



Scottish Public Opinion Monitor

January 2015

Ipsos MORI
Social Research Institute

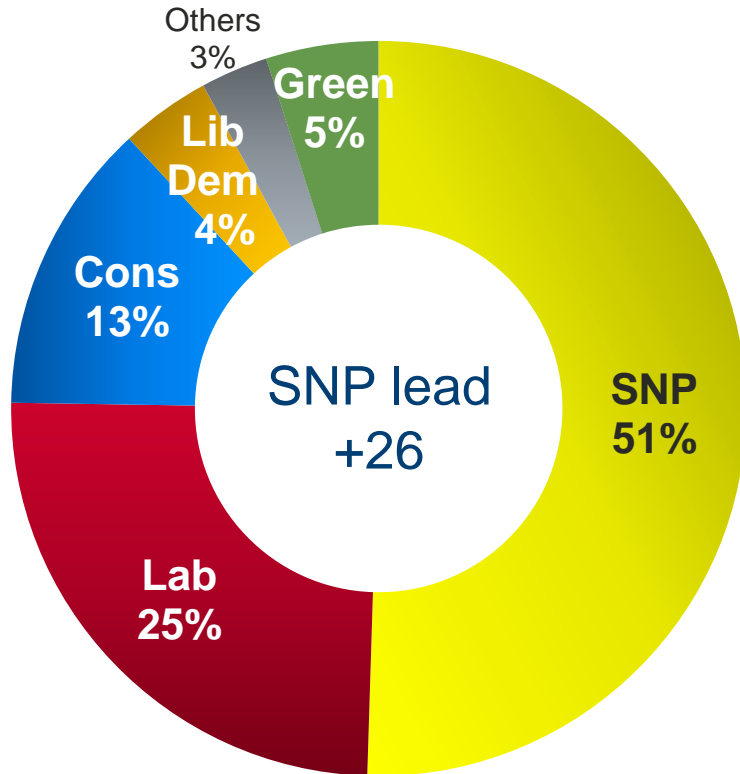


Westminster Parliament voting

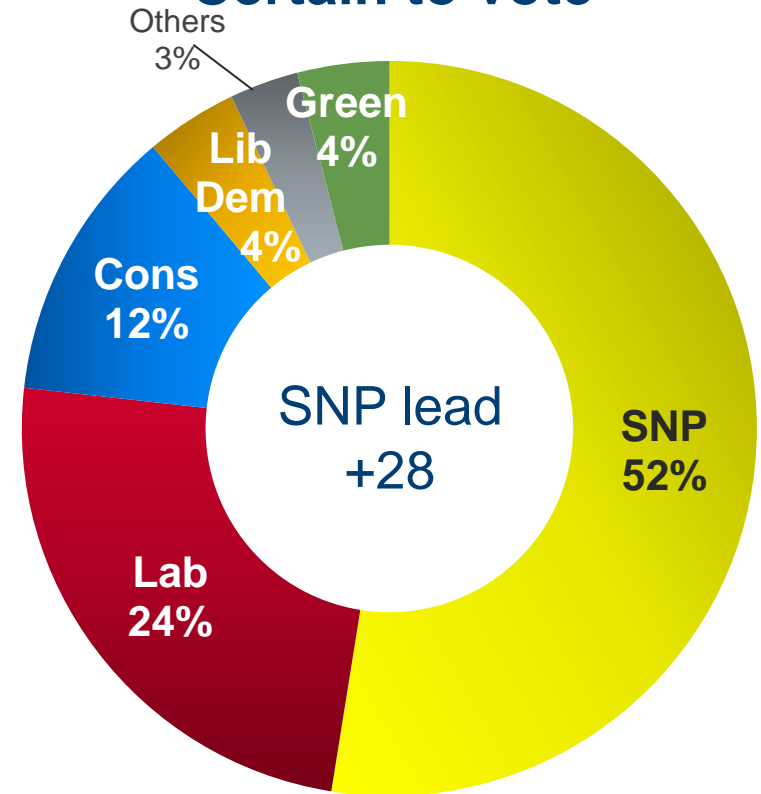


Q. How would you vote if there were a UK General Election tomorrow?

All giving a voting intention



Certain to vote



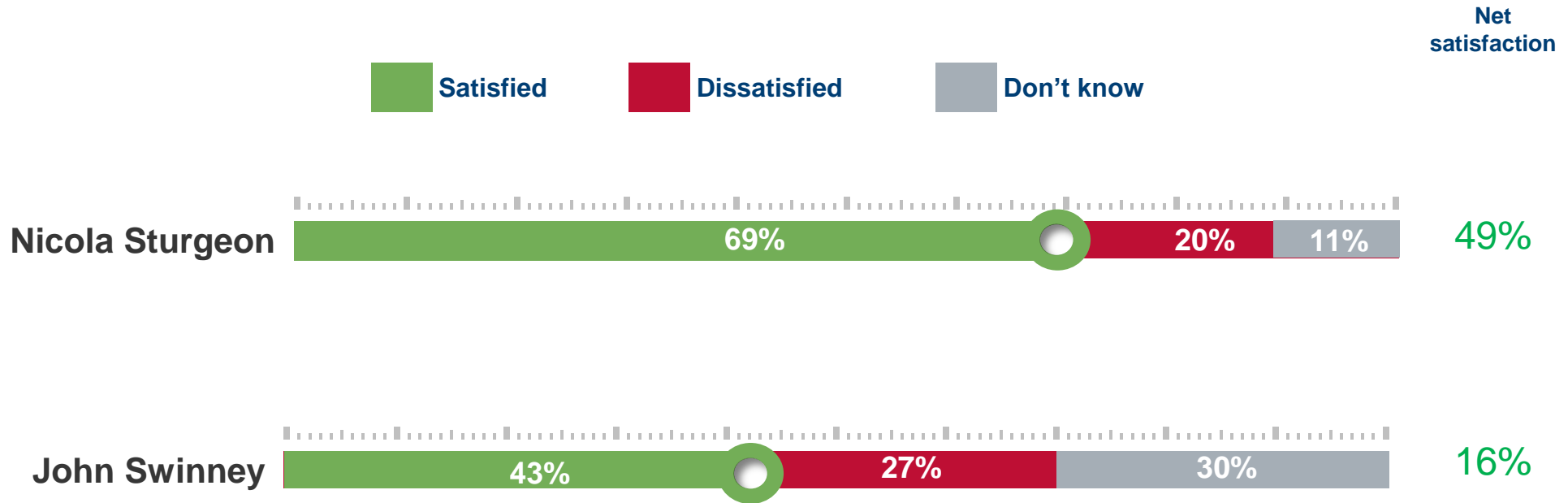
Base: All giving a voting intention = 874; all certain to vote = 650. Data collected among 1,001 Scottish adults 18+, 12th-19th January 2015

Perceptions of key figures



Satisfaction with FM/Deputy FM

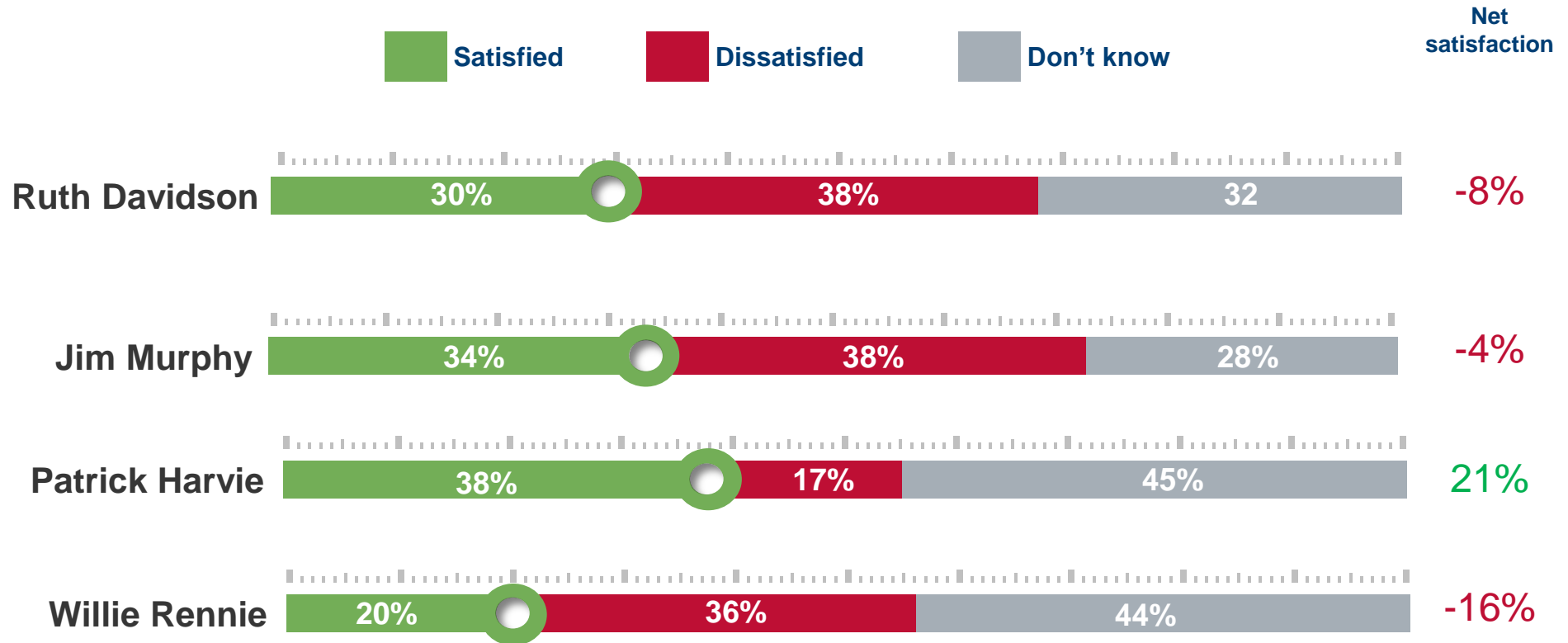
Q. Are you satisfied or dissatisfied with the way ... is doing her/his job as First Minister/Deputy First Minister?



Base: All. Data collected among 1,001 Scottish adults 18+, 12th – 19th January 2015

Satisfaction with Scottish party leaders

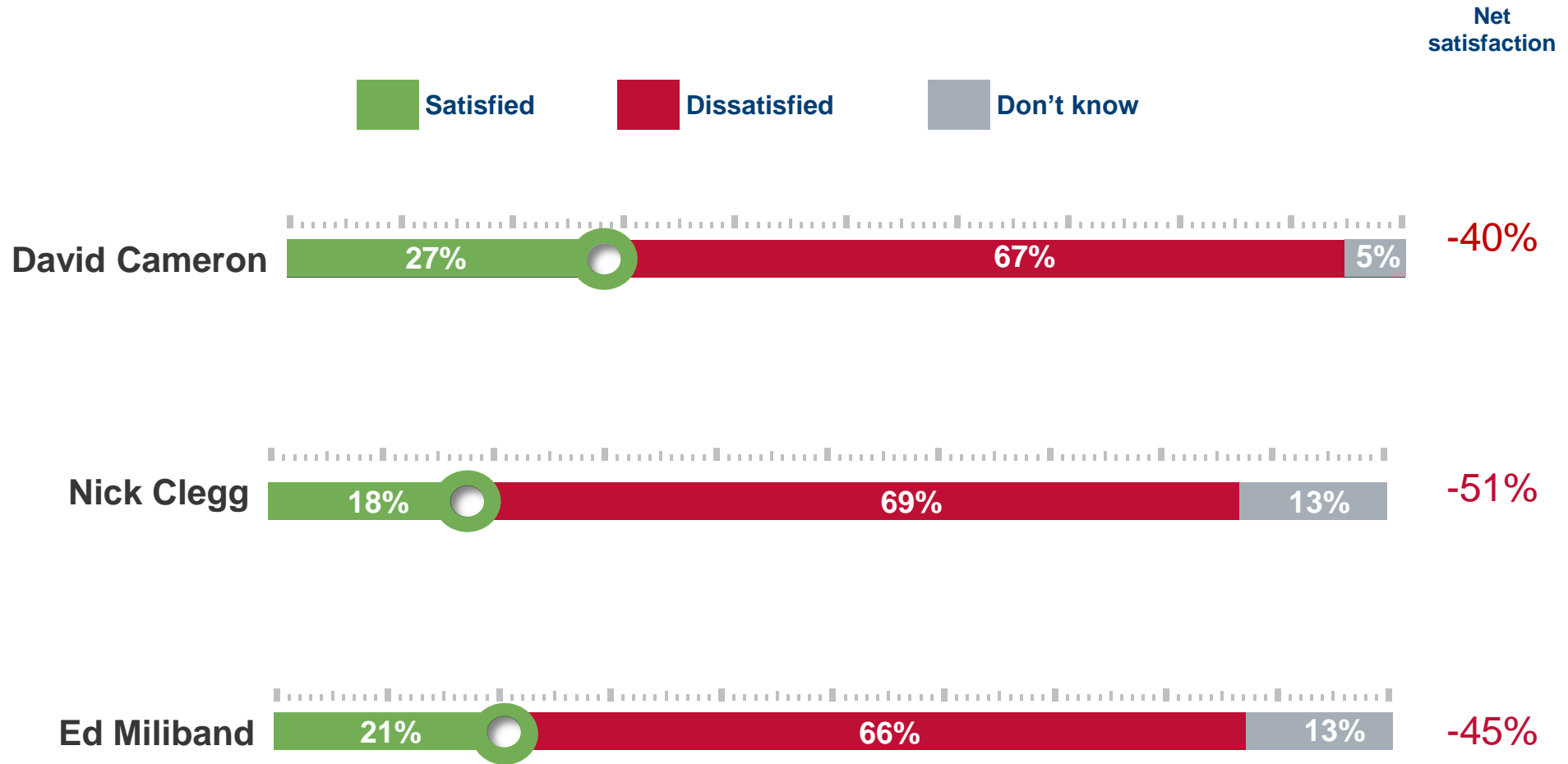
Q. Are you satisfied or dissatisfied with the way ... is doing his/her job as / Leader of Scottish Labour/the Scottish Liberal Democrats/the Scottish Conservatives/Scottish Green Party/?



Base: All. Data collected among 1,001 Scottish adults 18+, 12th – 19th January 2015

Satisfaction with UK party leaders

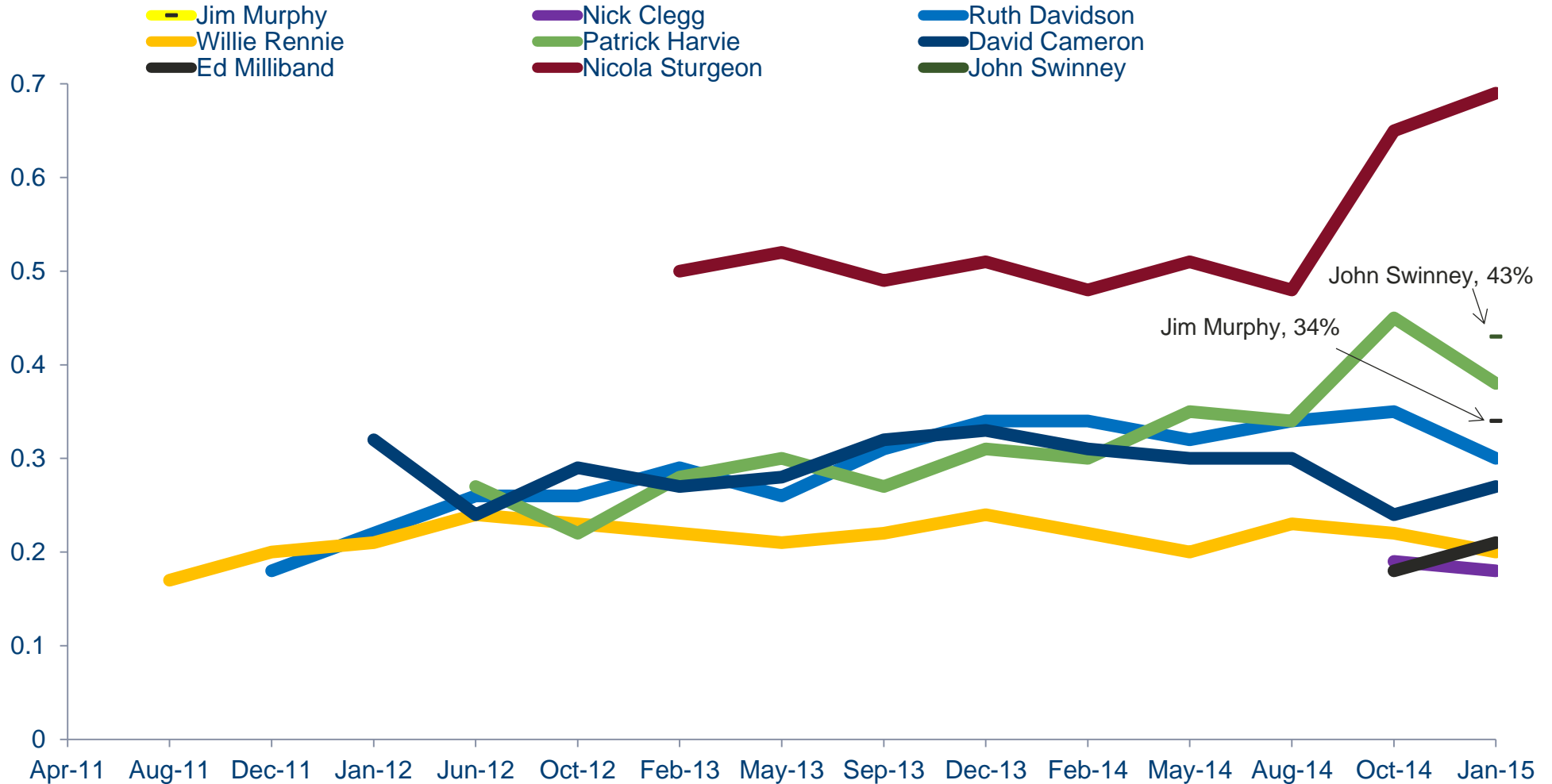
Q. Are you satisfied or dissatisfied with the way ... is doing his job as Prime Minister/Deputy Prime Minister/Leader of Labour Party



Base: All. Data collected among 1,001 Scottish adults 18+, 12th – 19th January 2015

Satisfaction with party leaders trend

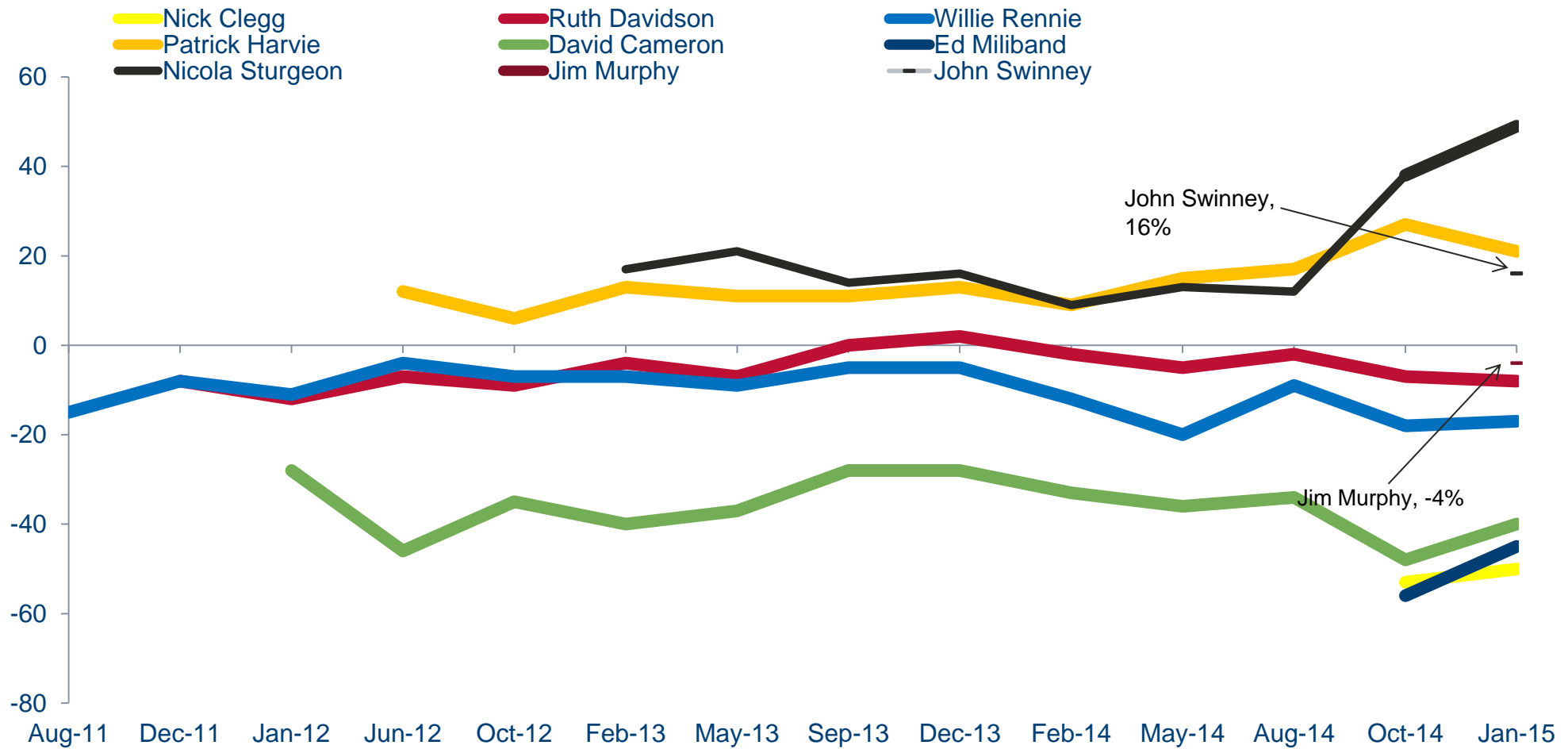
Are you satisfied or dissatisfied with the way ... is doing his/her job as First Minister//Prime Minister/Leader of Scottish Labour/the Scottish Liberal Democrats/the Scottish Conservatives?



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

Net Satisfaction with party leaders trend

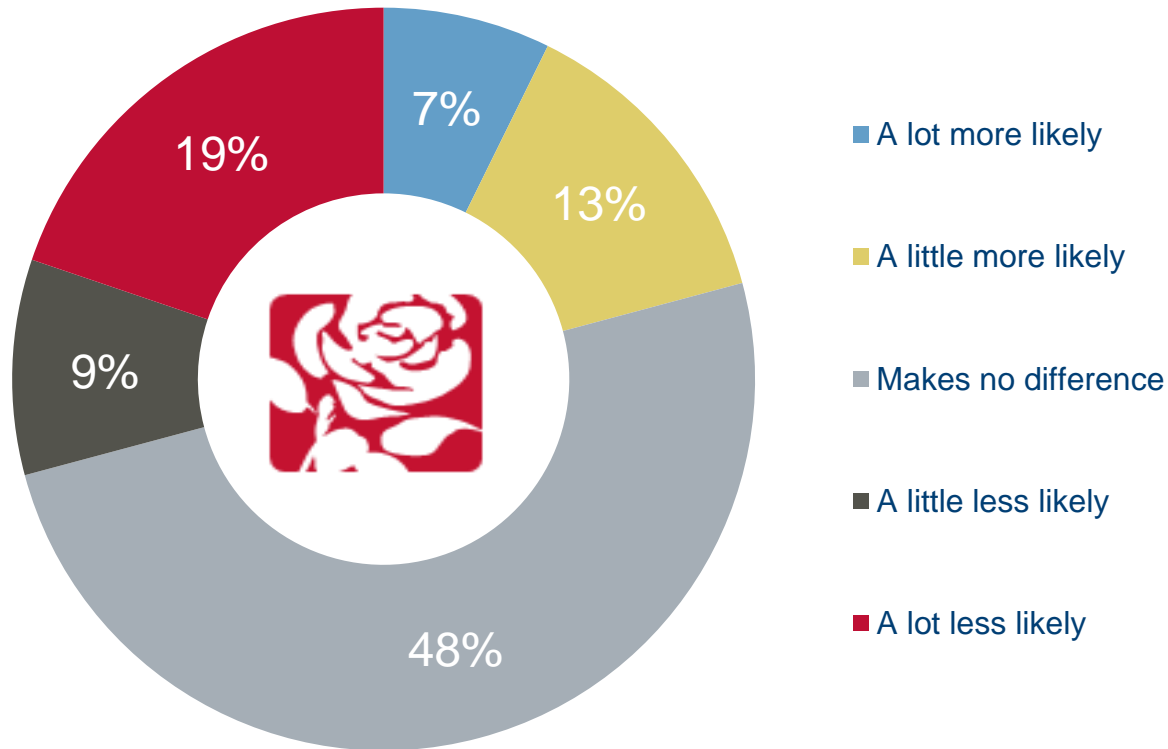
Are you satisfied or dissatisfied with the way ... is doing his/her job as First Minister//Prime Minister/Leader of Scottish Labour/the Scottish Liberal Democrats/the Scottish Conservatives?



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

General Election – Impact of new Labour leader

Q. As you may know, Jim Murphy was elected as the new leader of the Scottish Labour Party in December 2014. Does his appointment make you more likely or less likely to vote for the Labour Party at the UK General Election in May? Does it make you....



Base: All. Data collected among 1,001 Scottish adults 18+, 12th – 19th January 2015

- This presents the topline results from Scotland
- Results are based on a survey of 1,001 respondents (adults aged 18+) conducted by telephone
- Fieldwork dates: 12th-19th January 2015
- Data are weight 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 (1,001) unless otherwise stated





Thank you

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