

Sample Size: 1056 Scottish Adults
Fieldwork: 8th - 9th April 2015

		Westminster Voting Intention				2010 Vote				Holyrood Voting intention				Holyrood Past Vote 2011					
		Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP		
Weighted Sample		1056	161	232	41	439	139	351	118	219	151	232	49	468	117	268	67	383	
Unweighted Sample		1056	166	233	54	402	153	300	157	217	162	236	59	424	131	251	84	351	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
		10-12 March	8-9 April																
Scottish Regional Vote: Others																			
	Green	8	6	1	1	6	6	1	3	18	5	1	1	3	6	1	2	12	7
	Scottish Socialist Party	2	3	0	0	0	6	0	3	2	5	0	0	0	6	0	3	1	5
	UKIP	2	2	1	0	0	0	2	1	0	1	2	0	0	0	3	1	0	1
	Other	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2
Scottish Regional Non Voters																			
	Wouldn't vote	4	2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
	Don't know	11	8	3	2	4	0	7	4	11	4	1	2	0	0	8	6	10	4
Do you think that David Cameron is doing well or badly as Prime Minister?																			
	Very well	3	6	32	2	3	0	25	3	3	2	30	3	7	0	29	4	4	2
	Fairly well	26	29	66	24	61	13	59	19	38	20	67	28	60	13	65	25	51	17
	TOTAL WELL	29	35	98	26	64	13	84	22	41	22	97	31	67	13	94	29	55	19
	Fairly badly	31	29	2	40	32	35	10	37	33	27	2	38	30	35	2	32	31	34
	Very badly	34	31	0	29	0	49	5	39	22	48	1	27	0	48	1	34	8	47
	TOTAL BADLY	65	60	2	69	32	84	15	76	55	75	3	65	30	83	3	66	39	81
	Don't know	6	5	0	5	3	2	1	3	5	2	0	4	3	3	3	4	6	1
Do you think Ed Miliband is doing well or badly as leader of the Labour party?																			
	Very well	1	2	0	8	0	0	0	6	1	0	0	8	0	0	0	7	1	0
	Fairly well	18	22	13	60	15	8	17	37	21	7	12	61	15	9	8	43	18	12
	TOTAL WELL	19	24	13	68	15	8	17	43	22	7	12	69	15	9	8	50	19	12
	Fairly badly	38	40	50	23	42	45	45	38	44	39	49	23	51	45	45	35	41	41
	Very badly	34	30	35	5	43	42	36	16	30	52	37	6	31	42	44	11	32	44
	TOTAL BADLY	72	70	85	28	85	87	81	54	74	91	86	29	82	87	89	46	73	85
	Don't know	8	6	2	4	0	4	2	4	4	2	2	2	4	4	3	4	7	3
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?																			
	Very well	0	1	4	0	10	0	4	0	5	0	4	1	7	0	3	0	9	0
	Fairly well	11	18	37	20	59	8	28	14	32	11	35	21	59	9	33	16	40	11
	TOTAL WELL	11	19	41	20	69	8	32	14	37	11	39	22	66	9	36	16	49	11
	Fairly badly	36	33	38	36	25	33	41	38	30	32	40	36	19	33	39	42	26	30
	Very badly	45	40	16	38	4	55	22	44	29	56	16	37	10	54	20	36	17	56
	TOTAL BADLY	81	73	54	74	29	88	63	82	59	88	56	73	29	87	59	78	43	86
	Don't know	7	8	5	6	2	4	5	4	4	1	5	5	5	4	5	5	8	3

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	Gender		Age				Social class		Where born			
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
Weighted Sample	1056	505	551	126	250	376	304	496	560	855	106	95
Unweighted Sample	1056	541	515	111	222	424	299	631	425	812	198	46
	%	%	%	%	%	%	%	%	%	%	%	%

	10-12 March	8-9 April											
Scottish Regional Vote: Others													
Green	8	6	7	5	14	11	5	1	8	5	6	11	8
Scottish Socialist Party	2	3	5	2	1	4	4	2	2	4	2	2	13
UKIP	2	2	3	1	2	1	2	2	2	2	2	6	2
Other	0	1	1	1	4	1	1	0	0	1	1	0	4
Scottish Regional Non Voters													
Wouldn't vote	4	2	1	3	7	3	0	1	1	2	1	0	9
Don't know	11	8	5	11	12	6	8	6	7	9	7	10	11
Do you think that David Cameron is doing well or badly as Prime Minister?													
Very well	3	6	7	5	6	6	5	7	8	4	6	6	3
Fairly well	26	29	32	26	26	32	24	33	35	23	28	32	35
TOTAL WELL	29	35	39	31	32	38	29	40	43	27	34	38	38
Fairly badly	31	29	30	29	33	26	32	27	30	29	29	24	37
Very badly	34	31	30	32	20	29	38	29	23	38	32	35	21
TOTAL BADLY	65	60	60	61	53	55	70	56	53	67	61	59	58
Don't know	6	5	2	8	14	7	2	4	3	7	5	3	4
Do you think Ed Miliband is doing well or badly as leader of the Labour party?													
Very well	1	2	3	1	1	2	2	3	2	2	2	6	0
Fairly well	18	22	23	20	21	18	23	23	22	21	23	23	11
TOTAL WELL	19	24	26	21	22	20	25	26	24	23	25	29	11
Fairly badly	38	40	39	41	32	40	41	41	43	36	38	42	56
Very badly	34	30	32	28	27	32	32	29	29	31	31	25	28
TOTAL BADLY	72	70	71	69	59	72	73	70	72	67	69	67	84
Don't know	8	6	3	10	19	8	2	5	4	9	7	4	5
Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats?													
Very well	0	1	1	1	0	2	1	1	2	1	1	3	0
Fairly well	11	18	20	16	16	19	15	21	20	16	17	24	17
TOTAL WELL	11	19	21	17	16	21	16	22	22	17	18	27	17
Fairly badly	36	33	33	34	28	35	32	36	37	30	34	25	42
Very badly	45	40	41	39	35	35	46	37	36	43	40	42	32
TOTAL BADLY	81	73	74	73	63	70	78	73	73	73	74	67	74
Don't know	7	8	5	11	21	9	6	4	5	10	8	6	9

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Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	
Weighted Sample	1056	161	232	41	439	139	351	118	219	151	232	49	468	117	268	67	383
Unweighted Sample	1056	166	233	54	402	153	300	157	217	162	236	59	424	131	251	84	351
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10-12 March	8-9 April																
Do you think Nicola Sturgeon is doing well or badly as First Minister?																		
Very well	24	38	9	13	15	73	7	34	34	73	9	12	16	71	5	22	24	67
Fairly well	38	33	40	35	42	26	38	37	42	21	38	31	53	27	35	40	44	26
TOTAL WELL	62	71	49	48	57	99	45	71	76	94	47	43	69	98	40	62	68	93
Fairly badly	16	10	18	20	16	1	23	12	6	2	20	23	12	1	23	15	8	3
Very badly	13	13	28	29	20	0	29	16	12	2	29	32	12	0	32	20	17	2
TOTAL BADLY	29	23	46	49	36	1	52	28	18	4	49	55	24	1	55	35	25	5
Don't know	9	5	5	3	7	0	2	2	6	1	5	3	7	0	4	3	7	2

Do you think that Jim Murphy is doing well or badly as leader of the Scottish Labour party?																		
Very well	2	5	1	17	1	2	2	8	7	2	2	16	10	2	2	10	8	2
Fairly well	24	29	42	57	38	13	36	40	31	12	44	57	30	14	28	48	32	17
TOTAL WELL	26	34	43	74	39	15	38	48	38	14	46	73	40	16	30	58	40	19
Fairly badly	27	25	34	13	45	28	31	25	22	25	29	15	38	28	40	21	28	26
Very badly	24	27	13	3	5	50	15	18	26	54	14	3	7	48	17	8	9	49
TOTAL BADLY	51	52	47	16	50	78	46	43	48	79	43	18	45	76	57	29	37	75
Don't know	22	14	9	11	11	7	15	8	14	6	11	9	15	8	12	12	23	6

On TUESDAY night there was the first televised debate between the Scottish party leaders on STV

Did you watch the programme or see clips or other coverage of it?

Yes, I watched all the programme	29	24	30	21	38	26	29	27	38	23	32	16	36	26	24	18	38
Yes, I watched some of the programme or saw clips or reports of it on other media	26	23	26	41	28	29	25	31	29	25	23	40	29	23	25	48	27
No, I did not see any of the programme	45	53	44	38	34	45	46	41	33	52	45	44	35	51	51	34	35

Which leader do you think came across the best in the FIRST debate?

[Asked to respondents who saw the debate or saw clips or reports of it; n=583]

Nicola Sturgeon	56	13	18	28	88	16	52	42	88	11	17	25	88	15	35	37	84
Ruth Davidson	14	58	18	16	0	48	10	19	1	54	22	23	0	55	21	17	1
Jim Murphy	13	6	44	11	2	7	23	15	2	8	42	15	2	4	29	18	4
Willie Rennie	1	3	0	6	0	3	0	3	0	4	0	4	0	4	0	3	0
Not sure	16	20	19	38	10	27	15	21	8	22	19	34	10	23	15	25	11

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	Gender		Age				Social class		Where born			
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
Weighted Sample	1056	505	551	126	250	376	304	496	560	855	106	95
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	%	%	%	%	%	%	%	%	%	%	%	%

	10-12 March	8-9 April											
Do you think Nicola Sturgeon is doing well or badly as First Minister?													
Very well	24	38	37	39	38	37	40	38	36	40	40	25	33
Fairly well	38	33	33	33	27	37	36	28	33	32	32	34	34
TOTAL WELL	62	71	70	72	65	74	76	66	69	72	72	59	67
Fairly badly	16	10	10	10	9	6	10	15	12	9	9	17	12
Very badly	13	13	18	10	13	15	12	14	15	12	13	19	13
TOTAL BADLY	29	23	28	20	22	21	22	29	27	21	22	36	25
Don't know	9	5	2	8	13	5	2	6	4	6	5	5	8

Do you think that Jim Murphy is doing well or badly as leader of the Scottish Labour party?													
Very well	2	5	7	4	4	7	5	5	7	3	5	6	6
Fairly well	24	29	28	30	21	22	29	36	29	28	29	33	22
TOTAL WELL	26	34	35	34	25	29	34	41	36	31	34	39	28
Fairly badly	27	25	26	23	24	25	25	23	26	23	25	25	23
Very badly	24	27	31	23	26	27	29	25	25	29	29	15	27
TOTAL BADLY	51	52	57	46	50	52	54	48	51	52	54	40	50
Don't know	22	14	8	20	25	18	11	11	12	16	13	21	22

On TUESDAY night there was the first televised debate between the Scottish party leaders on STV

Did you watch the programme or see clips or other coverage of it?

Yes, I watched all the programme	29	36	22	21	25	29	35	29	29	31	25	17
Yes, I watched some of the programme or saw clips or reports of it on other media	26	27	26	36	24	28	22	29	24	25	26	34
No, I did not see any of the programme	45	37	53	43	51	43	43	43	47	44	49	49

Which leader do you think came across the best in the FIRST debate?

[Asked to respondents who saw the debate or saw clips or reports of it; n=583]

Nicola Sturgeon	56	52	62	46	52	66	52	49	63	57	37	76
Ruth Davidson	14	18	9	18	13	11	16	18	10	14	19	13
Jim Murphy	13	15	10	13	17	12	11	16	9	12	25	3
Willie Rennie	1	1	1	1	0	0	2	2	0	1	1	0
Not sure	16	14	18	22	18	11	18	14	17	16	18	8

YouGov Scottish Weighting Data

In addition to weighting by age, gender, and social class (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership, Holyrood Vote 2011, Place of birth and Recalled 2014 referendum vote:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18-24	60	62
Male 25-39	103	122
Male 40-59	218	184
Male 60+	160	136
Female 18-24	51	63
Female 25-39	119	128
Female 40-59	206	192
Female 60+	139	168
Social Grade		
AB	298	206
C1	333	290
C2	199	211
DE	226	348
Newspaper Type		
Express / Mail	140	127
Sun / Star	118	169
Mirror / Record	131	211
Guardian / Independent / Herald	128	63
FT / Times / Telegraph / Scotsman	86	63
Other Paper	171	211
No Paper	282	211
Political Party Identification		
Conservatives	131	117
Labour	251	268
Liberal Democrats	84	67
SNP	290	277
SNP (Holyrood) & Lab (Westminster)	61	107
Other	47	10
Don't know / No vote	192	211
Place of Birth		
Scotland	812	855
Elsewhere in UK	198	106
Outside UK	46	95
Recalled Referendum Vote		
Yes	432	458
No	584	560
Can't remember/ Didn't vote	40	38