

YouGov / The Sun Survey Results

Sample Size: 1142 Scottish Adults (16+)
Fieldwork: 4th - 7th August 2014

	Likelihood to vote		Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace			
	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK
Weighted Sample	1142	945	1027	396	623	146	342	39	340	121	278	69	395	550	592	168	267	401	306	537	605	936	114	91
Unweighted Sample	1142	976	1058	413	630	144	356	45	346	116	308	73	396	582	560	138	205	422	377	684	458	910	169	63
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		June 25-29	Aug 4-7																						
Holyrood Headline Voting Intention																									
Con	15	16	16	16	2	26	100	0	0	0	81	2	18	4	14	17	14	14	15	18	18	14	16	23	5
Lab	37	37	36	37	12	53	0	100	0	0	8	86	10	15	33	40	38	36	35	38	36	37	36	47	30
Lib Dem	6	4	4	4	1	7	0	0	100	0	3	1	48	1	4	4	4	6	4	4	5	4	3	5	14
SNP	35	36	37	36	80	7	0	0	0	100	1	7	7	74	42	31	32	34	41	35	34	38	39	14	34
Other	8	7	7	7	6	8	0	0	0	0	7	4	18	5	7	8	13	10	5	6	8	7	6	11	16
Holyrood Other Parties Voting Intention																									
Green	4	3	3	3	4	3	0	0	0	0	0	2	9	2	3	4	10	4	2	1	4	2	3	3	4
Scottish Socialist	0	1	0	0	1	0	0	0	0	0	0	0	0	1	1	1	1	1	0	1	1	0	0	0	6
UKIP	3	3	3	3	0	4	0	0	0	0	6	2	9	2	2	3	0	3	2	4	2	4	2	7	6
Solidarity	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	1	0	1	0
Holyrood Non Voters																									
Would Not Vote	5	5	2	2	2	4	0	0	0	0	2	0	4	1	6	4	13	6	3	3	4	6	4	9	7
Don't know	11	13	10	11	7	11	0	0	0	0	6	6	24	9	8	17	14	17	12	10	10	15	13	16	14
Scottish Regional Vote																									
Conservative	14	15	15	15	2	24	88	1	1	1	78	2	18	4	13	16	10	14	16	15	18	12	14	24	4
Labour	35	35	34	35	11	50	2	90	9	2	6	83	11	13	31	38	36	34	32	37	33	36	34	45	30
Lib Dem	5	5	5	5	1	8	3	1	89	1	7	2	45	2	4	6	5	7	5	4	5	5	4	4	12
SNP	29	31	31	30	68	5	1	2	0	82	1	5	5	62	36	25	27	28	34	29	28	33	33	10	26
Other	17	15	16	15	19	13	7	5	1	15	8	7	21	19	16	14	22	17	13	15	16	14	14	17	27
Scottish Regional Other Vote																									
Green	8	8	7	7	12	5	0	3	1	8	0	4	12	9	8	7	16	12	6	3	10	5	7	6	13
Scottish Socialist Party	2	3	3	3	5	1	0	1	0	6	0	2	2	5	3	3	2	0	3	5	2	3	3	2	5
UKIP	6	4	5	5	1	6	7	1	0	1	8	1	8	4	5	4	2	3	4	7	3	5	4	8	8
Other	1	1	1	1	0	1	0	0	0	0	0	0	0	1	1	0	1	1	0	0	1	0	1	0	1
Scottish Regional Non Voters																									
Wouldn't vote	4	5	2	3	2	4	0	1	0	1	2	0	4	1	6	5	14	6	4	3	5	6	5	9	7
Don't know	11	11	8	9	6	9	1	0	3	0	6	5	21	7	7	16	13	16	10	8	10	12	11	16	9

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Fieldwork: 4th - 7th August 2014

	Likelihood to vote		Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace				
	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
Weighted Sample	1142	945	1027	396	623	146	342	39	340	121	278	69	395	550	592	168	267	401	306	537	605	936	114	91	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	June 25-29	Aug 4-7																							
If there was a referendum tomorrow on Scotland's future and this was the question, how would you vote?																									
Should Scotland be an independent country?																									
Yes	35	35	38	37	100	0	4	13	5	85	7	17	11	66	42	28	34	32	39	32	34	35	37	15	31
No	54	55	58	58	0	100	95	82	90	10	91	77	75	26	51	58	48	55	51	63	59	51	53	72	53
Would not vote	2	2	0	0	0	0	0	0	1	0	0	0	4	0	3	2	7	3	1	1	1	3	1	5	6
Don't know	10	9	4	5	0	0	1	5	3	5	2	6	10	7	5	12	12	11	9	4	6	11	9	7	10
Excluding Wouldn't votes and Don't knows																									
Yes	39	39	40	39	100	0	4	13	6	89	7	18	13	71	45	33	41	37	44	33	37	41	42	17	37
No	61	61	60	61	0	100	96	87	94	11	93	82	87	29	55	67	59	63	56	67	63	59	58	83	63
And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in a referendum on Scottish independence?																									
0 – Certain NOT to vote	2	2	0	0	0	1	1	0	3	0	0	0	0	3	2	4	4	1	1	2	2	1	5	7	
1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	3	
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
3	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0
4	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	2	0	
5	1	2	0	0	1	1	2	1	0	1	1	1	2	2	2	1	4	3	1	1	2	2	2	2	2
6	1	1	0	0	0	1	0	1	0	1	0	0	3	1	1	1	1	2	0	1	1	1	1	1	2
7	1	2	0	0	1	1	1	1	0	1	1	1	6	1	1	3	4	3	1	0	2	2	1	2	4
8	2	3	0	3	3	3	1	3	8	1	0	4	5	1	2	4	2	4	3	2	2	4	3	4	6
9	6	4	0	5	3	5	3	6	4	4	4	5	2	4	5	4	3	4	5	4	5	3	4	6	3
10 – Absolutely certain to vote	83	83	100	92	90	88	91	87	84	91	93	87	83	89	84	81	75	76	84	91	85	81	85	77	71
Don't know	1	2	0	0	0	0	0	0	0	2	0	0	0	2	2	3	5	4	2	0	1	4	3	1	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you think are the most important issues facing Scotland at the present time? Please tick up to three

Whether to be an independent country	58	62	61	66	58	70	53	59	68	65	50	53	67	58	59	56	55	59	62	64	53	60	53	49
The economy	53	55	56	53	55	54	62	64	54	61	60	54	49	57	50	57	58	53	48	61	47	53	57	55
Welfare benefits	27	29	28	26	28	32	29	18	24	28	29	27	28	25	28	27	28	28	23	27	27	27	21	33
Health	26	27	27	27	27	18	31	23	28	17	37	30	25	26	25	22	20	26	32	29	22	26	25	25
Immigration	24	24	25	22	26	31	22	16	23	33	25	20	21	23	26	14	16	26	35	17	31	26	18	17
Housing	18	18	18	19	18	12	22	13	21	7	22	19	21	20	17	18	18	20	15	17	19	18	20	21
Pensions	16	16	17	13	18	22	17	18	13	22	17	18	14	16	17	8	11	17	25	15	18	17	13	16
Education	14	14	14	12	15	14	17	19	13	16	18	15	9	14	14	15	14	14	13	15	13	15	17	5
Europe	10	11	11	12	10	16	5	18	15	12	3	11	14	11	10	10	8	11	12	8	12	9	12	17
The environment	6	5	5	7	6	5	5	8	7	2	5	13	6	6	6	8	7	6	3	5	7	5	3	11
Defence	5	6	5	5	5	6	5	10	5	12	3	5	4	4	5	4	4	4	7	4	6	5	6	2
Transport	2	2	2	2	2	2	2	3	2	0	3	2	1	3	1	3	1	2	2	2	2	2	4	2
None of these	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	1	0	1	0	0
Don't know	4	2	2	2	2	1	2	2	0	1	2	4	2	3	5	9	7	2	0	2	5	3	8	4

Thinking about the referendum campaign...

Do you think it has gone on too long, has been too quick, or it is about right?

Has gone on for too long, people are tired of it and ready to vote now	53	56	56	34	71	70	66	71	37	77	66	58	41	54	52	43	48	53	63	55	52	54	57	42
Has been too quick, there are more issues that need properly exploring	11	11	12	12	11	12	10	15	12	8	11	17	12	9	14	13	14	10	11	12	11	11	11	14
About right	27	28	27	50	14	16	18	8	49	13	18	14	42	30	23	26	26	31	23	27	27	27	22	29
Don't know	9	4	5	4	5	2	6	6	2	1	5	10	5	6	11	18	12	6	3	6	11	8	11	16

Have you found it interesting or boring?

Very interesting	16	18	17	34	7	10	9	3	35	8	10	4	27	19	13	19	19	14	15	18	15	17	10	10
Fairly interesting	33	33	34	46	27	27	29	37	44	24	35	32	37	30	35	32	32	34	33	36	30	33	31	37
TOTAL INTERESTING	49	51	51	80	34	37	38	40	79	32	45	36	64	49	48	51	51	48	48	54	45	50	41	47
Fairly boring	30	29	30	15	40	38	39	38	17	36	33	37	24	30	29	23	24	33	34	29	30	30	34	21
Very boring	16	17	16	3	23	24	19	22	3	31	20	19	9	17	15	13	16	15	17	14	17	15	20	20
TOTAL BORING	46	46	46	18	63	62	58	60	20	67	53	56	33	47	44	36	40	48	51	43	47	45	54	41
Don't know	6	3	3	2	3	1	5	0	2	1	3	8	3	4	8	13	10	5	0	4	8	6	5	12

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Whatever the result turns out to be, do you think the referendum campaign has been good or bad for Scotland?

Has been good for Scotland	33	36	35	73	10	8	17	11	74	13	18	9	60	41	27	30	35	36	30	34	33	36	22	23
Has been bad for Scotland	34	38	37	3	59	64	49	66	4	66	46	56	16	35	34	31	30	31	43	38	31	32	49	33
Neither good nor bad	23	21	23	19	24	22	28	20	18	15	29	24	18	19	27	23	20	26	23	22	25	24	21	23
Don't know	9	5	6	5	6	6	6	3	3	6	7	10	6	5	12	16	15	7	3	7	11	8	8	21

Imagine that Scotland votes NO this September, do you think...

The matter should be considered settled, and there should not be another referendum on independence	39	43	42	6	66	64	57	59	8	76	53	49	19	36	43	29	36	34	55	39	40	38	50	39
There should be another referendum on independence, but not for at least 20 or 30 years	17	17	17	13	21	28	19	30	14	15	20	28	13	20	15	26	18	16	13	20	15	17	19	22
There should be another referendum on independence, but not for at least 10 or 15 years	11	9	10	15	6	4	8	6	16	3	7	4	17	12	9	14	12	11	7	12	9	11	13	8
There should be another referendum on independence within 10 years	25	26	25	59	4	3	10	5	56	6	16	11	45	26	23	18	24	30	23	22	27	26	12	23
Don't know	8	5	5	7	3	2	6	0	5	0	5	8	7	6	10	13	10	9	3	7	9	8	6	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	June 12-16	Aug 4-7																							
Over the last few weeks have you been contacted by the Yes Scotland campaign in any of the following ways? Please tick all that apply																									
Delivered leaflets or letters to your door	39	55	59	58	61	55	64	54	49	61	64	56	47	59	55	56	53	48	53	67	57	54	55	58	54
Put up posters or billboards in your area	9	15	16	16	19	14	19	12	25	19	27	14	8	15	18	13	27	16	14	9	20	11	15	18	12
Knocked on your door	4	9	10	9	13	7	4	6	8	14	7	6	8	12	9	8	6	8	10	8	9	8	9	11	4
Set up stalls or handed out leaflets in your area	11	19	20	19	28	14	16	13	19	30	18	16	9	26	19	18	22	23	17	15	21	16	19	20	15
Phoned you	2	2	2	2	3	2	2	1	0	4	3	2	0	2	2	2	4	3	2	1	2	2	2	2	1
Sent you an email or contacted you on social media	8	10	11	11	23	2	1	5	1	23	2	9	3	17	13	6	16	10	10	6	12	8	11	4	6
None of these	48	32	30	31	25	35	31	34	43	23	29	34	45	27	32	32	31	34	36	27	30	34	32	27	34
Don't know	3	3	1	2	1	2	1	3	0	1	3	1	3	1	3	3	8	3	2	1	3	3	3	4	6
Over the last few weeks have you been contacted by the Better Together campaign in any of the following ways? Please tick all that apply																									
Delivered leaflets or letters to your door	29	47	50	49	46	50	59	49	46	47	56	51	42	44	46	48	38	46	43	57	48	45	46	56	47
Put up posters or billboards in your area	5	9	9	9	8	10	13	10	14	7	16	10	5	6	11	7	15	9	5	9	12	6	9	10	10
Knocked on your door	2	5	5	5	4	5	7	6	5	4	9	7	4	4	5	4	3	3	5	6	6	3	4	6	3
Set up stalls or handed out leaflets in your area	5	9	9	9	5	11	12	12	13	6	14	11	6	9	8	10	14	9	7	9	11	7	10	8	5
Phoned you	2	2	2	2	1	3	1	5	4	1	2	4	3	1	3	1	5	2	1	2	3	1	2	1	0
Sent you an email or contacted you on social media	6	7	9	8	3	11	12	11	21	3	11	12	12	4	9	6	10	8	6	7	9	5	8	8	4
None of these	58	43	42	42	47	40	29	40	46	45	34	39	47	49	44	42	44	41	49	37	40	46	44	37	41
Don't know	4	3	2	2	1	2	1	3	0	1	3	1	3	1	3	4	7	6	3	1	3	4	3	4	5

YouGov Scottish Weighting Data

In addition to weighting by age, gender and social class (weighted and unweighted figures shown in the tables), YouGov has also weighted its raw data by newspaper readership, political party identification and place of birth:

	Unweighted no.	Weighted no.
Age and Gender		
Male 16-24	63	85
Male 25-39	105	131
Male 40-59	222	195
Male 60+	192	139
Female 16-24	75	83
Female 25-39	100	136
Female 40-59	200	206
Female 60+	185	167
Social Grade		
AB	315	223
C1	369	314
C2	192	228
DE	266	377
Newspaper Type		
Express / Mail	144	137
Sun / Star	102	183
Mirror / Record	222	228
Guardian / Independent / Herald	136	69
FT / Times / Telegraph / Scotsman	115	69
Other Paper	155	228
No Paper	268	228
Political Party Identification		
Conservatives	116	121
Labour	308	278
Liberal Democrats	73	69
SNP	320	286
SNP (Holyrood) & Lab (Westminster)	76	110
Other	26	10
Don't know / No vote	223	270
Birthplace		
Scotland	910	936
Rest of the UK	169	114
Outside UK	63	91

YouGov is a member of the British Polling Council and abides by its rules.

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