

Scottish Public Opinion Monitor – January 2015
Topline results

Technical details:

- 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 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 1,001 unless otherwise stated.

Voting

| How would you vote if there were a Westminster General Election tomorrow? Would you vote...? | | | | | |
|--|---|-------------------------------|-----------------|------------------------|------------------------|
| | | All giving a voting intention | Certain to vote | Oct 14 Certain to vote | Oct-Jan % point change |
| | <i>Base:</i> | 874 | 650 | 700 | |
| | | % | % | % | |
| | Scottish Conservative and Unionist Party | 13 | 12 | 10 | +2 |
| | Scottish Labour | 25 | 24 | 23 | +1 |
| | Scottish Liberal Democrat | 4 | 4 | 6 | -2 |
| | Scottish National Party (SNP) | 51 | 52 | 52 | - |
| | Scottish Green Party | 5 | 4 | 6 | -2 |
| | UK Independence Party (UKIP) | 1 | 1 | 2 | -1 |
| | Others | 1 | 2 | 1 | +1 |

| GE_LIK EV | And, how likely would you be to vote in an immediate <u>General Election</u> , 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? | | |
|------------------|--|--|-----------|
| | SINGLE CODE | | |
| <i>Base: All</i> | | | % |
| | 10 (Absolutely certain to vote) | | 69 |
| | 9 | | 6 |
| | 8 | | 7 |
| | 7 | | 5 |
| | 6 | | 2 |
| | 5 | | 6 |
| | 4 | | 1 |
| | 3 | | 1 |
| | 2 | | 1 |
| | 1 (Absolutely certain not to vote) | | 3 |
| | Don't know | | * |
| | Refused | | * |

| |
|--|
| Satisfaction with party leaders |
|--|

| Are you satisfied or dissatisfied with the way Nicola Sturgeon is doing her job as First Minister of Scotland? | | | | |
|---|---------------|--|--|--|
| | Jan 15 | | | |
| <i>Base: All</i> | 1,001 | | | |
| | % | | | |
| Satisfied | 69 | | | |
| Dissatisfied | 20 | | | |
| Don't know | 11 | | | |
| <i>Net satisfaction</i> | 49 | | | |

| Are you satisfied or dissatisfied with the way John Swinney is doing his job as Deputy First Minister of Scotland? | | | | |
|---|---------------|--|--|--|
| | Jan 15 | | | |
| <i>Base: All</i> | 1,001 | | | |
| | % | | | |
| Satisfied | 43 | | | |
| Dissatisfied | 27 | | | |
| Don't know | 30 | | | |
| <i>Net satisfaction</i> | 16 | | | |

| Are you satisfied or dissatisfied with the way Ruth Davidson is doing her job as leader of the Scottish Conservative and Unionist Party? | | | | |
|---|---------------|---------------|-------------------------------|--|
| | Jan 15 | Oct 14 | Oct-Jan % point change | |
| <i>Base: All</i> | 1,001 | 1,026 | | |
| | % | % | | |
| Satisfied | 30 | 35 | -5 | |
| Dissatisfied | 38 | 42 | -4 | |
| Don't know | 32 | 23 | +9 | |
| <i>Net satisfaction</i> | -8 | -7 | -1 | |

| Are you satisfied or dissatisfied with the way Willie Rennie is doing his job as leader of the Scottish Liberal Democrats? | | | | |
|---|---------------|---------------|-------------------------------|--|
| | Jan 15 | Oct 14 | Oct-Jan % point change | |
| <i>Base: All</i> | 1,001 | 1,026 | | |
| | % | % | | |
| Satisfied | 20 | 22 | -2 | |
| Dissatisfied | 36 | 40 | -4 | |
| Don't know | 44 | 38 | +6 | |
| <i>Net satisfaction</i> | -17 | -18 | +1 | |

| Are you satisfied or dissatisfied with the way Jim Murphy is doing his job as leader of the Scottish Labour party? | | | | |
|---|---------------|--|--|--|
| | Jan 15 | | | |
| <i>Base: All</i> | 1,001 | | | |
| | % | | | |
| Satisfied | 34 | | | |
| Dissatisfied | 38 | | | |
| Don't know | 28 | | | |
| <i>Net satisfaction</i> | -4 | | | |

| Are you satisfied or dissatisfied with the way Patrick Harvie is doing his job as leader of the Scottish Green Party? | | | | |
|--|-------------------------|---------------|---------------|-------------------------------|
| | | Jan 15 | Oct 14 | Oct-Jan % point change |
| | <i>Base: All</i> | 1,001 | 1,026 | |
| | | % | % | |
| | Satisfied | 38 | 45 | -7 |
| | Dissatisfied | 17 | 18 | -1 |
| | Don't know | 45 | 38 | +7 |
| | <i>Net satisfaction</i> | 21 | 27 | -6 |

| Are you satisfied or dissatisfied with the way David Cameron is doing his job as Prime Minister? | | | | |
|---|-------------------------|---------------|---------------|-------------------------------|
| | | Jan 15 | Oct 14 | Oct-Jan % point change |
| | <i>Base: All</i> | 1,001 | 1,026 | |
| | | % | % | |
| | Satisfied | 27 | 24 | +3 |
| | Dissatisfied | 67 | 72 | -5 |
| | Don't know | 5 | 4 | +1 |
| | <i>Net satisfaction</i> | -40 | -48 | +8 |

| Are you satisfied or dissatisfied with the way Ed Miliband is doing his job as leader of the Labour Party? | | | | |
|---|-------------------------|---------------|---------------|-----------|
| | | Jan 15 | Oct 14 | |
| | <i>Base: All</i> | 1,001 | 1,026 | |
| | | % | % | |
| | Satisfied | 21 | 18 | +3 |
| | Dissatisfied | 66 | 74 | -8 |
| | Don't know | 13 | 8 | +5 |
| | <i>Net satisfaction</i> | -45 | -56 | +11 |

| Are you satisfied or dissatisfied with the way Nick Clegg is doing his job as Deputy Prime Minister and leader of the Liberal Democrats? | | | | |
|---|-------------------------|---------------|---------------|-----------|
| | | Jan 15 | Oct 14 | |
| | <i>Base: All</i> | 1,001 | 1,026 | |
| | | % | % | |
| | Satisfied | 18 | 19 | -1 |
| | Dissatisfied | 69 | 72 | -3 |
| | Don't know | 13 | 8 | +5 |
| | <i>Net satisfaction</i> | -50 | -53 | +3 |

| | | |
|-------------|---|-----------|
| LABV OTE | 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.... | |
| | <i>Base: All</i> | |
| | | % |
| | A lot more likely | 7 |
| | A little more likely | 13 |
| | Makes no difference | 48 |
| | A little less likely | 9 |
| | A lot less likely | 19 |
| | Don't know | 4 |