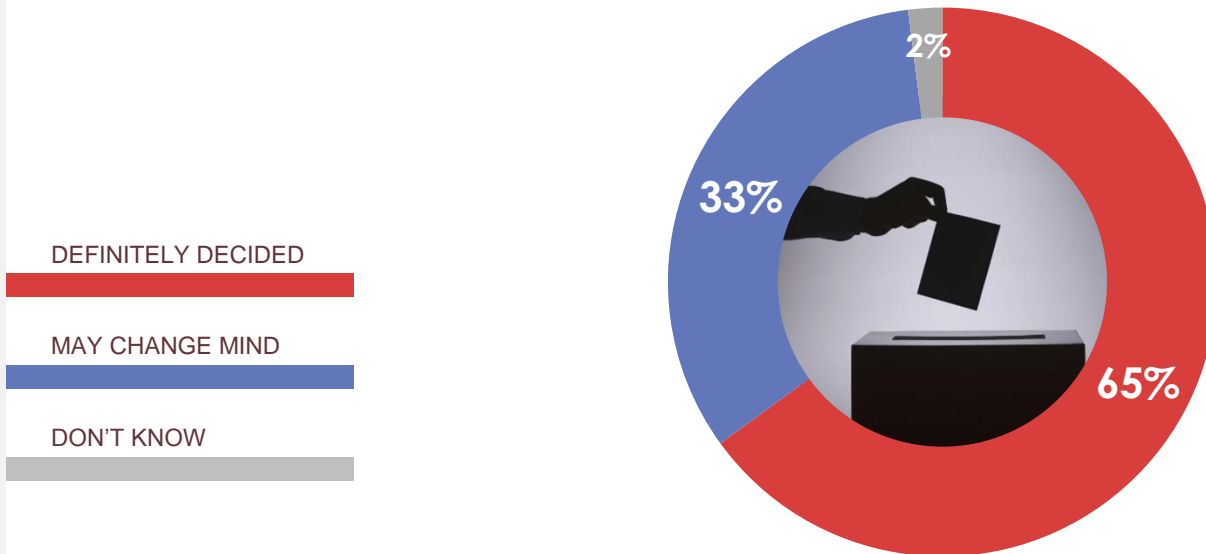
Have voters decided yet?

AS YOU MAY KNOW, THERE WILL BE A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION BY 2017.

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HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO [REFERENDUM VOTE AT EUVOTE1 – REMAIN/LEAVE] THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

November 2015



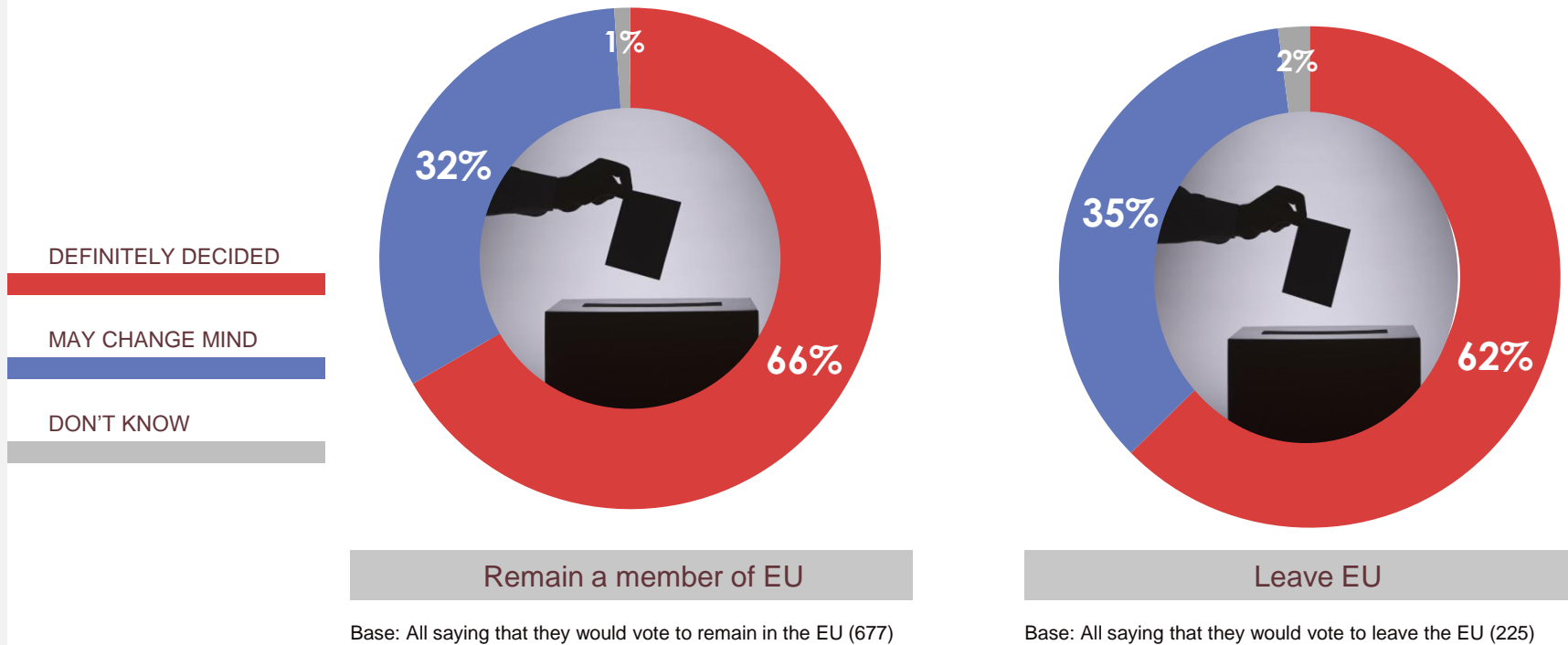
Base: 902 Scottish adults 16+ giving an opinion, 9th – 16th November 2015

Source: Ipsos MORI

Have voters decided yet?

AS YOU MAY KNOW, THERE WILL BE A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION BY 2017.

HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO [REFERENDUM VOTE AT Q9A/B – REMAIN/LEAVE] THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

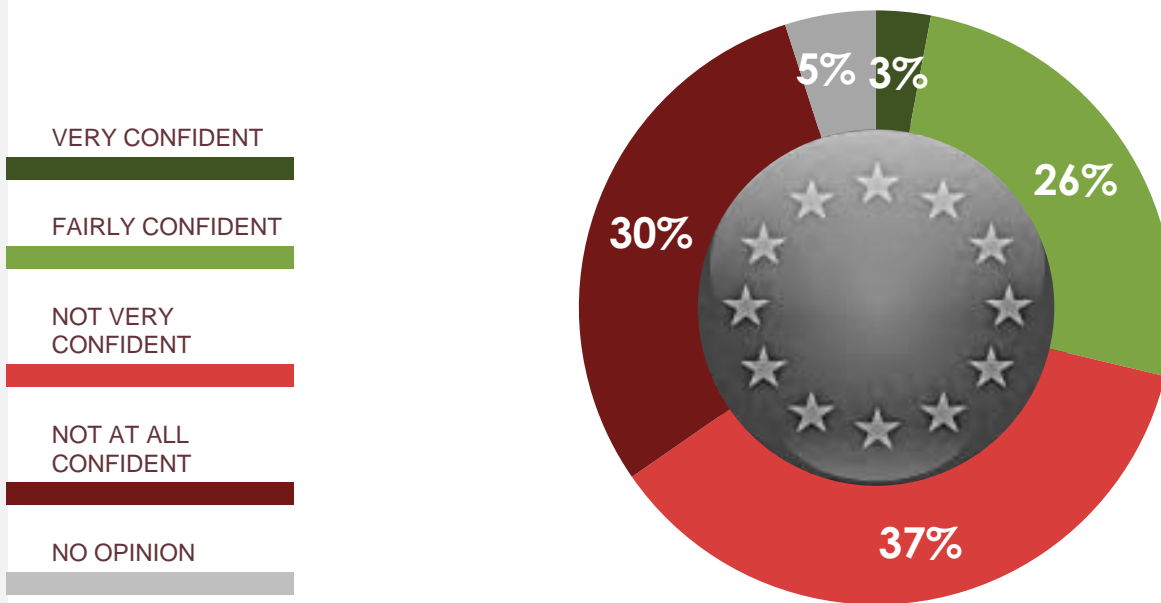


Data collected among Scottish adults 16+ 9th – 16th November 2015

Source: Ipsos MORI

Confidence in David Cameron's ability to get a good EU deal for Britain

PLEASE TELL ME HOW CONFIDENT, IF AT ALL, YOU ARE THAT DAVID CAMERON WILL GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN LEADERS?



Base: 1,029 Scottish adults 16+, 9th-16th November 2015

Source: Ipsos MORI

Technical details

This presents the topline results from Scotland.

Results are based on a survey of 1,029 respondents (adults aged 16+) conducted by telephone

Fieldwork dates: 9th - 16th November 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 (1,029) unless otherwise stated.

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