



# *Ipsos MORI Scottish Public Opinion Monitor*

November 2010

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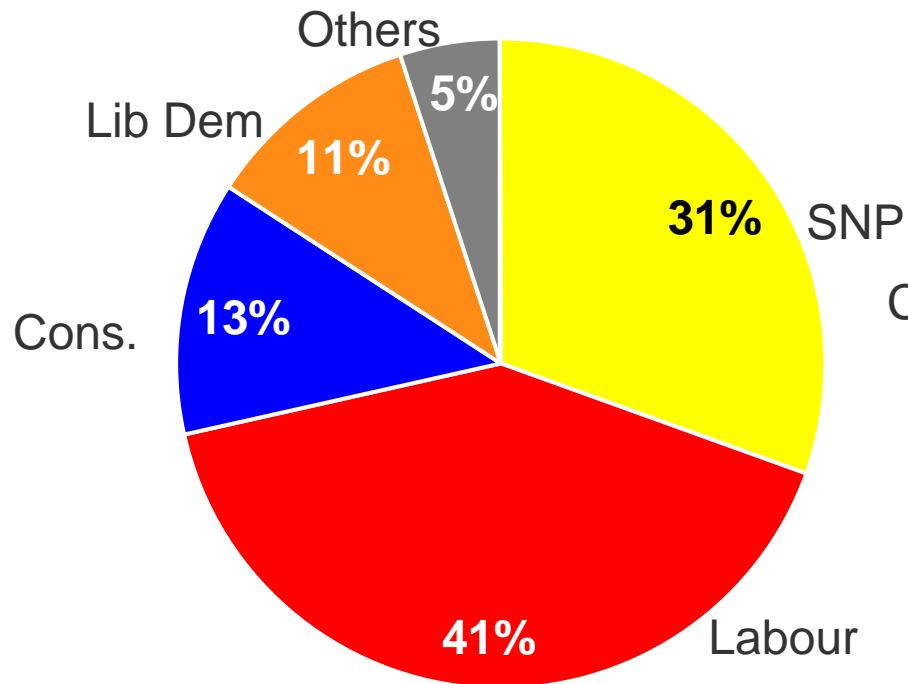
**Ipsos MORI**



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

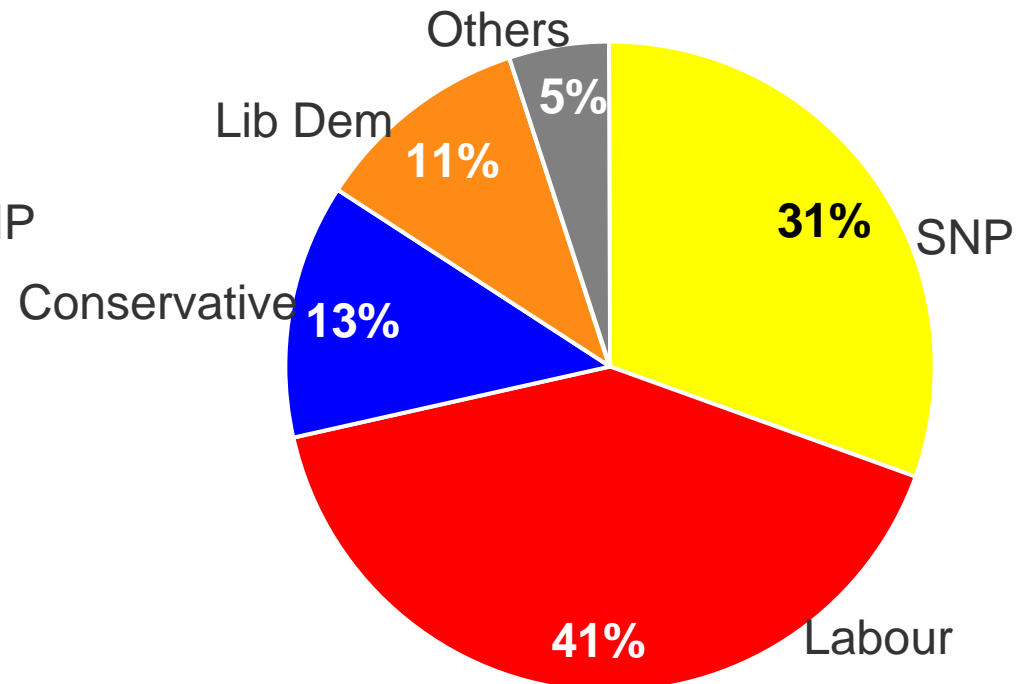
*Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?*

**All giving a voting intention (88%)**



**Labour lead = +10%**

**All who are certain to vote (63%)**

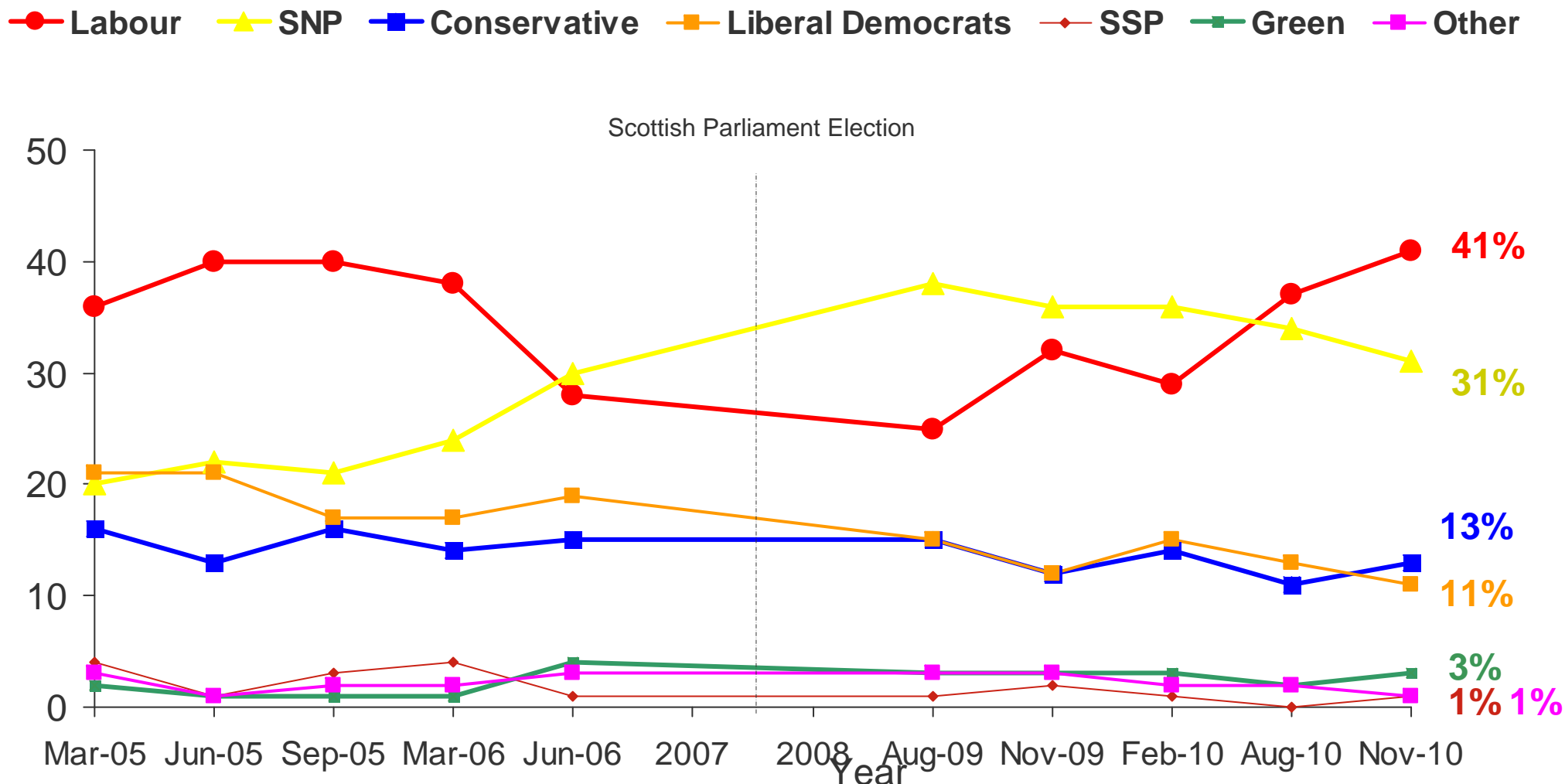


**Labour lead = +10%**

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



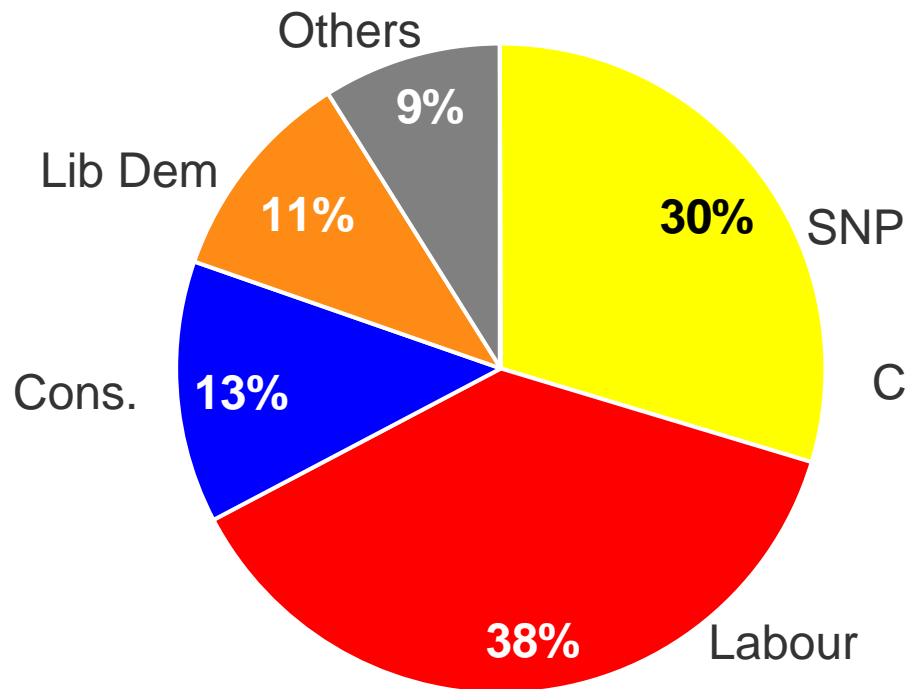
Base: All certain to vote – March 2005 (436); June 2005 (500); Sep 2005 (544); March 2006 (491); June 2006 (444); August 2009 (533); November 2009 (546); February 2010 (581); August 2010 (677); November 2010 (628).

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*

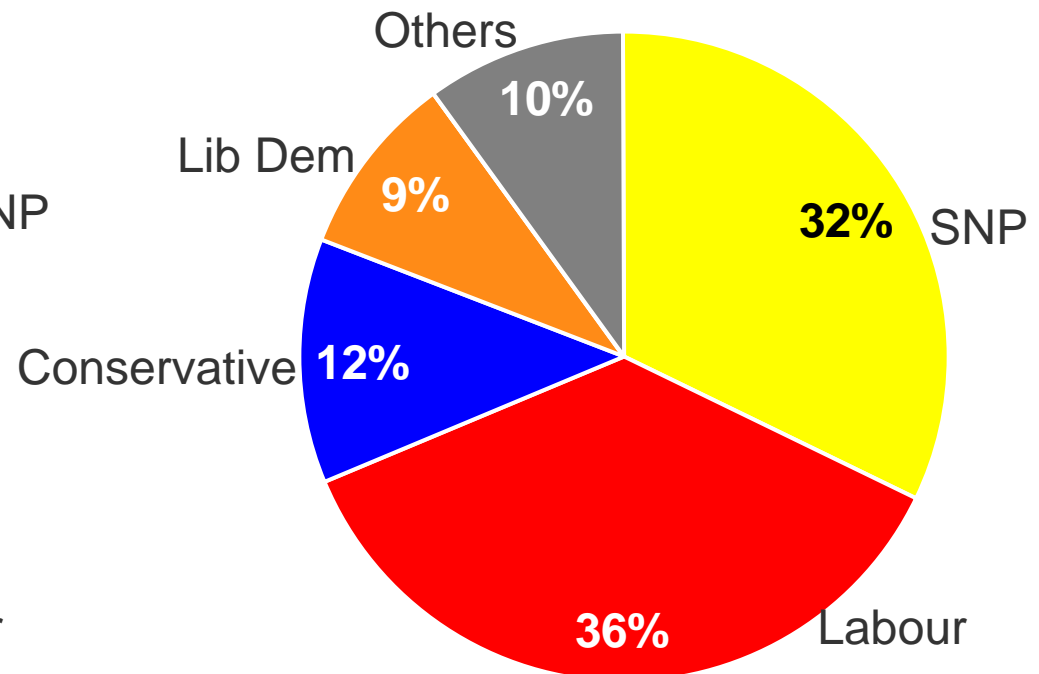
*Q. If there were elections to the Scottish Parliament tomorrow, how would you use your second vote?*

**All giving a voting intention (88%)**



**Labour lead = +8%**

**All who are certain to vote (63%)**



**Labour lead = +4%**

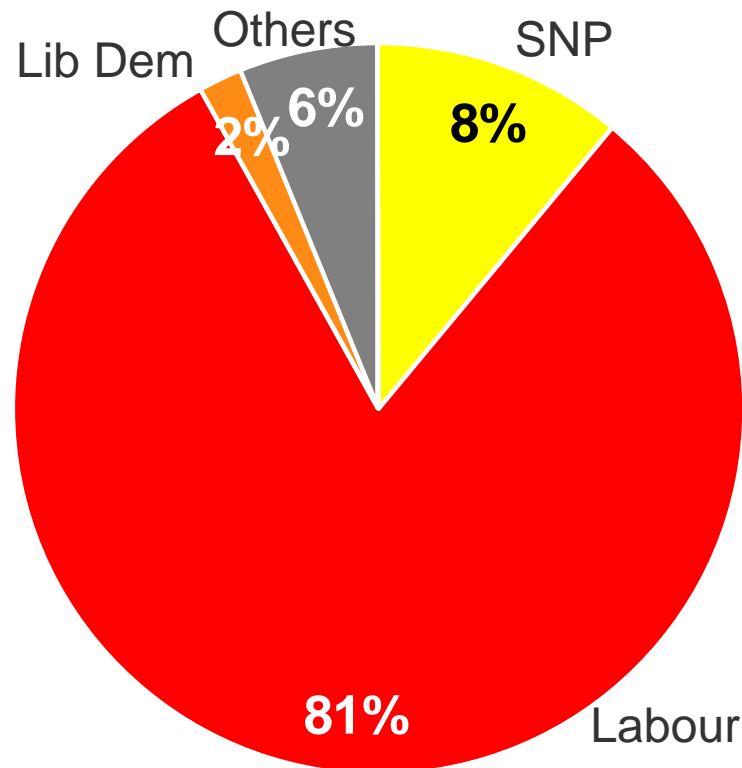
Base: All giving a voting intention = 87% (881); all certain to vote = 63% (628).  
Data collected among 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

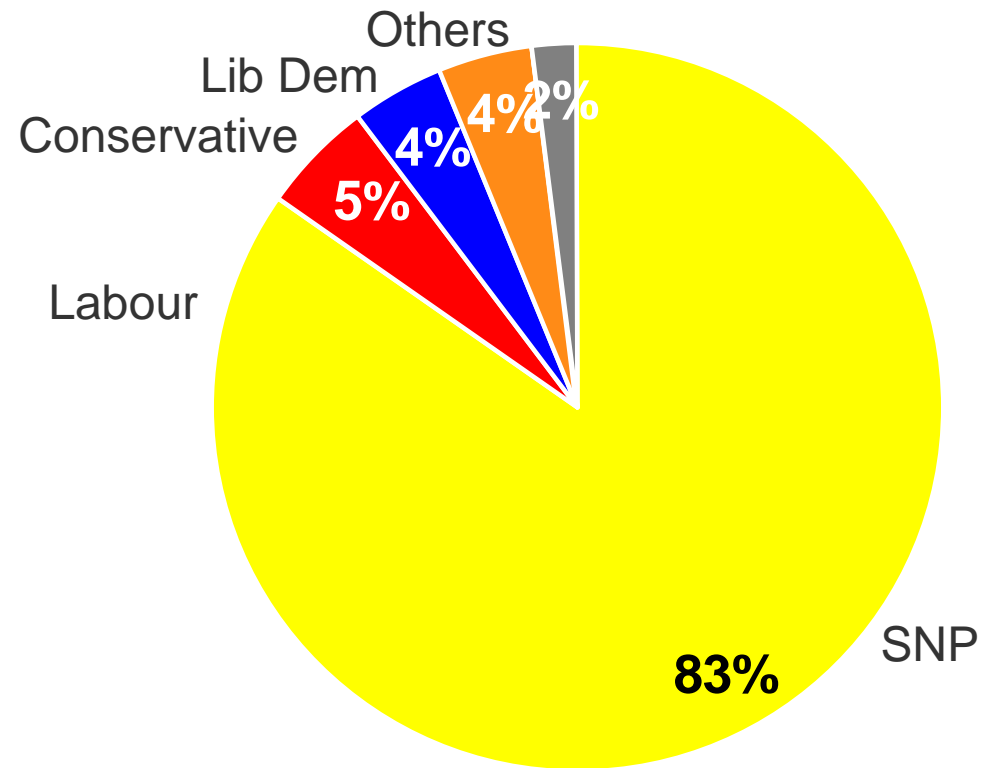
# Share of second vote

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

**Those certain to vote  
Labour in constituency**



**Those certain to vote  
SNP in constituency**



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

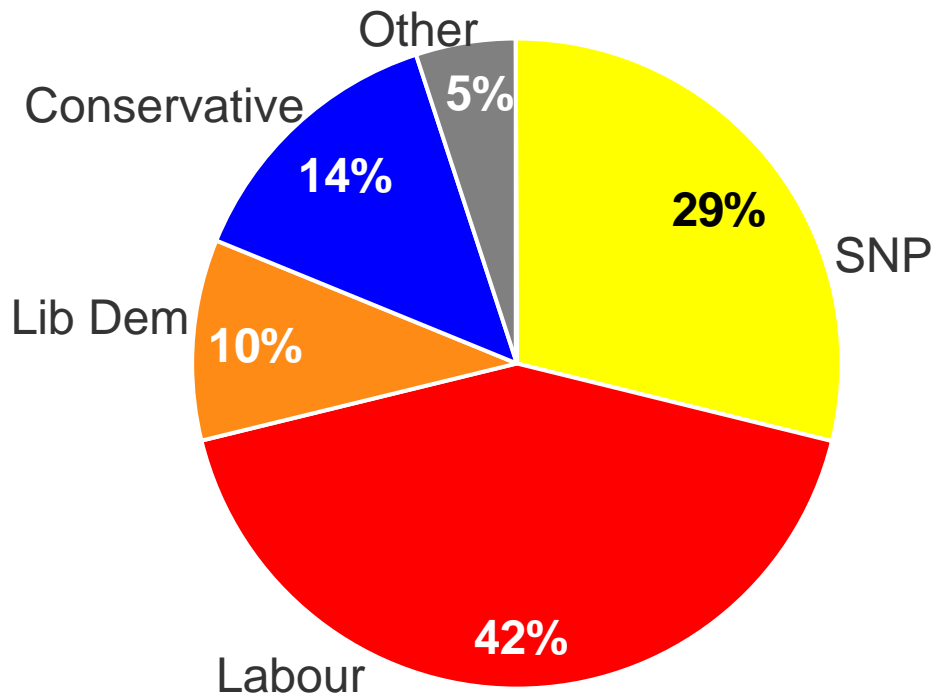
Data collected among 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

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

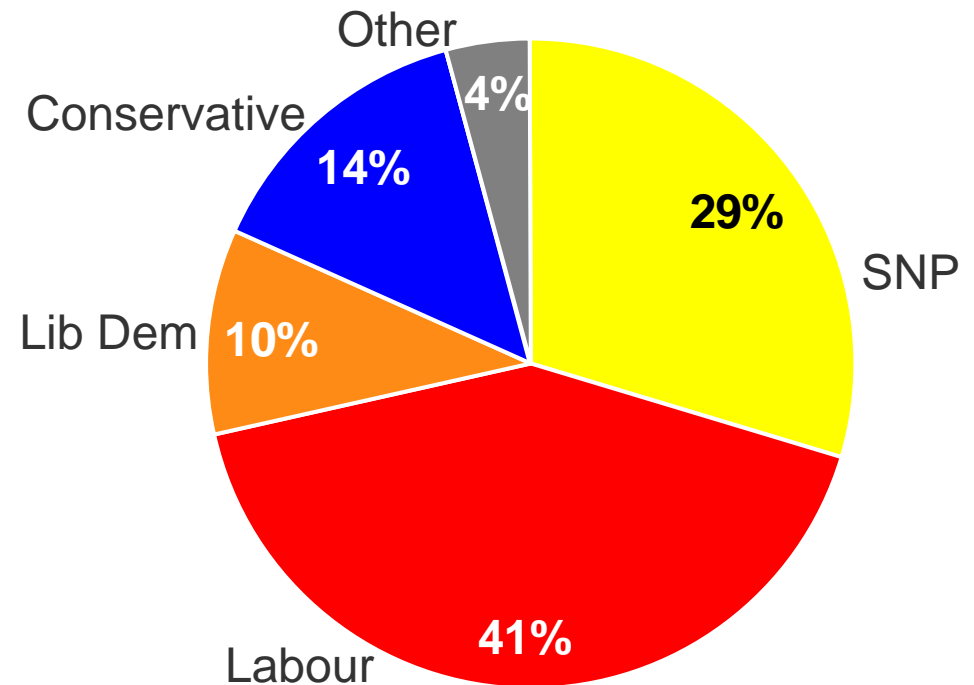
*Q. How would you vote if there were a General Election tomorrow?*

**All giving a voting intention (86%)**



**Labour lead over Con = +28%**

**All who are certain to vote (64%)**

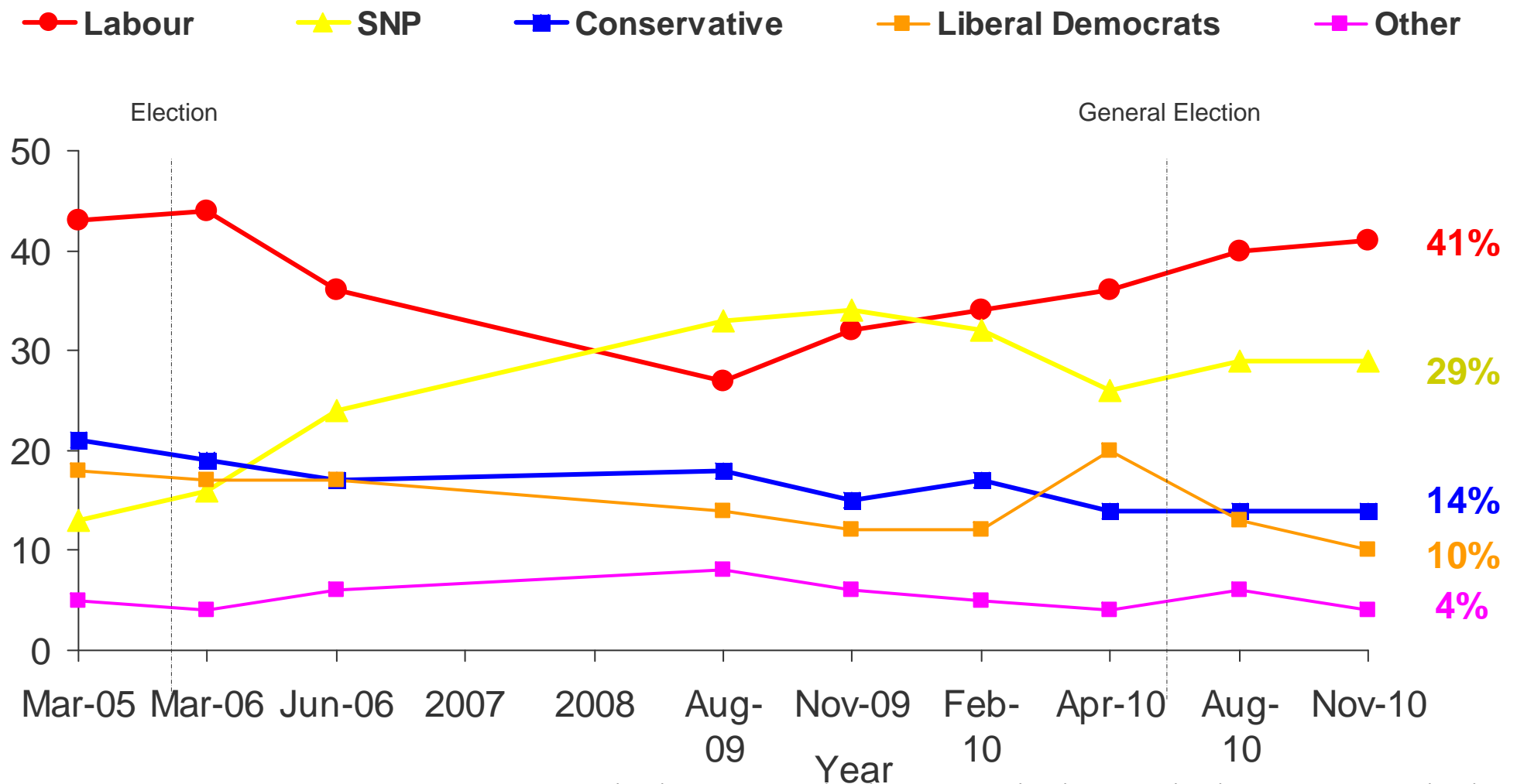


**Labour lead over Con = +27%**

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



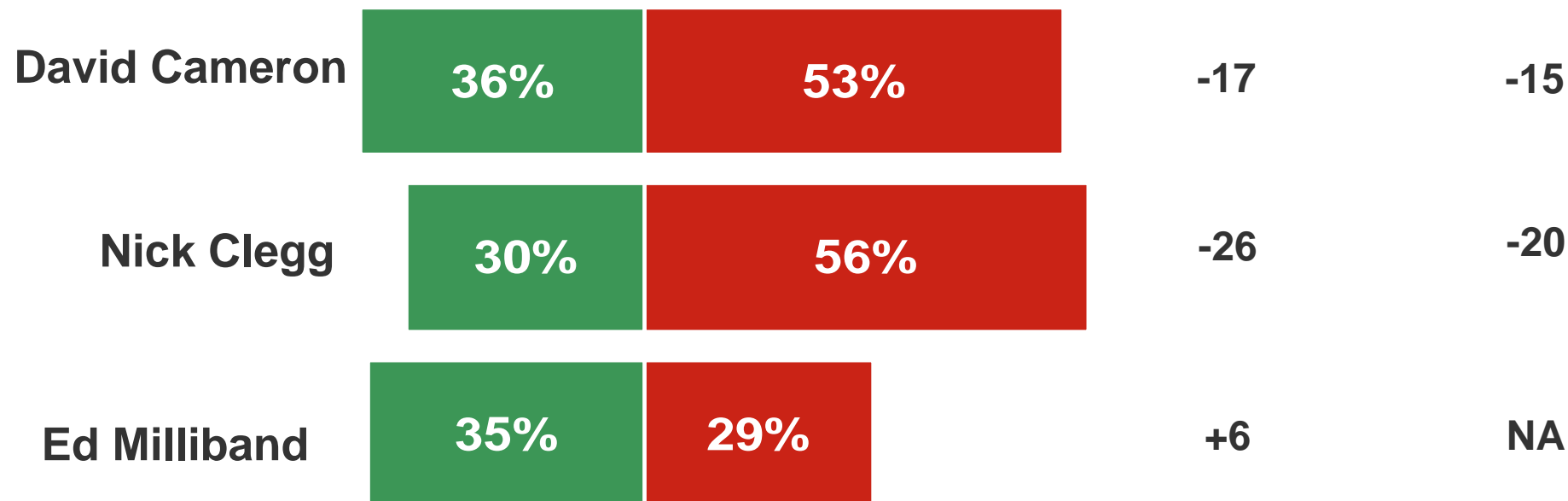
Base: All certain to vote – March 2005 (434); March 2006 (526); June 2006 (520); August (571); November 2009 (576); February 2010 (608); April 2010 (685); August 2010 (710); November 2010 (640).

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?

■ Satisfied ■ Dissatisfied    **Net satisfaction**    **Net satisfaction, August '10**



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

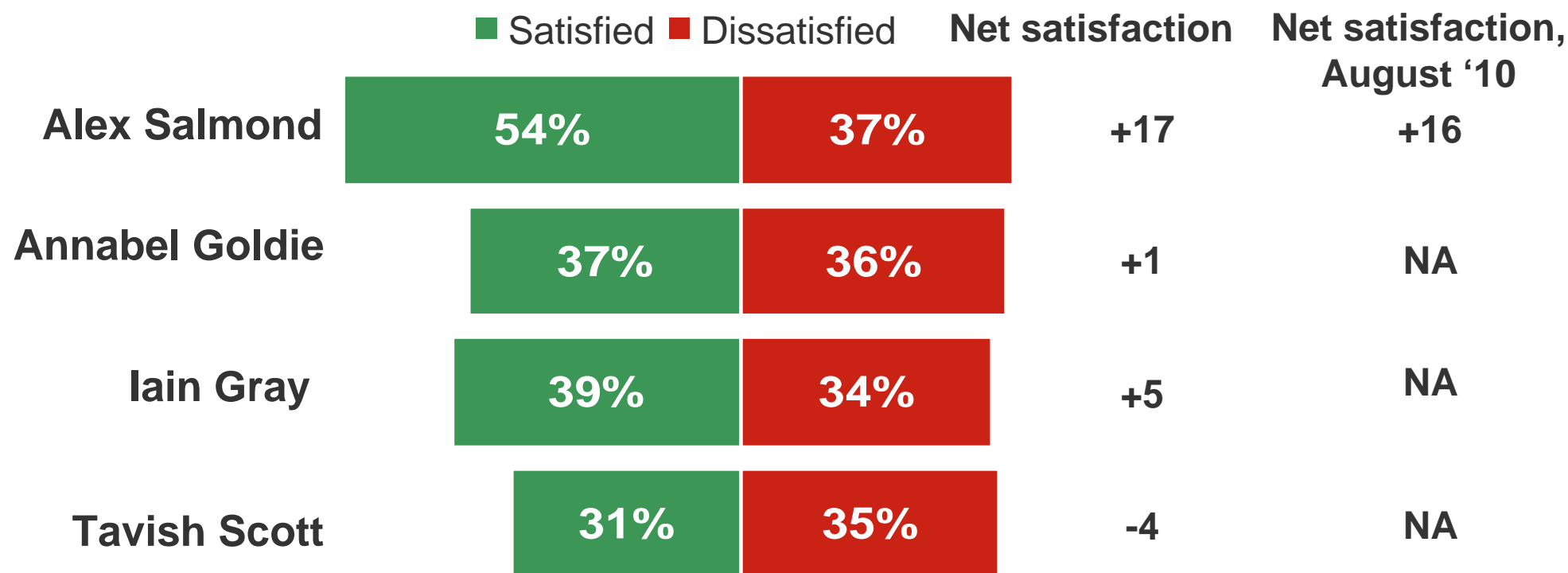
Ipsos MORI

Source: Ipsos MORI



# 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

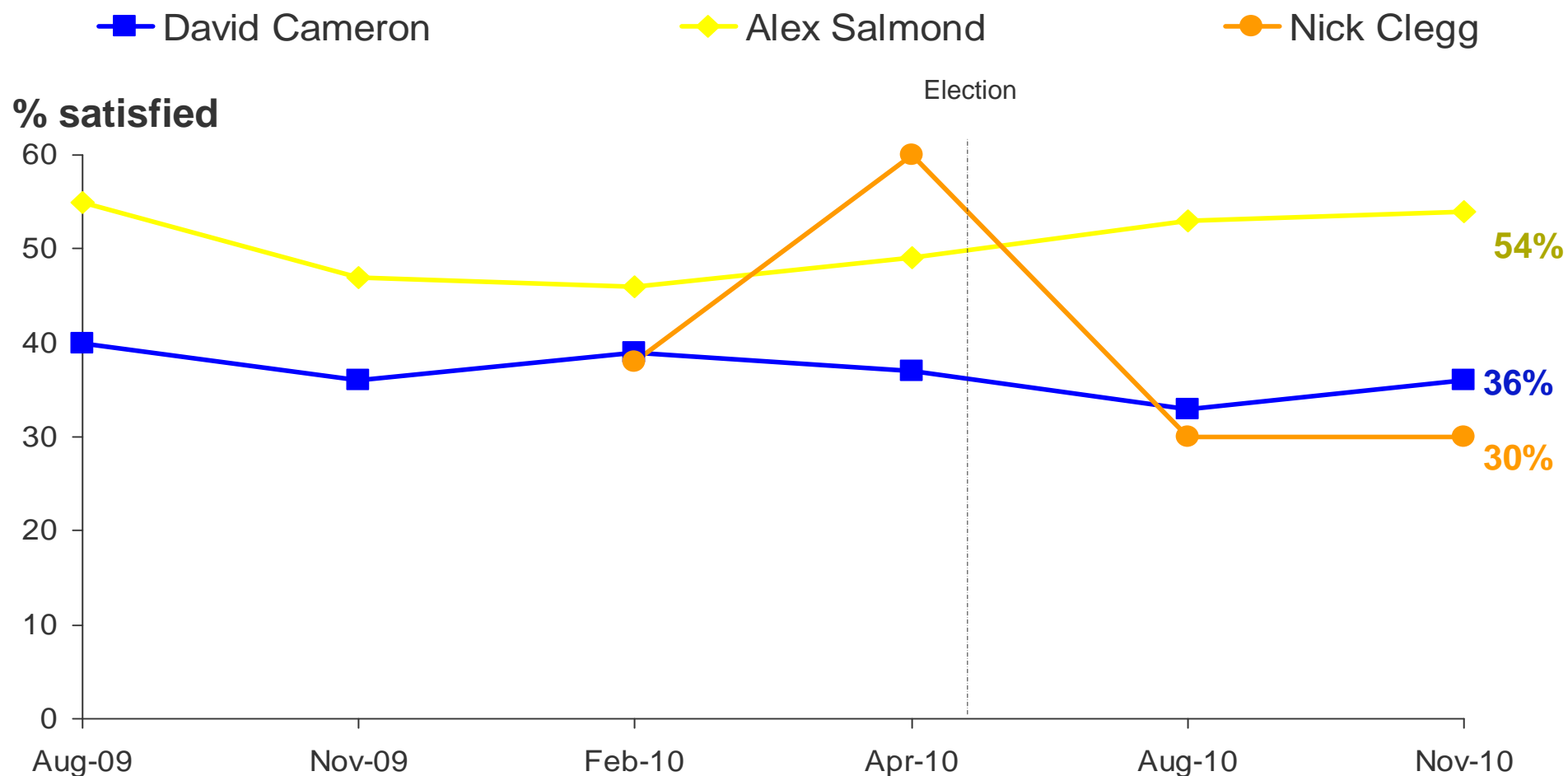
Ipsos MORI

Source: Ipsos MORI



# 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?

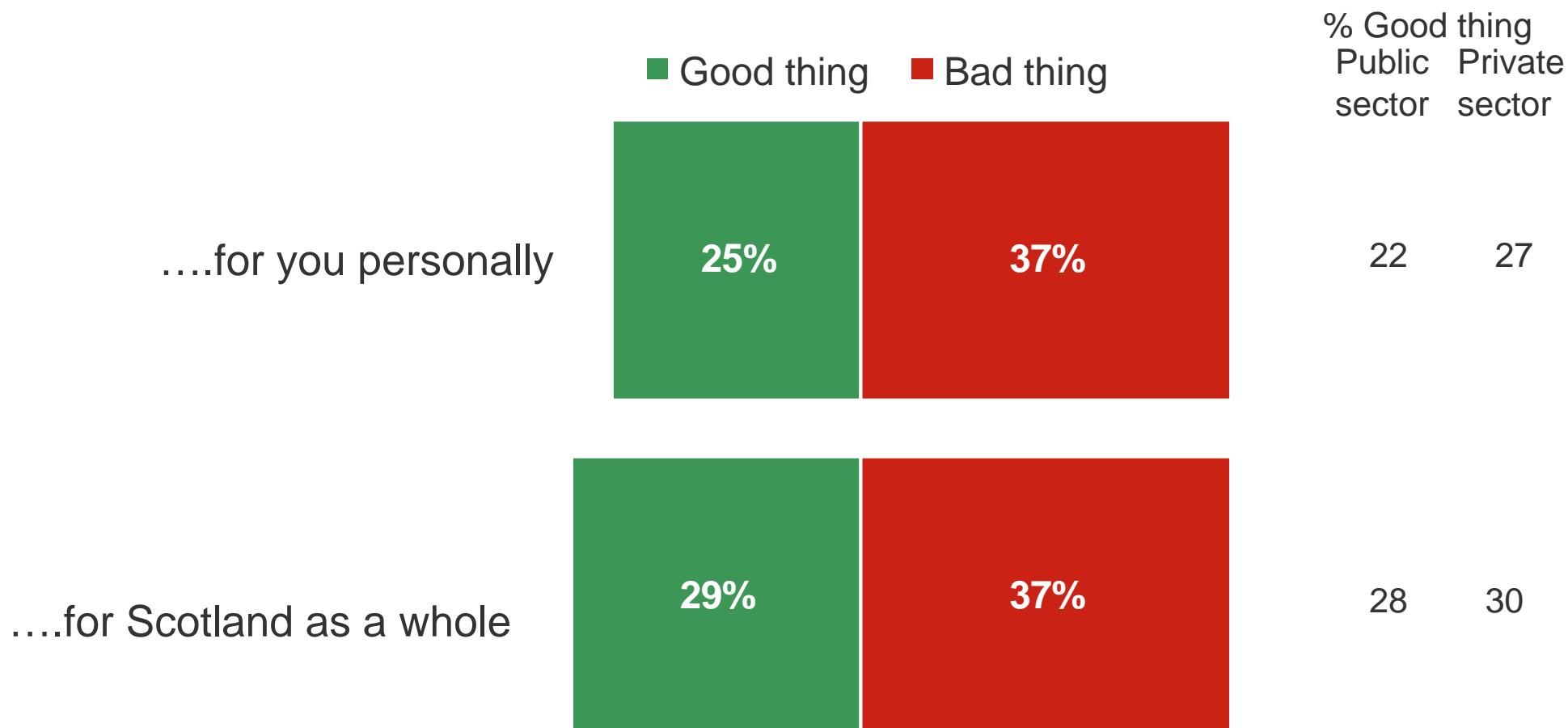


Base: 1,001 Scottish adults 18+, 18-21 November 2010

Source: Ipsos MORI

# Budget reaction

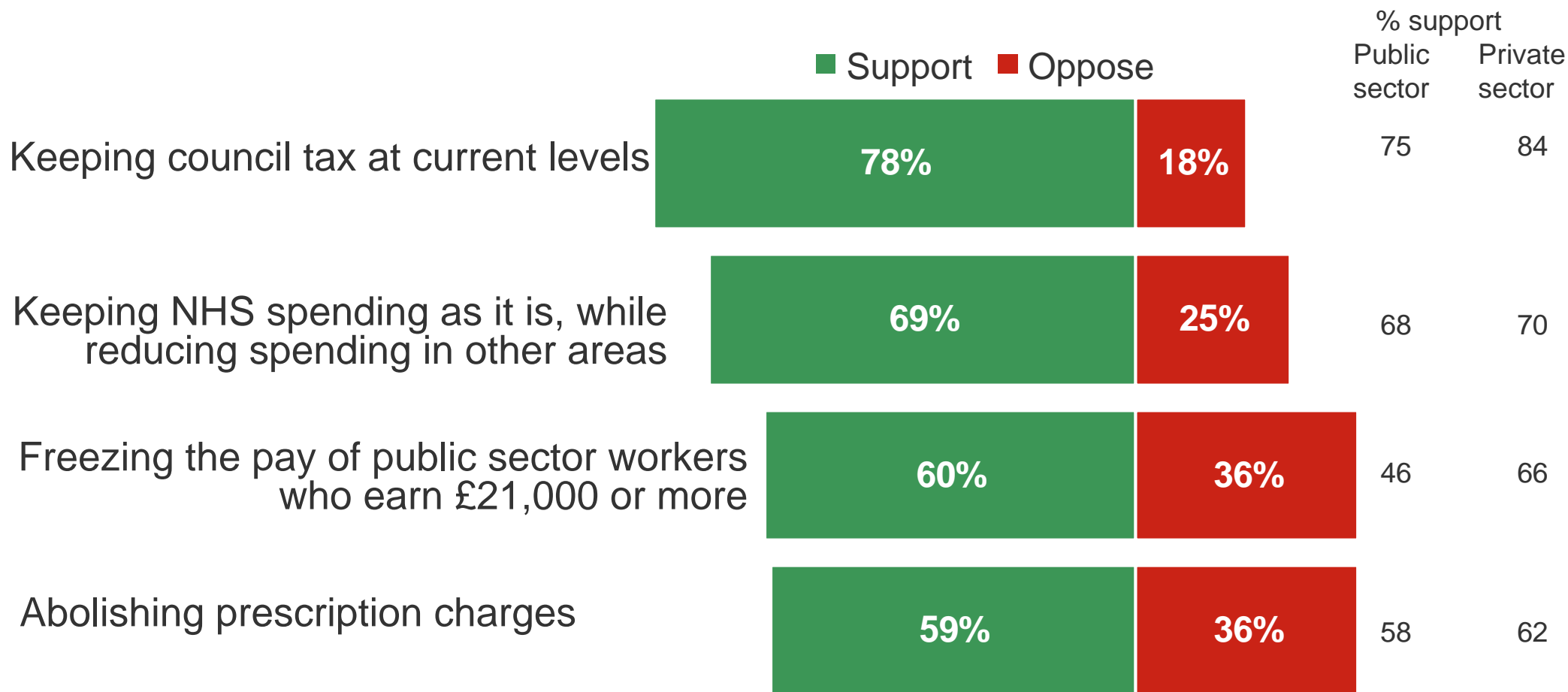
Q. From what you know or have heard, do you think the budget proposals are a good thing or a bad thing.....



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)