

2015

SCOTTISH PUBLIC OPINION MONITOR



2015

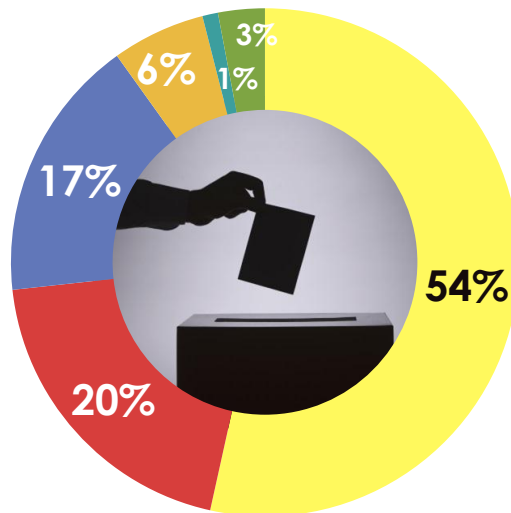
VOTING INTENTIONS

General Election – Voting Intention

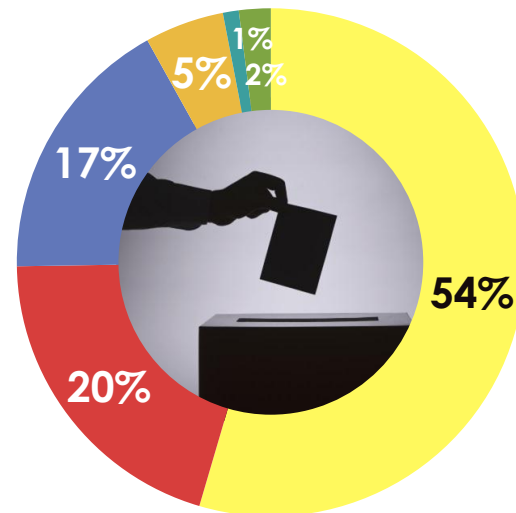
HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

3

All giving a voting intention



Certain to vote



SNP

LABOUR

CONSERVATIVE

LIB DEM

GREEN

OTHER

SNP lead +34

SNP lead +34

Base: All giving a voting intention = 948; all certain to vote = 785. Data collected among 1,071 Scottish adults 18+, 22nd - 27th April 2015

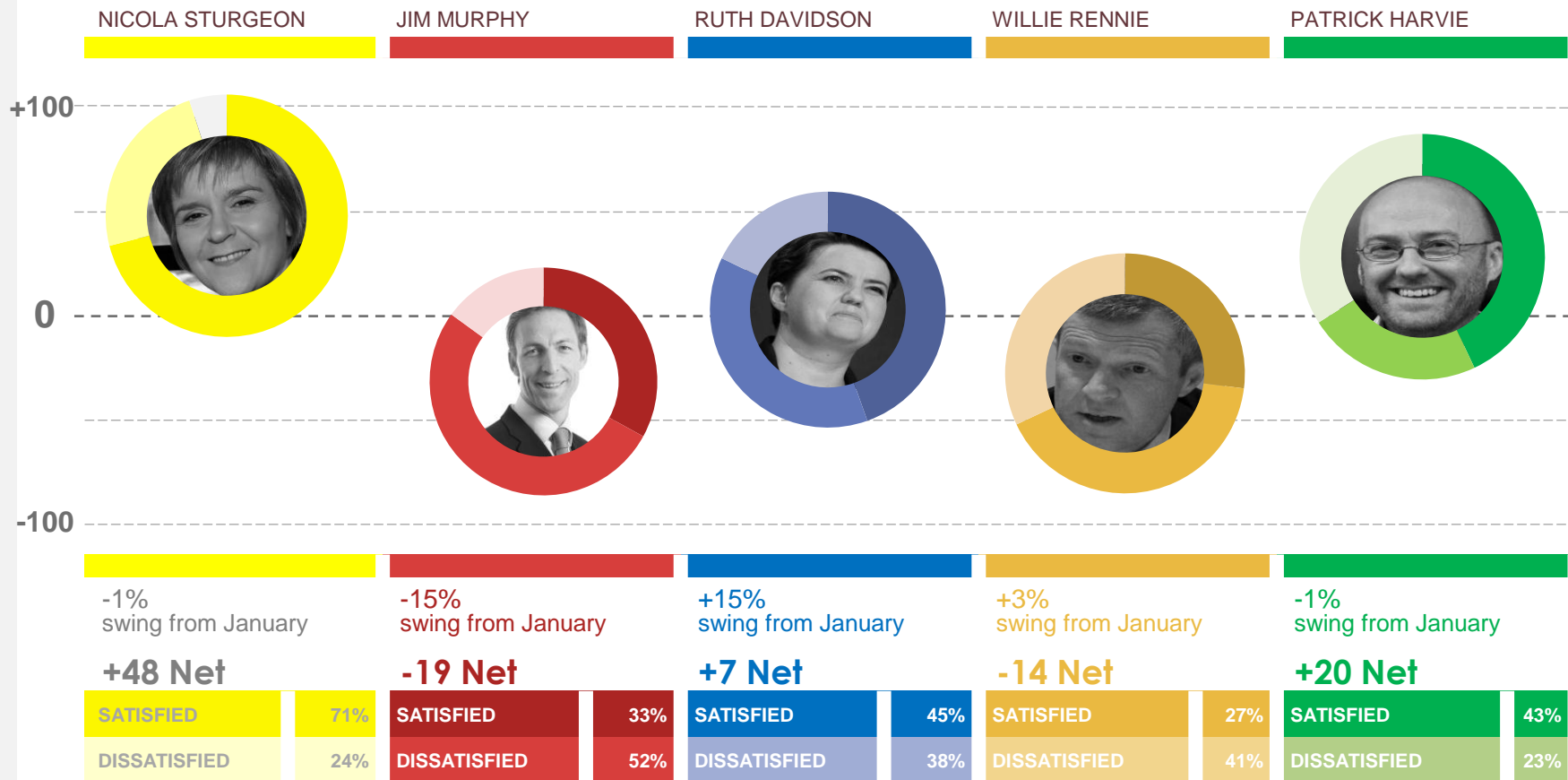
Source: Ipsos MORI Scottish Public Opinion Monitor

2015

SATISFACTION WITH PARTY LEADERS

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?

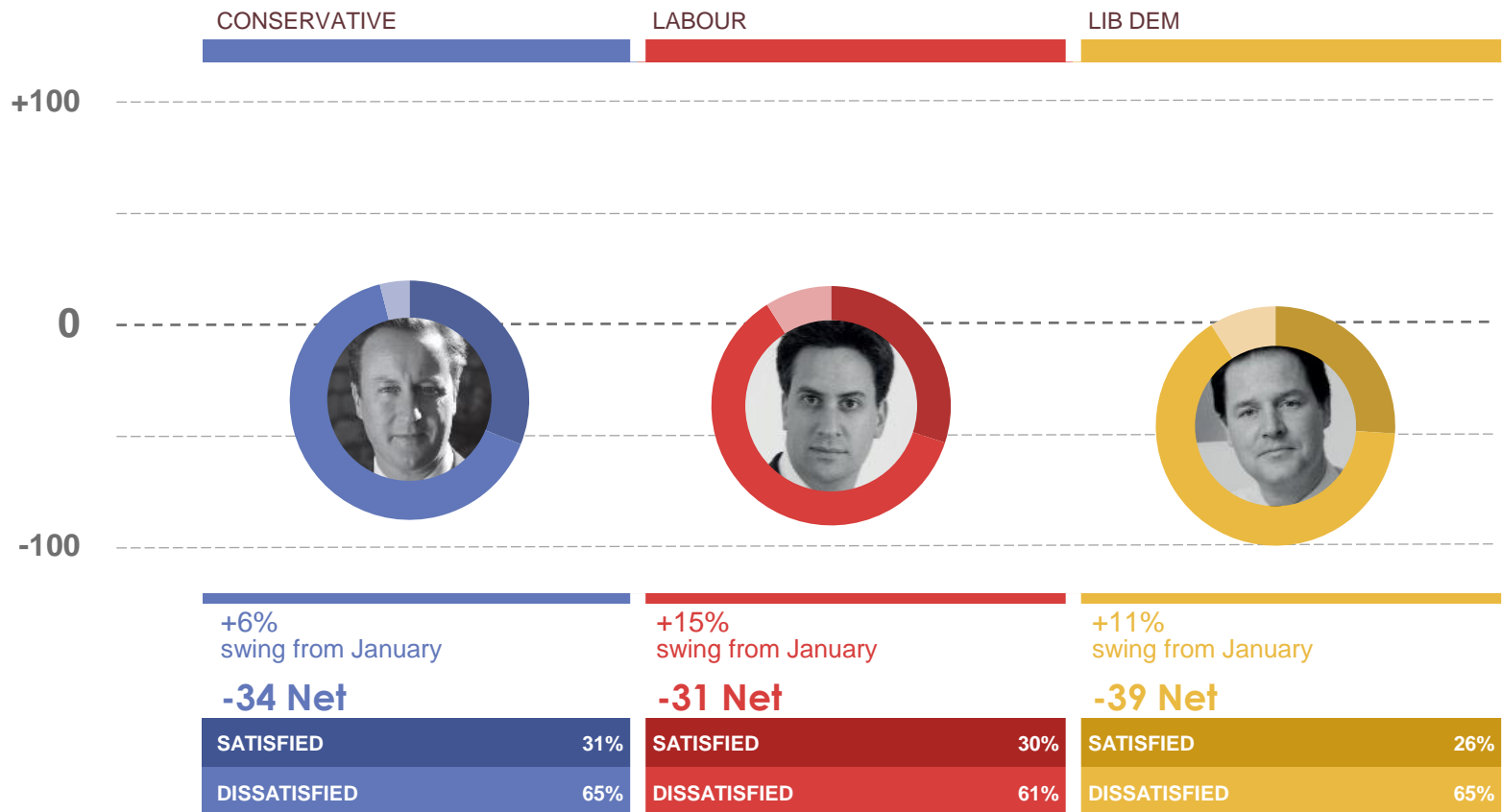


Base: 1,071 Scottish adults 18+, 22nd - 27th April 2015.
Swing is calculated as the average of change in % "satisfied" and % "dissatisfied"

Source: Ipsos MORI Scottish Public Opinion Monitor

Satisfaction with Westminster leaders

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?

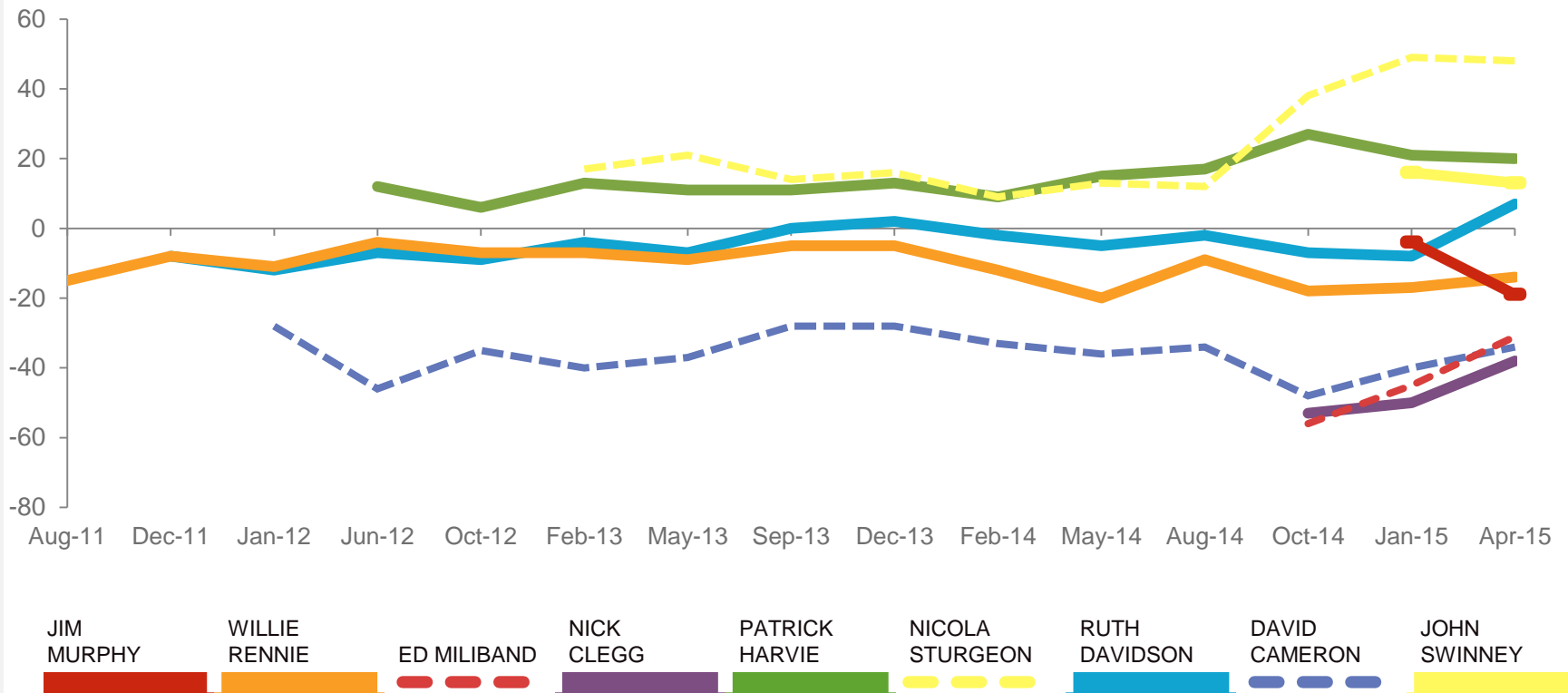


Base: 1,071 Scottish adults 18+, 22nd – 27th April 2015.
Swing is calculated as the average of change in % “satisfied” and % “dissatisfied”

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

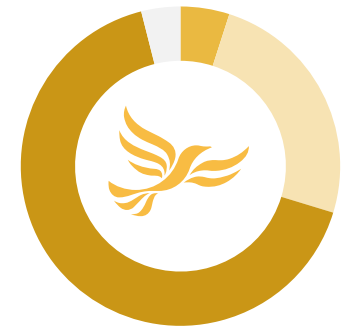
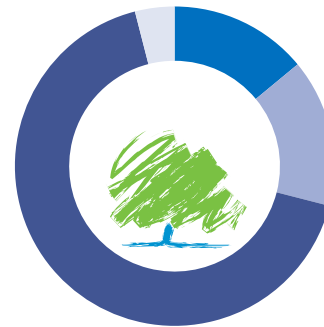
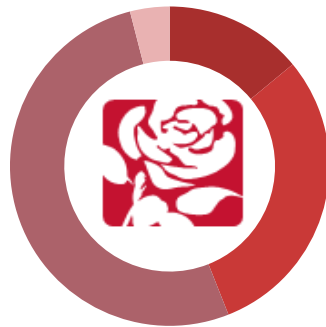
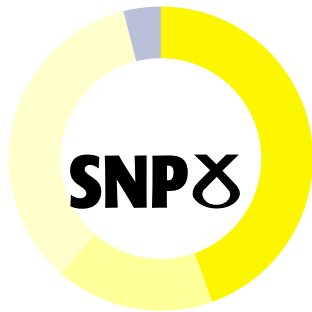
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PARTY PREFERENCES

Party preferences

THINKING ABOUT EACH OF THE MAIN PARTIES STANDING AT THE FORTHCOMING GENERAL ELECTION, WHICH OF THE FOLLOWING STATEMENTS COMES CLOSEST TO YOUR VIEW?

SNP SCOTTISH LABOUR SCOTTISH CONSERVATIVE SCOTTISH LIB DEMS



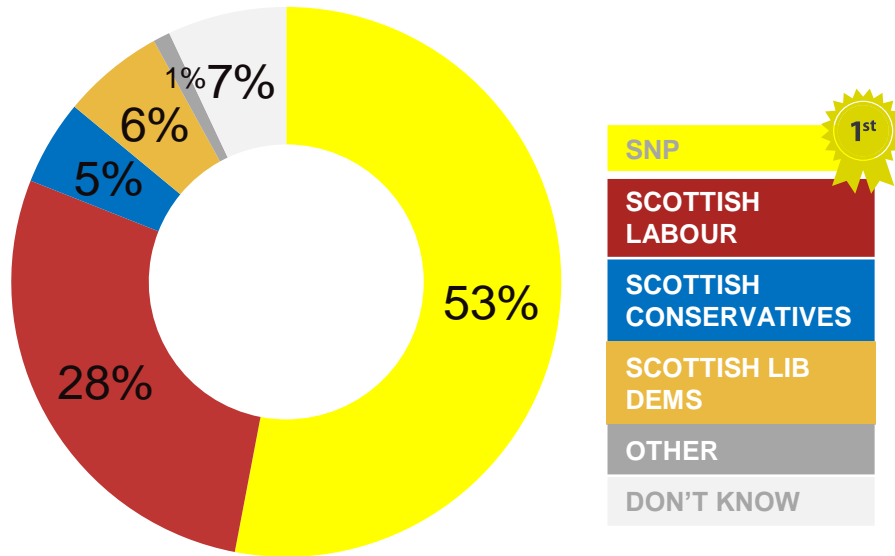
Statement	SNP	SCOTTISH LABOUR	SCOTTISH CONSERVATIVE	SCOTTISH LIB DEMS
THEY ARE MY PREFERRED PARTY	45%	14%	14%	5%
NOT PREFERRED PARTY BUT MIGHT VOTE IF THEY HAD A CHANCE OF WINNING IN MY CONSTITUENCY	17%	30%	15%	25%
I WOULD NEVER CONSIDER VOTING FOR THEM	35%	52%	67%	67%
DON'T KNOW / NONE	4%	4%	4%	4%

Base: 1,071 Scottish adults 18+, 22nd – 27th April 2015.

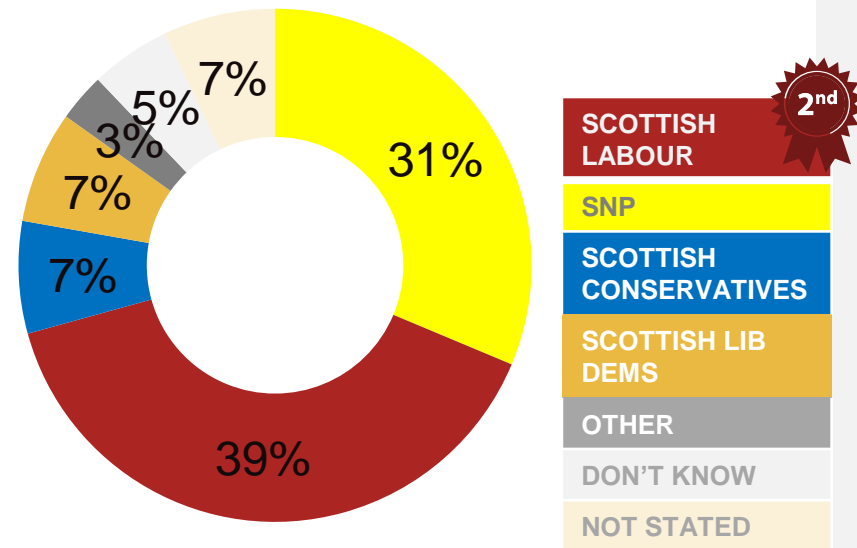
Source: Ipsos MORI Scottish Public Opinion Monitor

Who will win/come second in your constituency?

WHICH PARTY DO YOU THINK WILL WIN THE VOTE IN YOUR LOCAL CONSTITUENCY?



AND WHO WILL COME 2ND?



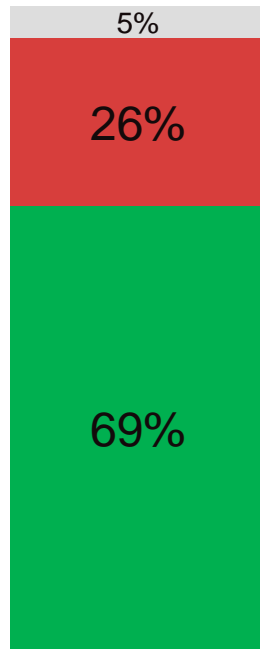
Base: 1,071 Scottish adults 18+, 22nd – 27th April 2015.

Source: Ipsos MORI Scottish Public Opinion Monitor

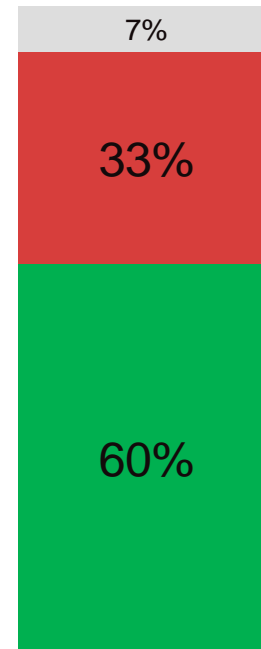
Attitudes to SNP in government

SOME PEOPLE THINK THAT THE SCOTTISH NATIONAL PARTY WILL INCREASE THE NUMBER OF SEATS THEY HOLD AFTER THE FORTHCOMING GENERAL ELECTION. IN THE EVENT OF A HUNG PARLIAMENT THEY MIGHT HAVE SOME INFLUENCE IN THE UK GOVERNMENT. IF THAT DOES HAPPEN, DO YOU THINK THAT WOULD BE A GOOD THING OR A BAD THING FOR:

SCOTLAND



THE UK AS A WHOLE



Technical details

This presents the topline results from Scotland.

Results are based on a survey of 1,071 respondents (adults aged 18+) conducted by telephone

Fieldwork dates: 22nd- 27th April 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 (1,071) unless otherwise stated.

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