

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

| | | Westminster Voting Intention | | | | 2010 Vote | | | | Holyrood Voting intention | | | | Holyrood Past Vote 2011 | | | | | |
|--|--------------------------|------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------------------------|-----------|-----------|-----------|-------------------------|-----------|-----------|-----------|-----------|-----------|
| 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 | | | | | | | | | | | | | | | | |
| 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 |

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

| | 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 |

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 | | | | | | | | | | | | | | | | |
|---|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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 |

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

| | 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 | | | | | | | | | | | |
|---|-------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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 |