

Ipsos MORI Scottish Public Opinion Monitor

November 2010

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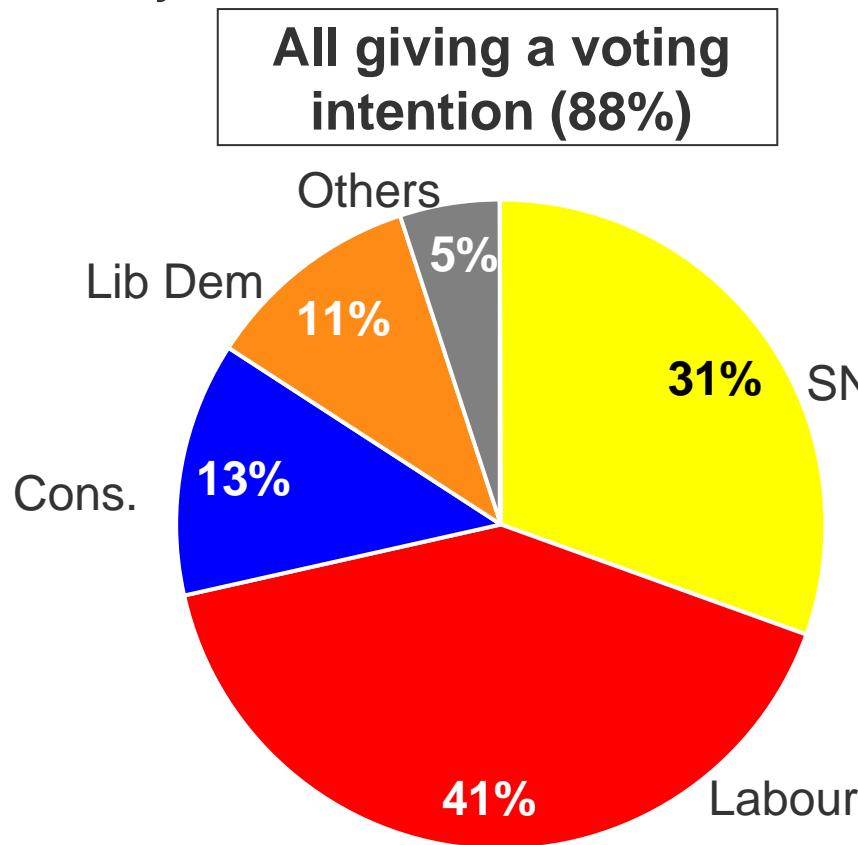
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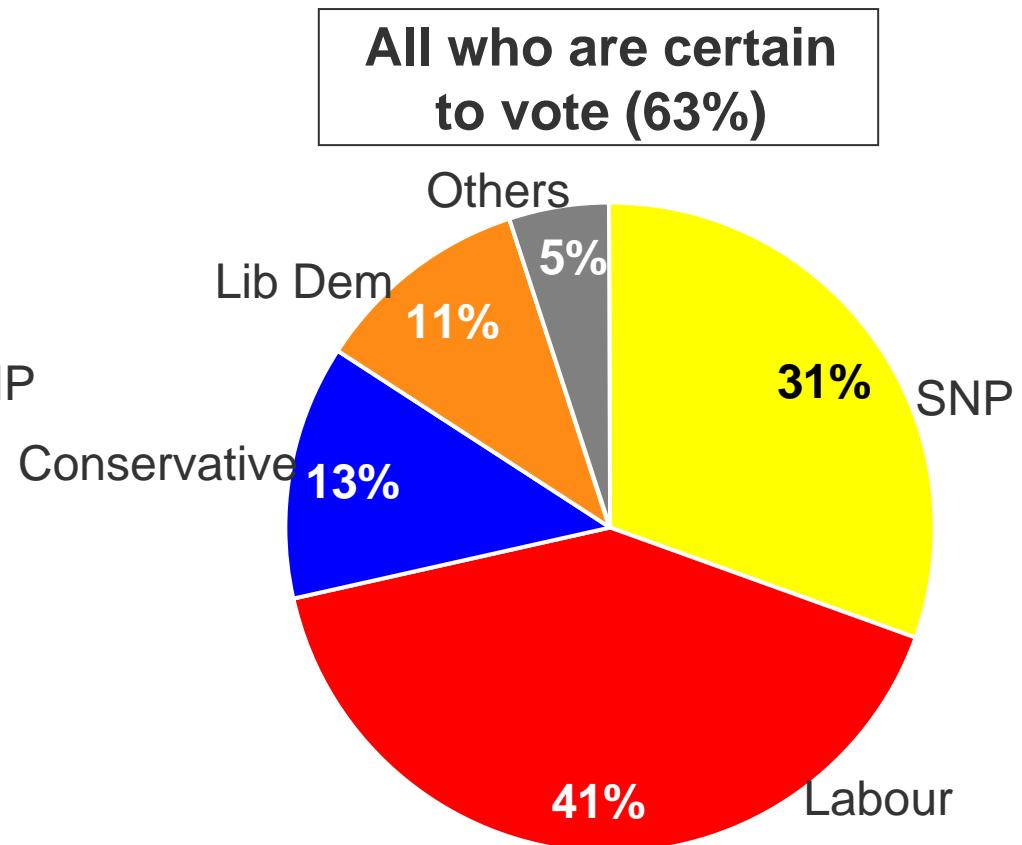


Voting intention: all giving an opinion vs. those 'certain to vote' - Constituency vote, Holyrood

Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?



Labour lead = +10%



Labour lead = +10%

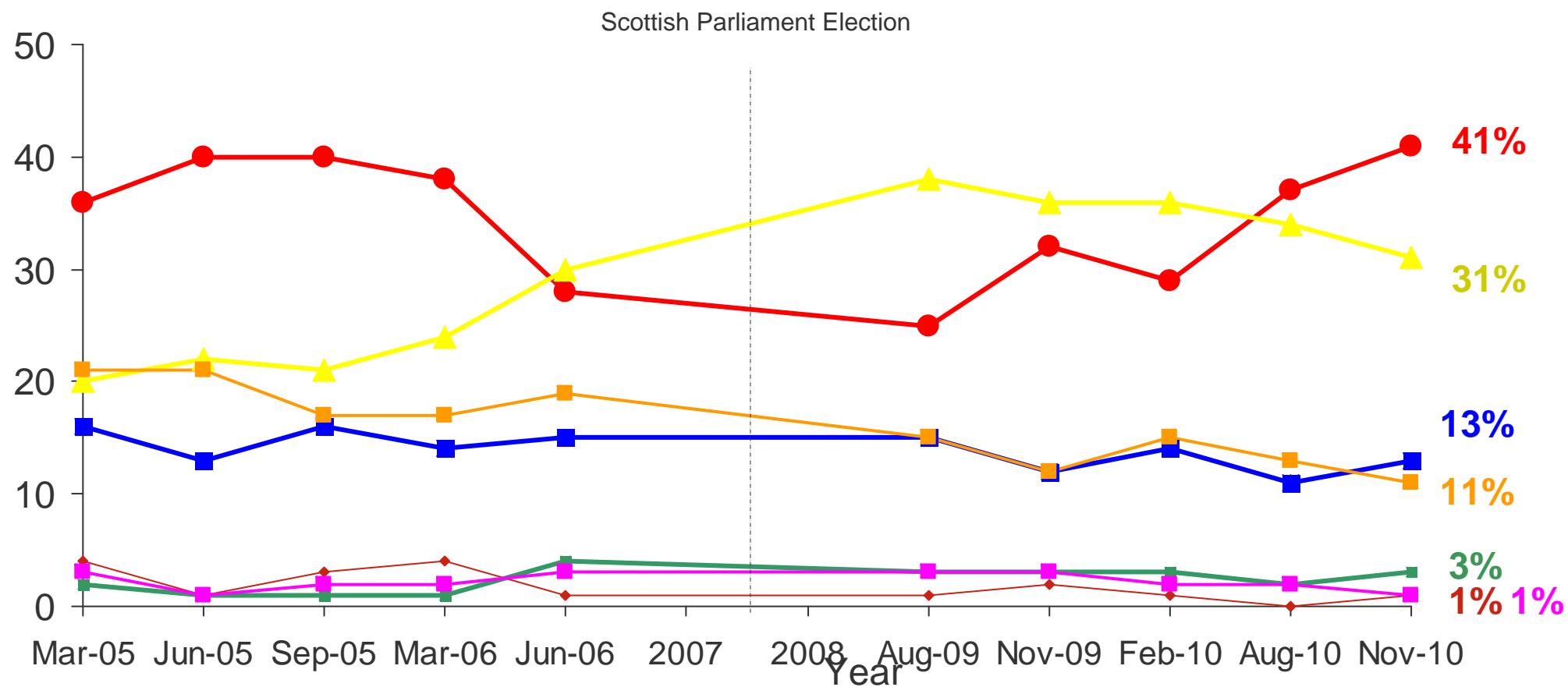
Base: All giving a voting intention = 88% (877); all certain to vote = 63% (628).

Data collected among 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

Voting intention for the Constituency element of a Scottish Parliament Election - Trends

● Labour ▲ SNP ■ Conservative □ Liberal Democrats ● SSP ■ Green ■ Other

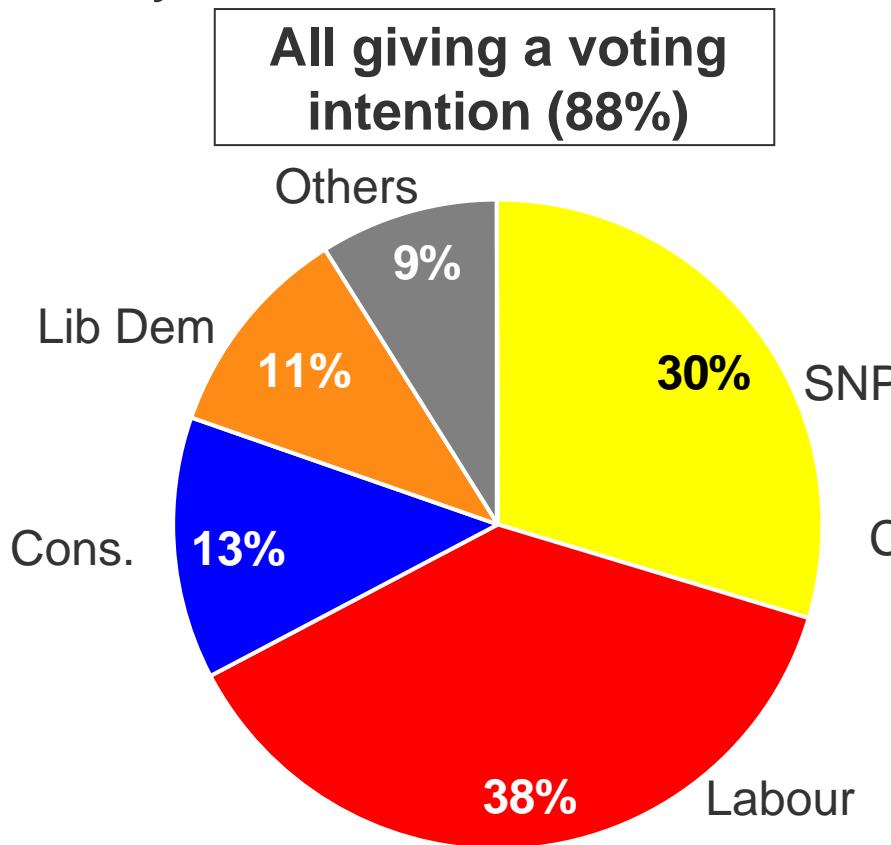


Base: All certain to vote – March 2005 (436); June 2005 (500); Sep 2005 (544); March 2006 (491); June 2006 (444); August 2009 (533); November 2009 (546); February 2010 (581); August 2010 (677); November 2010 (628).

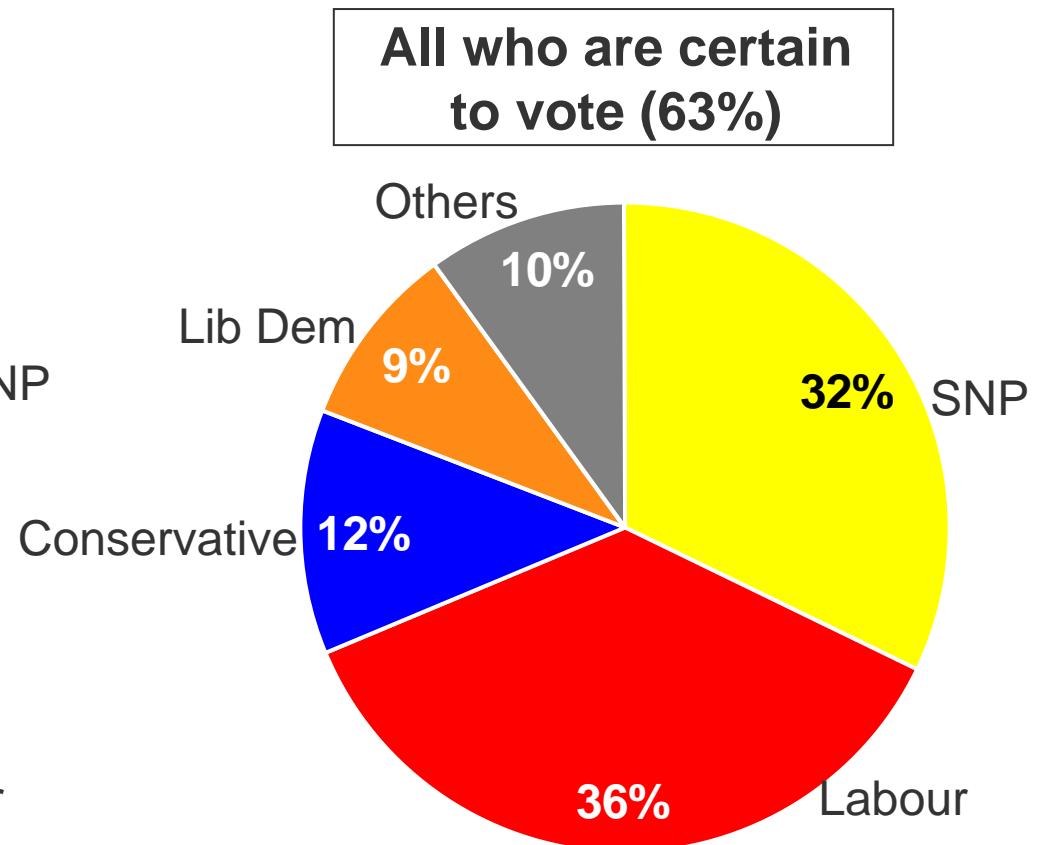
Ipsos MORI Pre Aug 2009 – data collected among c.1,000 Scottish adults face-to-face; Post Aug 2009 - Data collected among c.1,000 Scottish adults 18+ by telephone

Voting intention: all giving an opinion vs. those 'certain to vote' - List vote, Holyrood

Q. If there were elections to the Scottish Parliament tomorrow, how would you use your second vote?



Labour lead = +8%



Labour lead = +4%

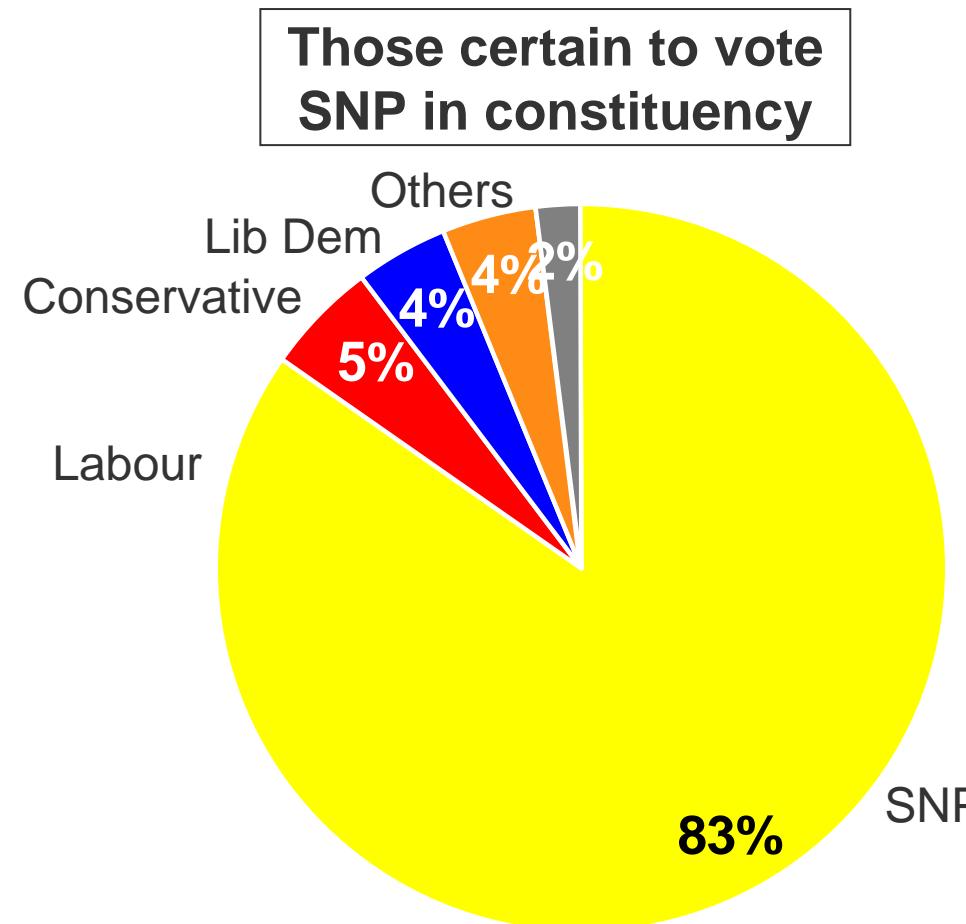
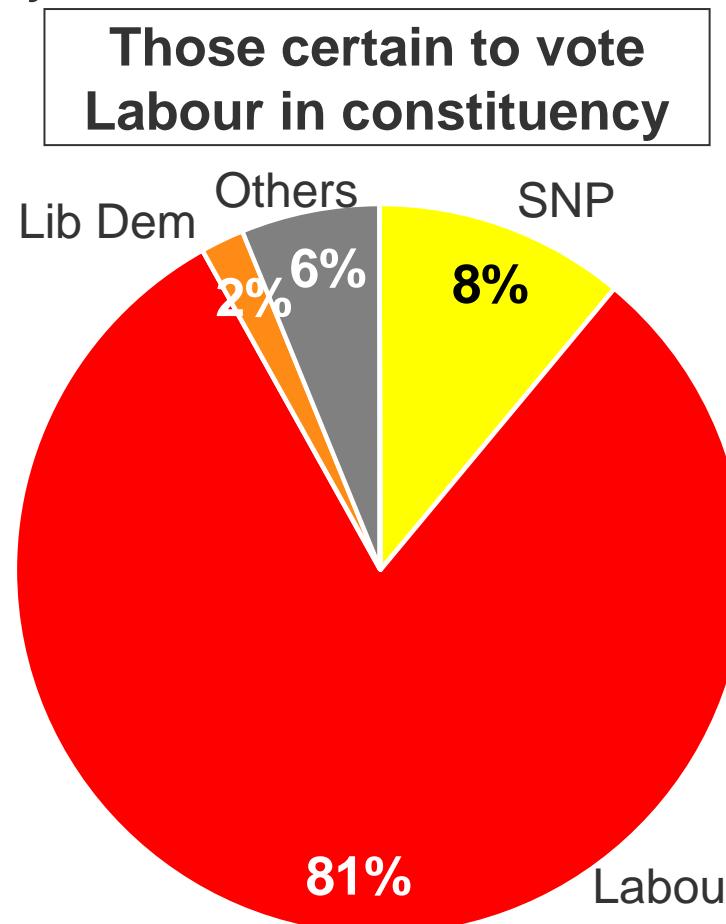
Base: All giving a voting intention = 87% (881); all certain to vote = 63% (628).

Data collected among 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

Share of second vote

Q. If there were elections to the Scottish Parliament tomorrow, how would you use your second vote?



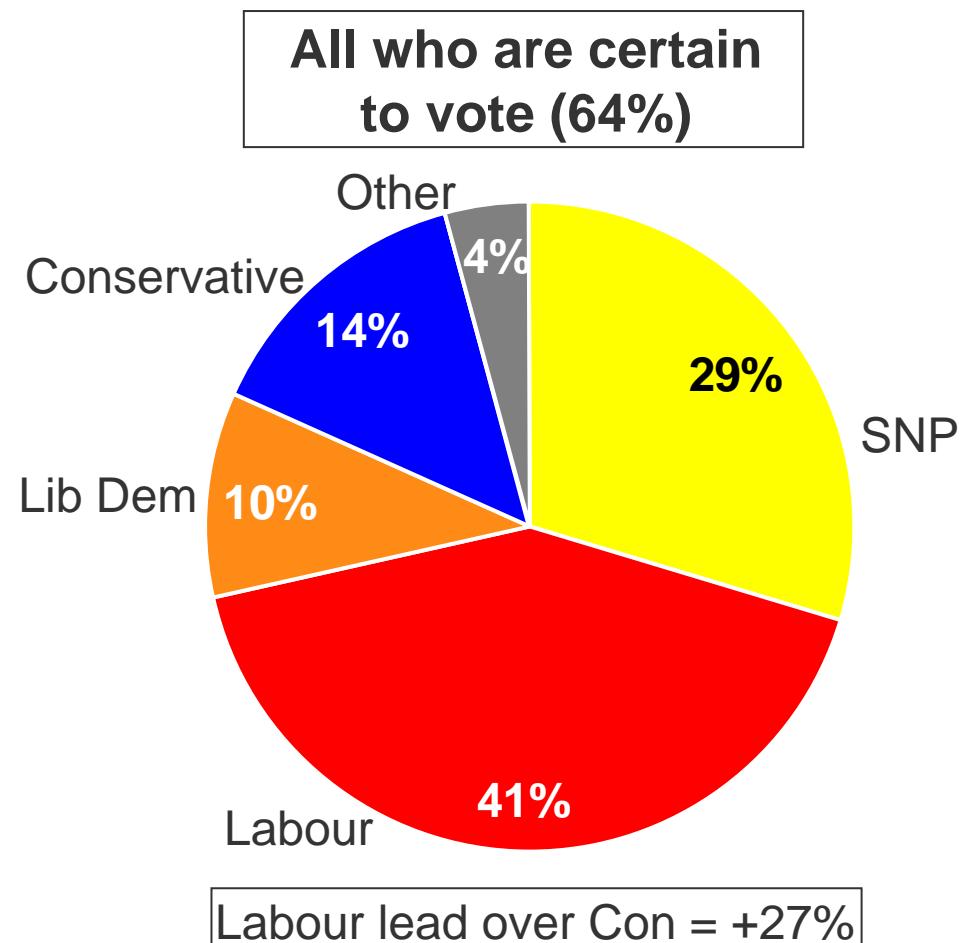
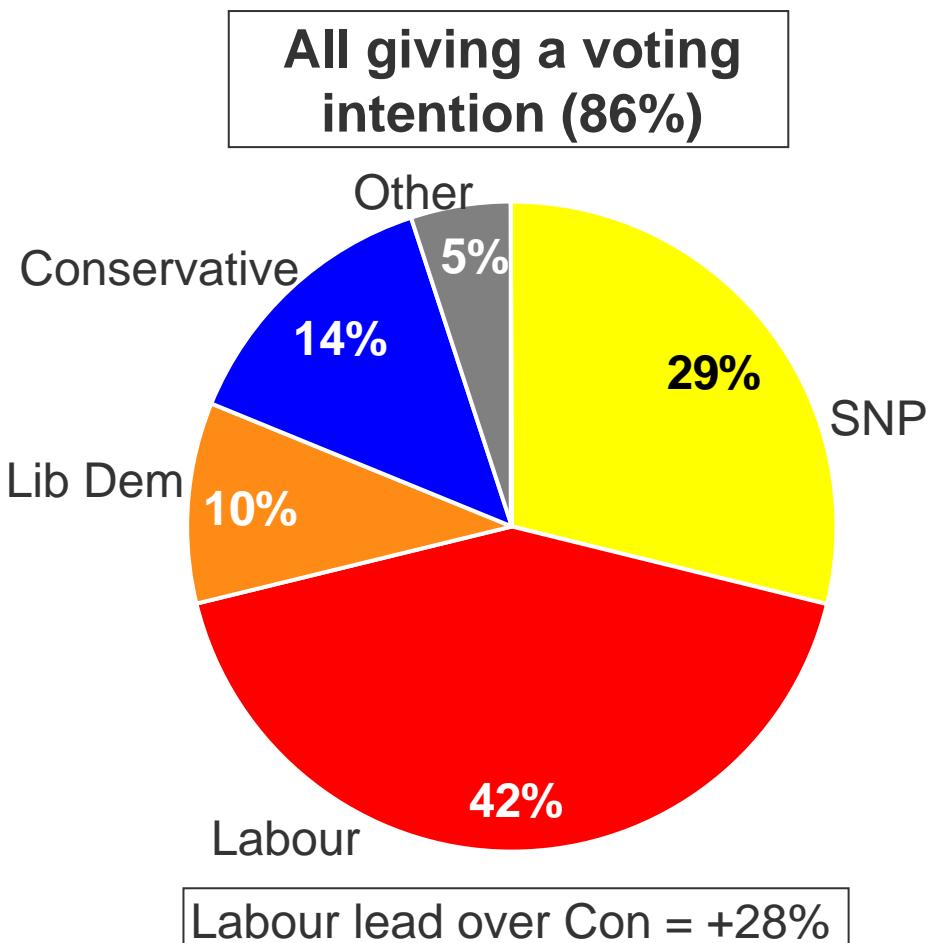
Base: All certain to vote (647); Labour (232) and SNP (186).

Data collected among 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

Voting intention: all giving an opinion vs. those 'certain to vote' - Westminster

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

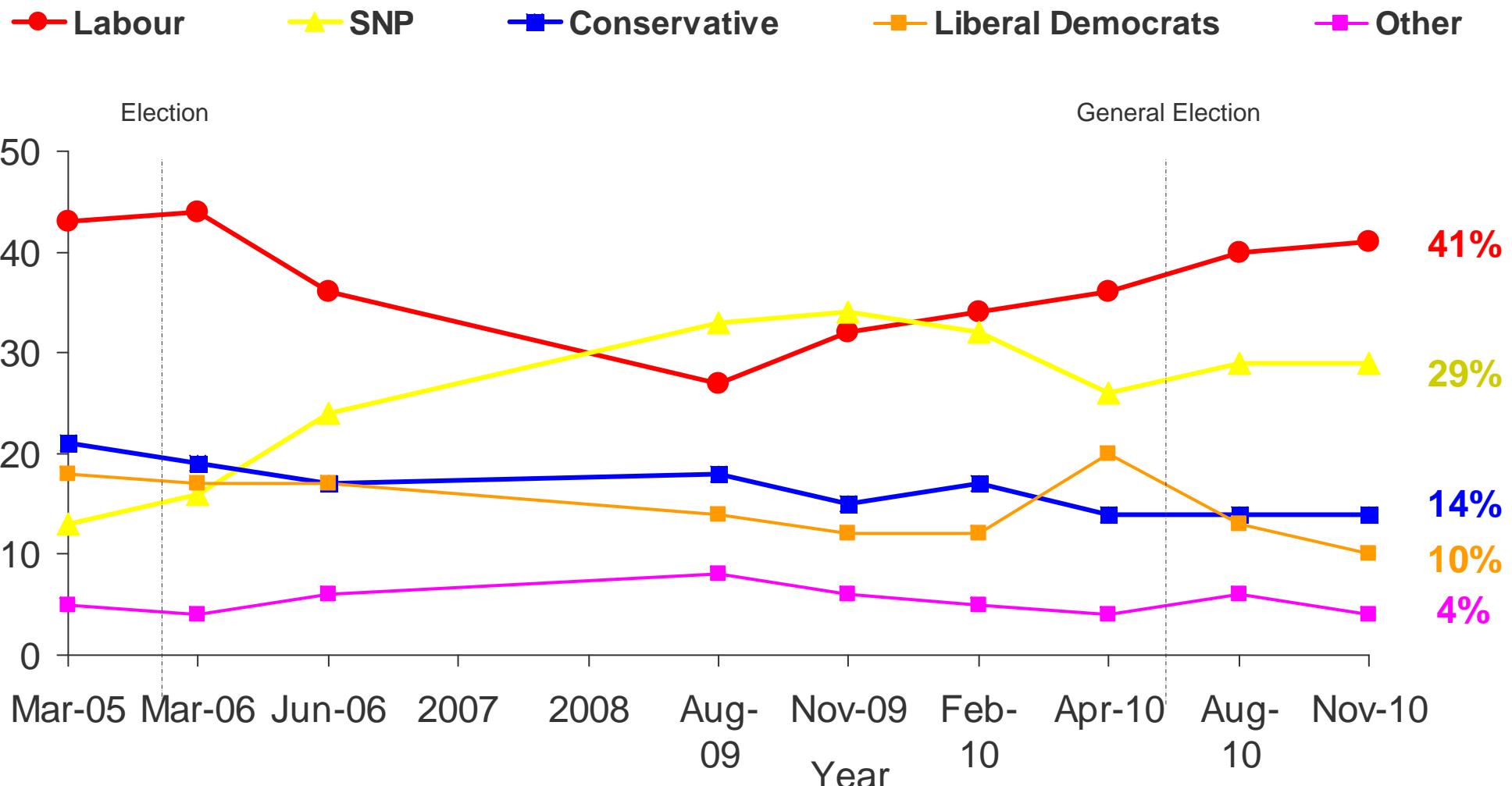


Base: All giving a voting intention = 86% (858); all certain to vote = 64% (643).

Data collected among 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

Voting intention for a Westminster General Election - Trends

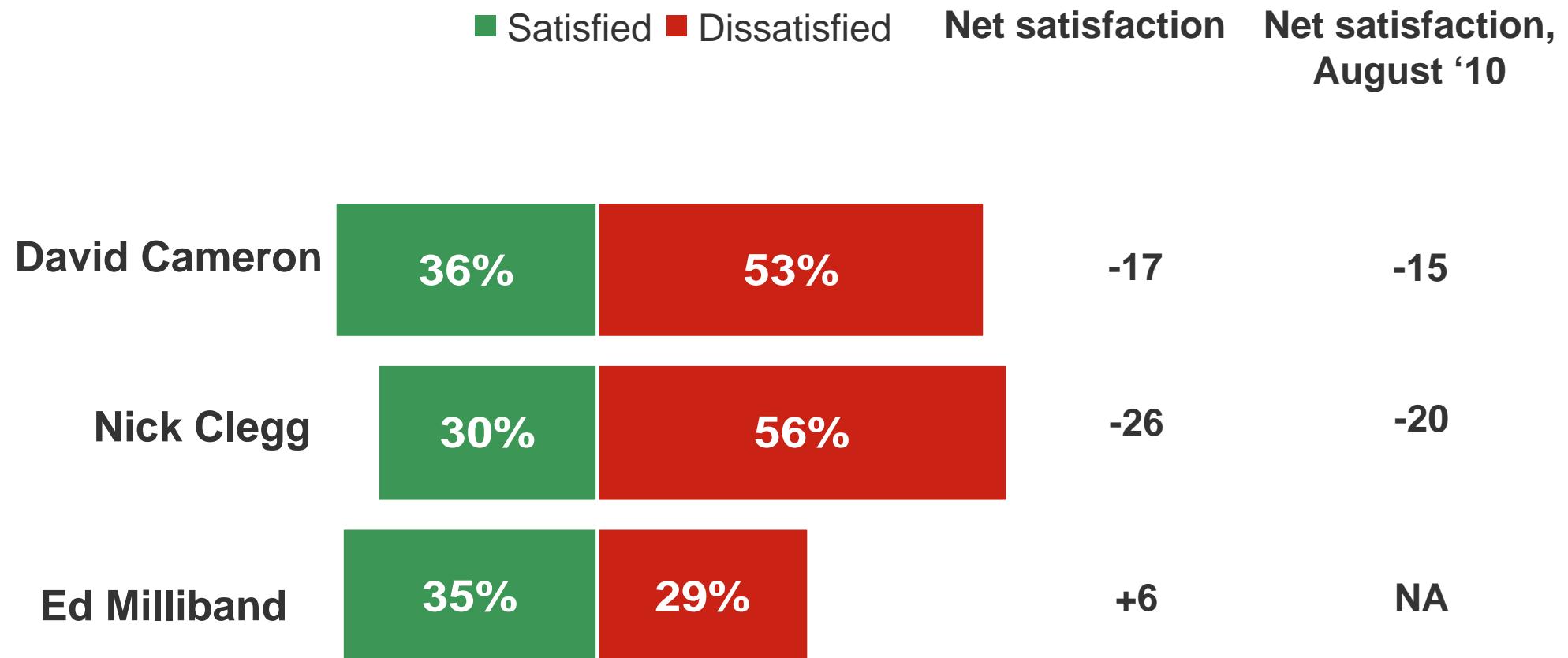


Base: All certain to vote – March 2005 (434); March 2006 (526); June 2006 (520); August (571); November 2009 (576); February 2010 (608); April 2010 (685); August 2010 (710); November 2010 (640).

Ipsos MORI Pre Aug 2009 – data collected among c.1,000 Scottish adults face-to-face; Post Aug 2009 - Data collected among c.1,000 Scottish adults 18+ by telephone

Satisfaction with party leaders – Westminster

Q. How satisfied or dissatisfied are you with the way ... is doing his job as Prime Minister/Deputy Prime Minister/leader of the Labour party?



Base: 1,001 Scottish adults 18+, 18-21 November 2010

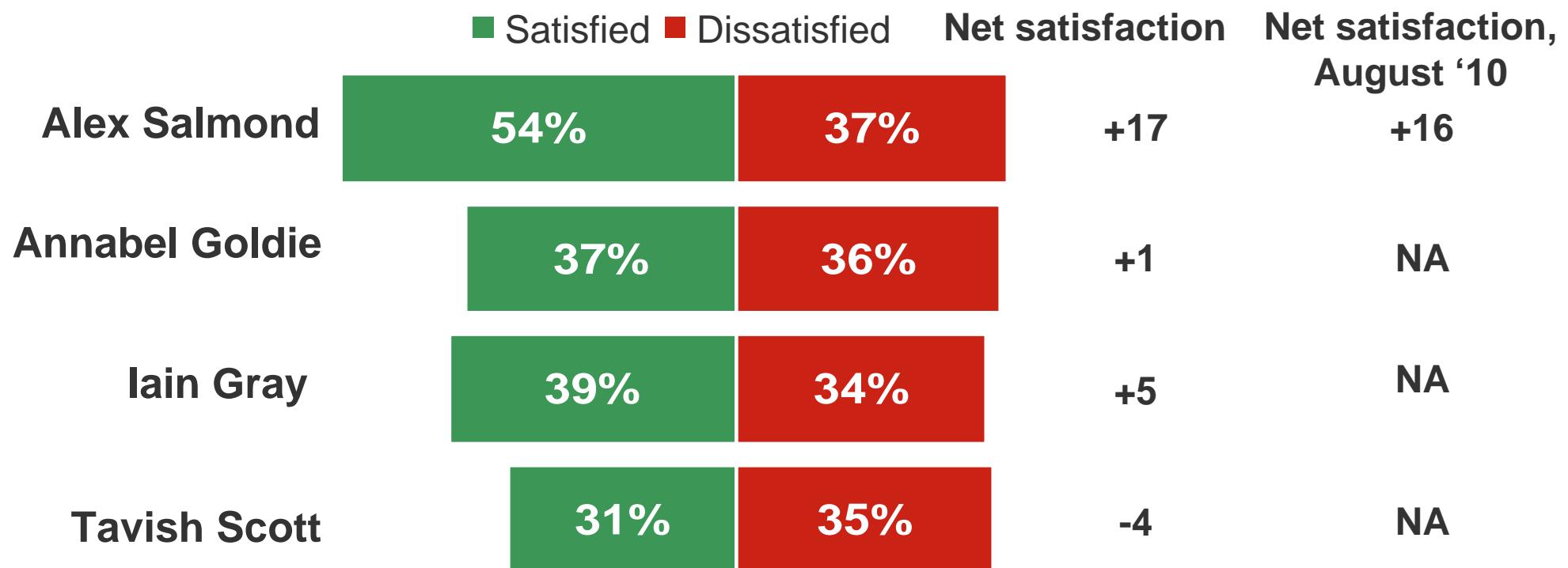
Source: Ipsos MORI

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Satisfaction with party leaders - Scottish Parliament

Q. How satisfied or dissatisfied are you with the way ... is doing his/her job as First Minister/leader of the Scottish Conservative and Unionist Party/Scottish Labour Party/Scottish Liberal Democrats?



Base: 1,001 Scottish adults 18+, 18-21 November 2010

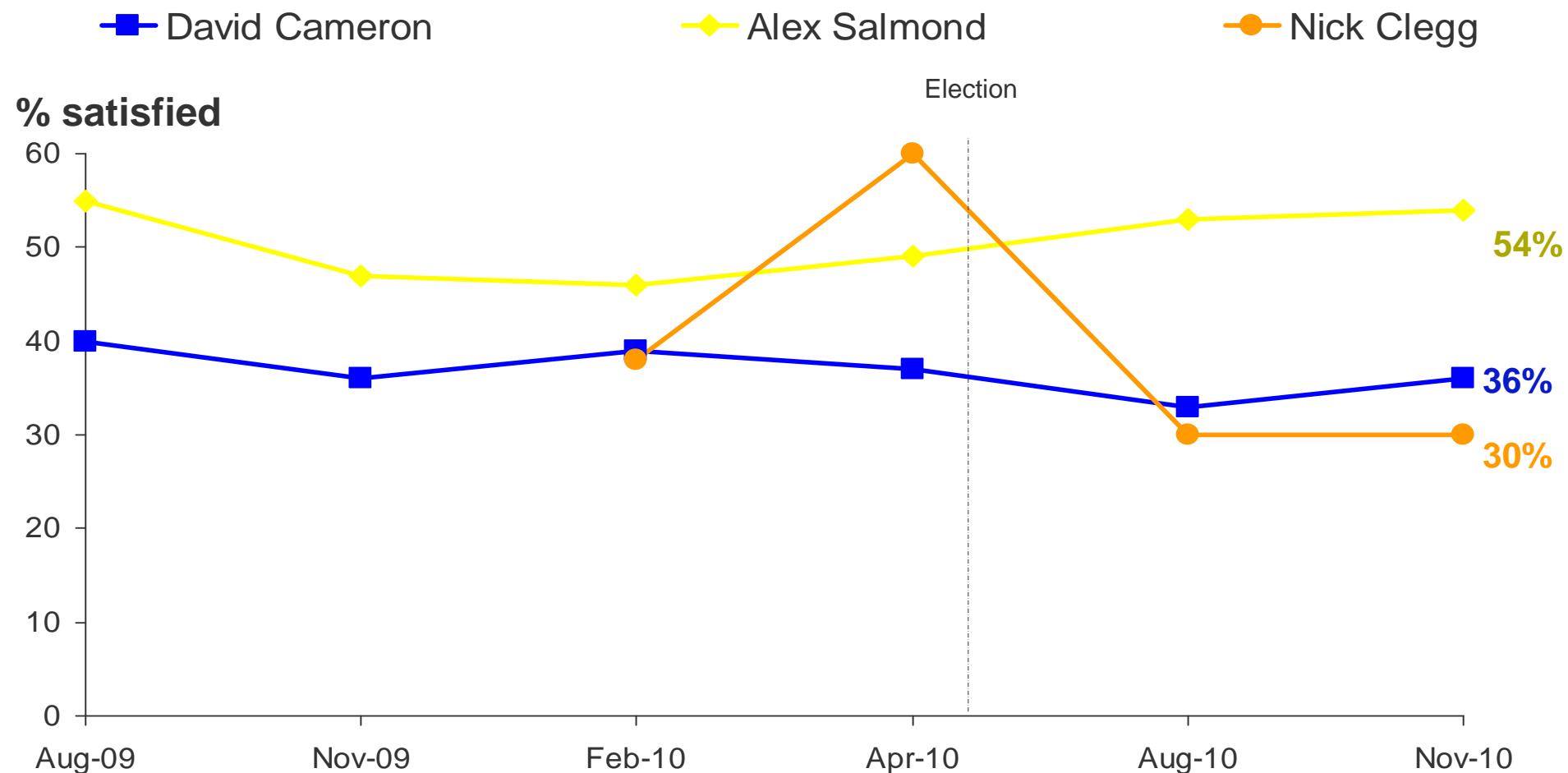
Source: Ipsos MORI

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Satisfaction with party leaders – Trends

Q. How satisfied or dissatisfied are you with the way ... is doing his job as Prime Minister/Deputy Prime Minister/First Minister of Scotland?

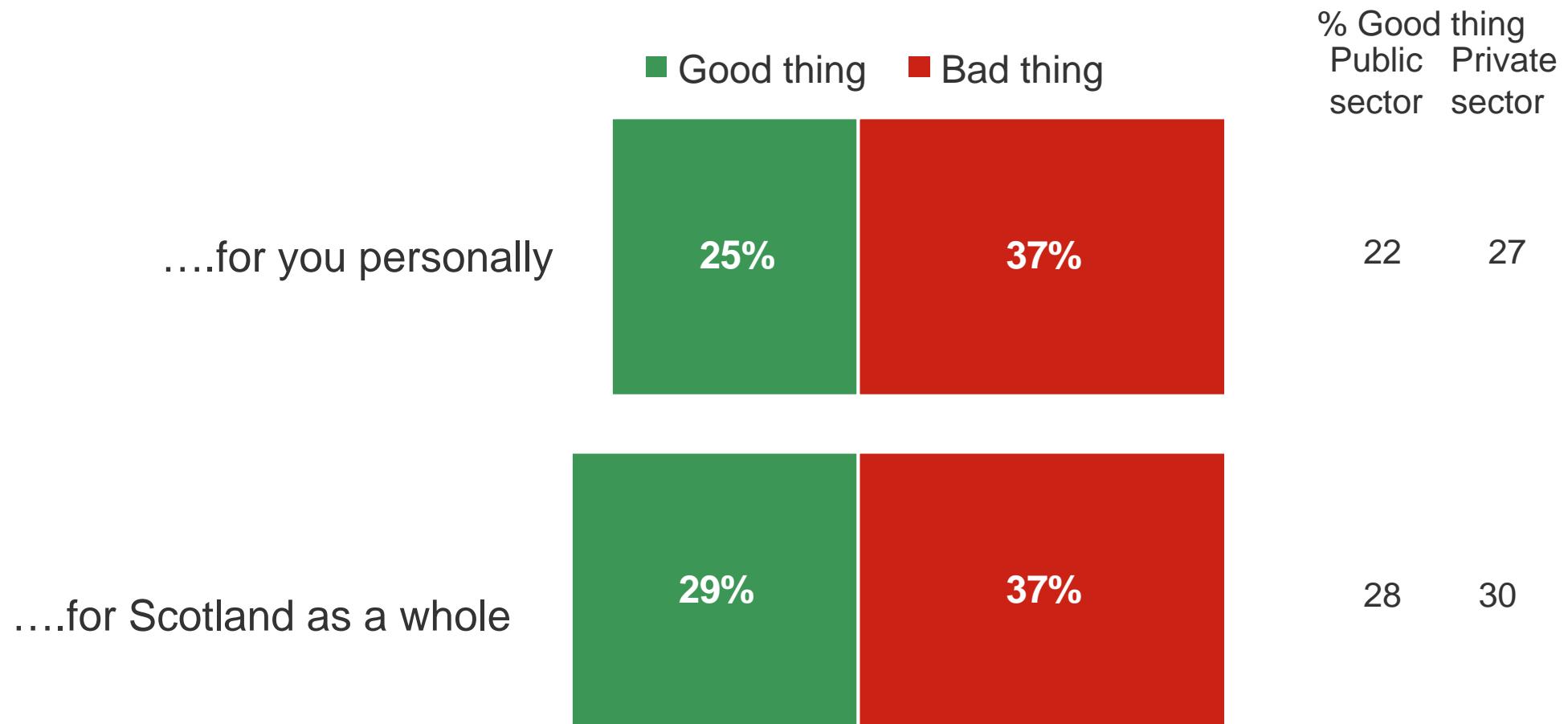


Base: 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

Budget reaction

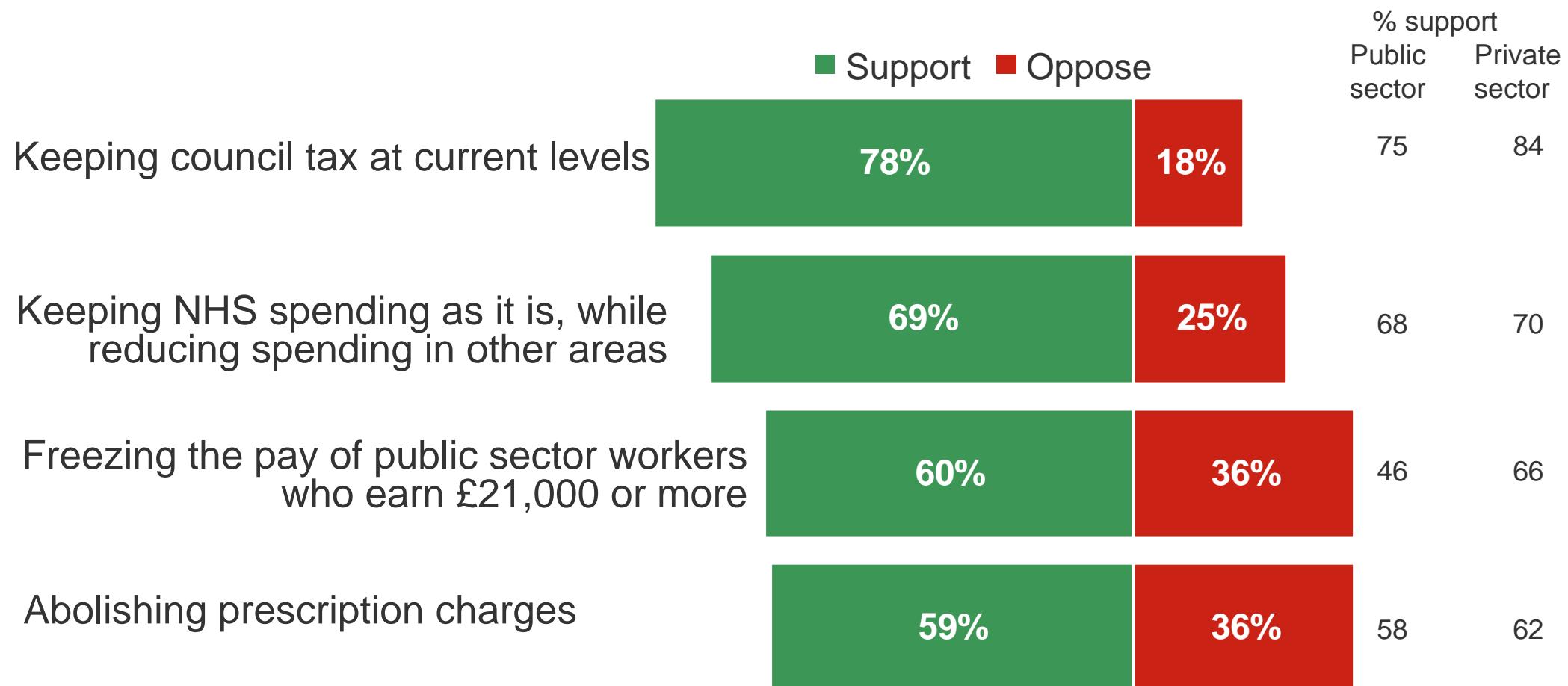
Q. From what you know or have heard, do you think the budget proposals are a good thing or a bad thing.....



Base: 1,001 Scottish adults 18+, 18-21 November 2010; Public sector workers (247); Private sector workers (270)

Budget reaction

Q. Please can you tell me whether you support or oppose the following announcements made by the Scottish Government in its Budget on Wednesday



Base: 1,001 Scottish adults 18+, 18-21 November 2010; Public sector workers (247); Private sector workers (270)