

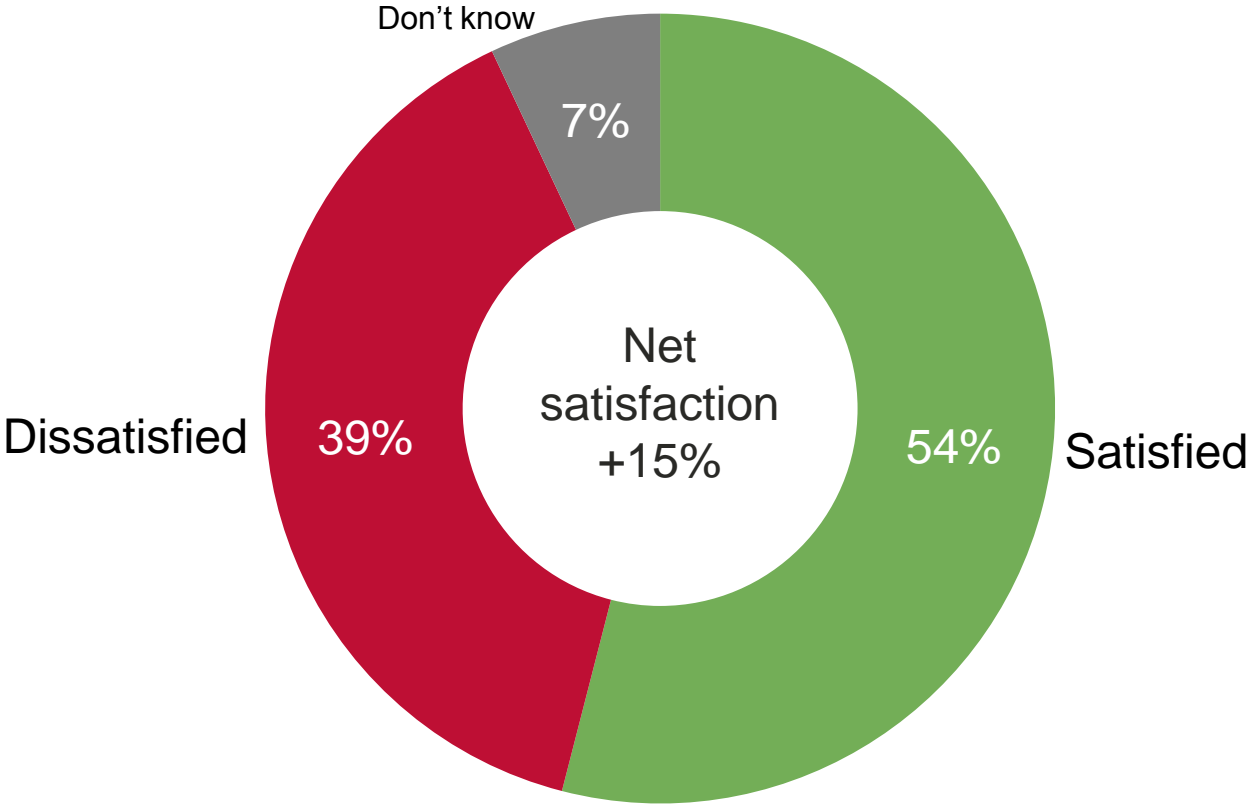
Scottish Public Opinion Monitor

November 2012

SCOTTISH PUBLIC OPINION MONITOR
Understanding Scotland

The majority of Scots are satisfied with the way the Scottish Government is running the country

Are you satisfied or dissatisfied with the way the Scottish Government is running the country?



Base: 1,003 Scottish adults 18+, 8-15 October 2012

Source: Ipsos MORI

Satisfaction is highest among men and those aged 18-24...

Are you satisfied or dissatisfied with the way the Scottish Government is running the country?

■ Satisfied ■ Dissatisfied

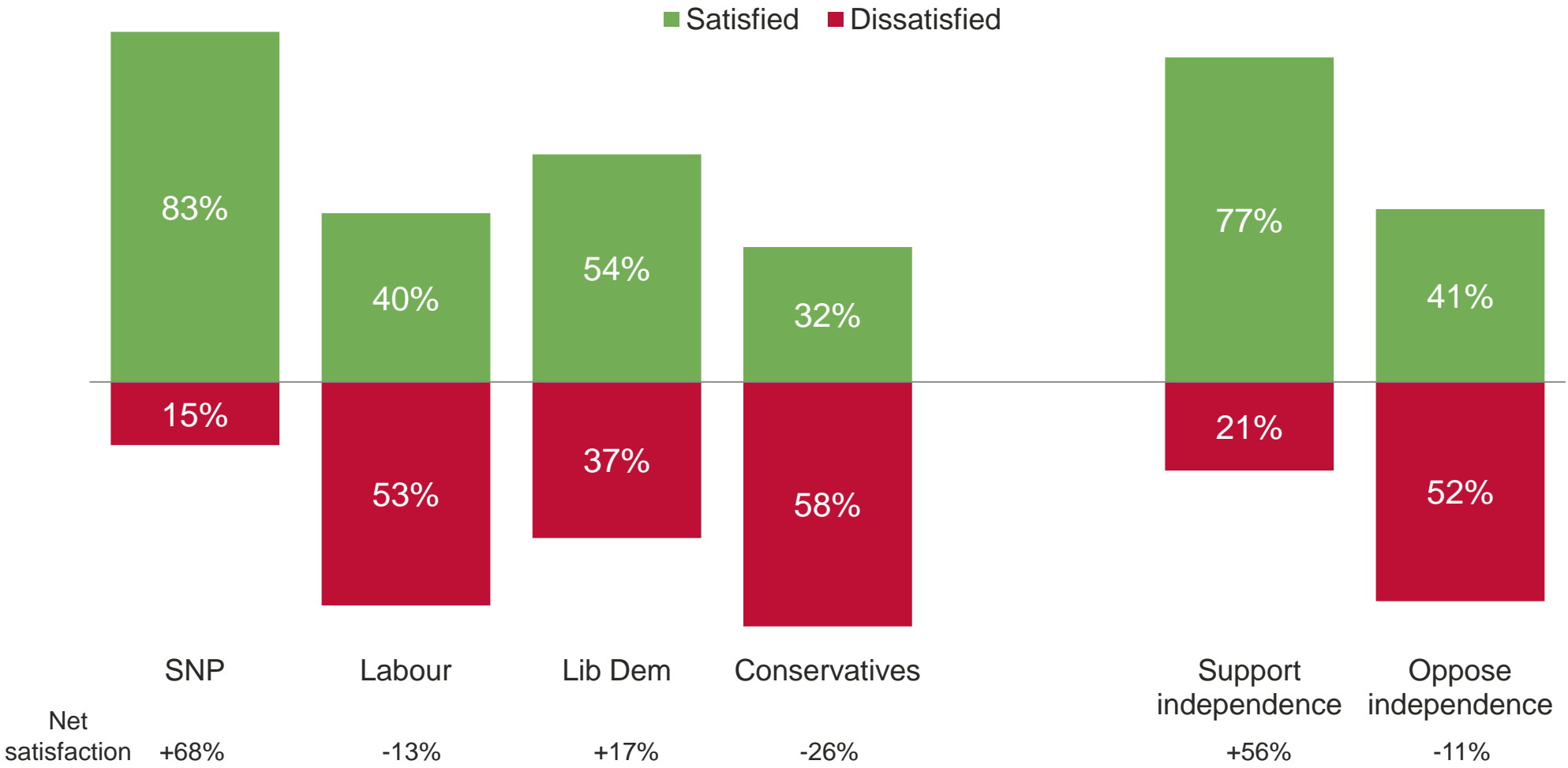


Base: 1,003 Scottish adults 18+, 8-15 October 2012

Source: Ipsos MORI

... as well as SNP voters and those who support independence

Are you satisfied or dissatisfied with the way the Scottish Government is running the country?



Base: 1,003 Scottish adults 18+, 8-15 October 2012

Source: Ipsos MORI

- This presents the topline results from Scotland
- Results are based on a survey of 1,003 respondents conducted by telephone
- Fieldwork dates: 8th October – 15th October 2012
- 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 (1,003) unless otherwise stated





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Thank you

mark.diffley@ipsos.com | 0131 240 3269

 [@IpsosMORIScot](https://twitter.com/IpsosMORIScot)

christopher.mclean@ipsos.com | 0131 240 3264

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Social Research Institute
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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252:2006.

