

YouGov Survey Results

Sample Size: 1484 Scottish Adults
Fieldwork: 2nd - 4th May 2011

	Westminster Vote				Scottish Constituency Vote				Scottish Regional Vote				Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1484	224	562	85	358	152	459	103	538	175	415	86	450	706	778	175	358	528	419	697	787
Unweighted Sample	1484	216	551	68	374	152	450	83	557	172	399	65	462	774	710	142	353	529	455	715	769
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Westminster Voting Intention																					
Con	17	100	0	0	0	93	3	17	9	93	2	13	8	18	17	18	16	16	20	23	12
Lab	44	0	100	0	0	2	94	16	18	3	97	15	18	44	43	41	43	47	41	39	48
Lib Dem	7	0	0	100	0	2	0	66	3	2	1	70	3	5	8	12	6	5	7	8	5
SNP	28	0	0	0	100	0	0	0	68	1	0	2	69	29	27	23	30	29	26	24	31
Other	5	0	0	0	0	3	2	0	2	2	0	0	2	5	5	6	4	4	5	5	4
Other Parties Voting Intention																					
Green	2	0	0	0	0	1	1	0	0	0	0	0	0	1	2	4	3	2	0	3	1
UKIP	2	0	0	0	0	2	0	0	0	2	0	0	1	2	1	0	0	1	4	1	2
BNP	1	0	0	0	0	0	0	0	1	0	0	0	1	1	0	2	1	1	0	0	1
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	0	1	1	1
Non Voters																					
Would Not Vote	4	0	0	0	0	0	0	1	0	0	0	1	0	4	4	4	6	5	2	2	5
Don't know	9	0	0	0	0	4	3	6	5	4	2	10	5	7	11	12	13	8	7	9	9

Fieldwork: 2nd - 4th May 2011

	Westminster Vote				Scottish Constituency Vote				Scottish Regional Vote				Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1484	224	562	85	358	152	459	103	538	175	415	86	450	706	778	175	358	528	419	697	787
Unweighted Sample	1484	216	551	68	374	152	450	83	557	172	399	65	462	774	710	142	353	529	455	715	769
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Scottish Constituency Vote

[Adjusted for likelihood to vote]

Conservative	11	62	0	4	0	100	0	0	0	77	1	5	1	11	12	11	10	11	13	14	9
Labour	35	7	77	3	0	0	100	0	0	6	95	4	2	35	35	31	33	37	35	30	39
Lib Dem	8	8	3	76	0	0	0	100	0	7	1	79	1	7	8	10	8	6	9	10	5
SNP	42	21	17	17	98	0	0	0	100	9	3	12	95	44	39	44	46	41	39	41	43
Other	4	1	2	0	1	0	0	0	0	1	0	0	1	3	5	3	3	5	4	5	4

Scottish Constituency No Vote

Wouldn't vote	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	6	4	2	3	1	0	0	0	0	1	1	2	1	5	8	9	11	6	2	5	7

Scottish Regional Vote

[Adjusted for likelihood to vote]

Conservative	13	71	1	4	1	89	2	12	3	100	0	0	0	13	14	14	11	12	16	17	10
Labour	32	4	72	6	0	1	86	6	2	0	100	0	0	31	32	23	28	36	31	25	37
Lib Dem	7	5	2	67	0	3	1	68	2	0	0	100	0	6	7	9	4	6	8	9	5
SNP	35	16	14	15	85	2	2	3	80	0	0	0	100	36	34	32	41	35	32	33	36
Other	14	4	11	8	14	5	9	10	13	0	0	0	0	15	13	22	16	10	13	16	12

Scottish Regional Vote: Others

Green	6	1	7	4	4	1	6	7	4	0	0	0	0	7	6	14	9	5	3	8	5
Scottish Socialist Party	3	0	2	1	9	0	0	1	7	0	0	0	0	4	3	2	4	2	4	4	3
Solidarity	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	2	0	0	0	0	1
Other	4	3	2	3	0	4	2	2	1	0	0	0	0	4	4	3	3	3	5	4	3

Scottish Regional No Vote

Wouldn't vote	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know	6	3	2	5	2	1	2	3	1	0	0	0	0	4	8	9	11	5	3	6	7

Fieldwork: 2nd - 4th May 2011

	Westminster Vote				Scottish Constituency Vote				Scottish Regional Vote				Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample 1484	224	562	85	358	152	459	103	538	175	415	86	450	706	778	175	358	528	419	697	787	
Unweighted Sample	216	551	68	374	152	450	83	557	172	399	65	462	774	710	142	353	529	455	715	769	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And for the referendum held on the 5th of May...

The referendum question reads as follows:

"At present, the UK uses the "first past the post" system to elect MPs to the House of Commons. Should the "alternative vote" system be used instead?"

How will you vote in the referendum on

Thursday?

[Adjusted for likelihood to vote]

Yes	41	25	38	73	50	21	33	65	49	21	32	66	49	47	35	48	47	37	39	43	39
No	49	71	54	18	38	76	58	26	40	76	59	25	40	46	51	39	37	53	56	47	50
Don't know	10	3	8	9	11	3	9	9	10	3	9	9	10	6	13	12	16	10	4	9	10
Won't vote	1	0	0	0	1	0	1	0	1	0	1	0	0	1	0	2	0	1	1	1	1

REBASED: How will you vote in the referendum on Thursday?

[Adjusted taking into account likelihood to vote, excluding don't know and wouldn't vote]

Yes	46	26	41	80	56	22	36	71	55	21	35	73	55	51	41	55	56	41	41	48	44
No	54	74	59	20	44	78	64	29	45	79	65	27	45	49	59	45	44	59	59	52	56

On a scale of 0 to 10, where 0 means you will definitely not vote, and 10 means you definitely will vote, how likely are you to vote on Thursday?

0 - Certain NOT to vote	5	5	2	2	2	5	1	2	1	4	0	0	1	5	5	6	7	5	3	5	5
1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0
2	1	1	0	0	0	1	1	0	0	1	1	0	0	1	1	2	2	0	0	1	1
3	1	0	1	0	1	0	0	1	1	0	1	0	1	1	1	1	1	1	1	1	1
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	3	2	3	2	2	1	3	1	3	1	3	1	3	3	3	2	5	3	2	3	4
6	2	0	3	0	1	0	3	1	1	0	3	0	1	1	2	1	3	2	1	1	2
7	4	3	4	13	2	3	4	8	2	2	4	10	2	3	5	6	7	4	1	4	4
8	5	2	6	7	3	3	6	8	3	2	7	11	3	4	6	9	4	4	4	5	5
9	8	9	7	11	8	8	6	18	8	9	7	10	7	8	7	8	9	8	5	7	8
10 - Absolutely certain to vote	70	77	74	66	79	78	75	61	79	78	74	68	80	73	68	65	58	71	82	72	69
Don't know	1	0	1	0	1	0	0	0	0	0	1	0	0	1	1	2	4	1	0	1	1

Fieldwork: 2nd - 4th May 2011

	Westminster Vote				Scottish Constituency Vote				Scottish Regional Vote				Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1484	224	562	85	358	152	459	103	538	175	415	86	450	706	778	175	358	528	419	697	787
Unweighted Sample	1484	216	551	68	374	152	450	83	557	172	399	65	462	774	710	142	353	529	455	715	769
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Scottish Constituency Vote

[Not adjusted for likelihood to vote]

Conservative	12	63	0	4	0	100	0	0	0	78	0	5	1	12	12	11	10	11	14	15	9
Labour	35	7	77	3	0	0	100	0	0	6	95	4	2	35	36	32	34	37	36	31	39
Lib Dem	8	8	3	76	0	0	0	100	0	7	2	80	1	7	9	12	8	6	9	10	5
SNP	41	21	17	17	98	0	0	0	100	8	3	11	96	44	39	42	45	41	38	39	43
Other	4	1	2	0	1	0	0	0	0	1	0	0	1	3	5	3	4	5	4	5	4

Scottish Constituency No Vote

Wouldn't vote	4	1	1	0	0	0	0	0	0	0	0	0	0	4	4	3	6	5	2	3	5
Don't know	8	4	3	3	1	0	0	0	0	2	1	2	1	6	10	11	15	6	3	7	9

Scottish Regional Vote

[Not adjusted for likelihood to vote]

Conservative	13	72	1	4	1	90	2	12	3	100	0	0	0	13	14	15	11	13	16	18	9
Labour	32	4	72	5	0	1	86	6	2	0	100	0	0	31	33	24	29	36	31	26	37
Lib Dem	7	5	2	68	0	3	1	69	2	0	0	100	0	6	7	9	4	6	8	9	5
SNP	34	16	14	16	84	2	2	3	80	0	0	0	100	36	33	30	40	35	31	32	37
Other	14	4	10	8	15	5	9	10	13	0	0	0	0	15	13	21	16	10	13	16	12

Scottish Regional Vote: Others

Green	7	1	7	4	5	1	6	6	4	0	0	0	0	7	6	14	9	5	4	8	5
Scottish Socialist Party	3	1	2	1	8	0	0	1	7	0	0	0	0	4	3	2	4	2	4	4	3
Solidarity	0	0	0	0	1	0	0	0	1	0	0	0	0	0	1	2	0	0	0	0	1
Other	4	2	2	3	0	4	2	2	1	0	0	0	0	4	3	3	3	3	5	4	3

Scottish Regional No Vote

Wouldn't vote	4	1	1	0	1	1	0	0	0	0	0	0	0	4	4	4	6	5	2	3	5
Don't know	8	3	3	7	2	1	2	5	1	0	0	0	0	5	10	11	14	6	3	8	8

Fieldwork: 2nd - 4th May 2011

	Westminster Vote				Scottish Constituency Vote				Scottish Regional Vote				Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	
Weighted Sample 1484	224	562	85	358	152	459	103	538	175	415	86	450	706	778	175	358	528	419	697	787	
Unweighted Sample 1484	216	551	68	374	152	450	83	557	172	399	65	462	774	710	142	353	529	455	715	769	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And for the referendum held on the 5th of May...

The referendum question reads as follows:

“At present, the UK uses the “first past the post” system to elect MPs to the House of Commons. Should the “alternative vote” system be used instead?”

How will you vote in the referendum on Thursday?

[Not adjusted for likelihood to vote]

Yes	37	23	36	71	47	19	32	64	48	20	31	64	47	43	32	44	39	34	36	39	35
No	46	69	52	17	38	72	56	25	40	74	57	24	40	44	47	38	33	49	56	44	47
Don't know	12	3	10	12	13	3	10	11	11	3	10	12	11	7	16	13	20	11	5	11	13
Won't vote	5	4	2	0	2	5	2	0	1	4	2	0	1	6	5	6	8	6	3	6	5

REBASED: How will you vote in the referendum on Thursday?

[Not adjusted taking into account likelihood to vote, excluding don't know and wouldn't vote]

Yes	45	25	41	81	56	21	36	72	54	21	35	72	54	49	40	54	55	41	40	47	43
No	55	75	59	19	44	79	64	28	46	79	65	28	46	51	60	46	45	59	60	53	57

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 and political party identification:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18-24	87	89
Male 25-39	182	176
Male 40-59	275	256
Male 60+	228	183
Female 18-24	55	86
Female 25-39	171	182
Female 40-59	254	272
Female 60+	227	235
Social Grade		
AB	347	289
C1	368	408
C2	326	298
DE	443	489
Newspaper Type		
Express / Mail	236	178
Sun / Star	204	238
Mirror / Record	219	296
Guardian / Independent / Herald	174	89
FT / Times / Telegraph / Scotsman	144	91
Other Paper	201	296
No Paper	306	297
Political Party Identification		
Labour	560	564
Conservative	181	193
Liberal Democrat	95	148
Scottish National Party	254	238
Others	57	30
None / Don't know	337	312

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