

Highlands & Islands Poll

08/04/2014

Prepared on behalf of the John Muir Trust



Methodology

Fieldwork Dates

7th April 2014

Data Collection Method

The survey was conducted via telephone. A combination of random numbers seeded from the complete BT directory of households in the local wards and, in addition, a smaller amount of targeted lifestyle data for specific age brackets were called.

Population Sampled

All residents aged 18+ in the Scottish Highlands & Islands electoral region

Sample Size

503

Data Weighting

Data were weighted to the profile of all adults aged 18+. Data were weighted by age, sex and region. Targets for the weighted data were derived from Office of National Statistics 2011 Census data.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 503 it is 95% certain that the 'true' value will fall within the range of 4.3% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

For further information please contact;
Damian Lyons Lowe
Chief Executive
Survation Ltd

0203 142 7640
damian.lyonslowe@survation.com

If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

Sign up for our press releases at <http://eepurl.com/mOK8T>

Follow us on twitter:
www.twitter.com/survation for our regular survey work and political polling
www.twitter.com/damiansurvation for Damian Lyons Lowe's twitter feed
Survation are a member of The British Polling Council and abide by its rules:
<http://www.britishpollingcouncil.org>
Survation Ltd Registered in England & Wales Number 07143509

Highlands and Islands Poll

8 Apr 2014

Table 1
Q1. Could I confirm that you live in the constituency of [Y] ?
Base : All Answering

| | Total | Gender | | Age | | | | | | Constituency | | | | | |
|--------------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|--------------------------------|---------------------|--------|--------------------------------|-----------------------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Argyll & Bute | Caithness, Sutherland and Ross | Inverness and Nairn | Moray | Islands (Northern and Western) | Skye, Lochaber and Badenoch |
| Unweighted Total | 503 | 187 | 316 | 42 | 35 | 41 | 114 | 107 | 164 | 79 | 96 | 85 | 70 | 109 | 64 |
| Weighted Total | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| Argyll and Bute | 76 | 39 | 37 | 7 | 11 | 4 | 15 | 16 | 24 | 76 | - | - | - | - | - |
| | 15.1% | 15.7% | 14.5% | 12.1% | 20.4% | 8.5% | 11.2% | 18.9% | 18.2% | 100.0% | - | - | - | - | - |
| Caithness, Sutherland and Ross | 81 | 43 | 38 | 16 | 7 | 6 | 19 | 10 | 22 | - | 81 | - | - | - | - |
| | 16.0% | 17.4% | 14.7% | 27.4% | 14.0% | 13.4% | 14.5% | 11.3% | 17.3% | - | 100.0% | - | - | - | - |
| Inverness and Nairn | 96 | 51 | 45 | 12 | 11 | 13 | 22 | 19 | 19 | - | - | 96 | - | - | - |
| | 19.0% | 20.6% | 17.5% | 21.3% | 20.4% | 28.3% | 16.4% | 22.1% | 14.9% | - | - | 100.0% | - | - | - |
| Moray | 86 | 40 | 46 | 10 | 5 | 6 | 31 | 9 | 25 | - | - | - | 86 | - | - |
| | 17.1% | 16.1% | 18.1% | 17.8% | 9.8% | 12.6% | 23.5% | 10.3% | 19.2% | - | - | - | 100.0% | - | - |
| Na h-Eileanan an Iar (Western Isles) | 33 | 15 | 19 | 5 | 3 | 6 | 10 | 6 | 4 | - | - | - | - | 33 | - |
| | 6.6% | 5.9% | 7.3% | 8.2% | 6.4% | 14.3% | 7.1% | 6.8% | 2.7% | - | - | - | - | 41.3% | - |
| Orkney | 22 | 8 | 14 | 1 | 2 | 3 | 4 | 6 | 5 | - | - | - | - | 22 | - |
| | 4.3% | 3.2% | 5.3% | 1.4% | 3.2% | 7.4% | 3.2% | 7.2% | 4.1% | - | - | - | - | 26.8% | - |
| Shetland | 26 | 12 | 14 | 4 | 2 | 1 | 11 | 4 | 5 | - | - | - | - | 26 | - |
| | 5.1% | 4.7% | 5.5% | 6.2% | 3.2% | 1.6% | 8.0% | 4.7% | 3.9% | - | - | - | - | 31.9% | - |
| Skye, Lochaber and Badenoch | 84 | 40 | 44 | 3 | 12 | 6 | 21 | 16 | 26 | - | - | - | - | - | 84 |
| | 16.7% | 16.3% | 17.1% | 5.4% | 22.6% | 13.8% | 16.0% | 18.7% | 19.8% | - | - | - | - | - | 100.0% |
| SIGMA | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Survation.

Highlands and Islands Poll

8 Apr 2014

Table 2

Q2. The Scottish Parliament is currently discussing a proposal that Scotland's wild land - land that is rugged and remote with a lack of visible built structures - should be given special protection from development such as large scale wind farms. To what extent do you support or oppose these proposals?*

Base : All Respondents

| | Gender | | Age | | | | | | Constituency | | | | | | |
|-------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|--------------------------------------|------------------------|--------|--------------------------------------|--------------------------------|--------|
| | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Argyll & Bute | Caithness, Sutherland and Ross | Inverness and Nairn | Moray | Islands (Northern and Western) | Skye, Lochaber and Badenoch | |
| Unweighted Total | 503 | 187 | 316 | 42 | 35 | 41 | 114 | 107 | 164 | 79 | 96 | 85 | 70 | 109 | 64 |
| Weighted Total | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| Strongly support | 156 | 78 | 78 | 4 | 4 | 14 | 49 | 30 | 56 | 20 | 28 | 25 | 30 | 25 | 28 |
| | 31.0% | 31.4% | 30.7% | 6.2% | 7.8% | 30.6% | 36.5% | 35.2% | 43.1% | 26.3% | 34.8% | 26.2% | 35.0% | 30.4% | 33.6% |
| Somewhat support | 89 | 42 | 47 | 15 | 13 | 8 | 24 | 14 | 15 | 17 | 16 | 22 | 8 | 16 | 10 |
| | 17.8% | 16.9% | 18.6% | 26.3% | 25.3% | 18.3% | 17.7% | 16.4% | 11.6% | 22.6% | 20.1% | 22.7% | 9.0% | 20.1% | 12.3% |
| Neither support nor oppose | 109 | 56 | 53 | 10 | 18 | 14 | 25 | 15 | 27 | 18 | 15 | 23 | 20 | 19 | 14 |
| | 21.7% | 22.6% | 20.8% | 17.7% | 34.0% | 31.2% | 18.8% | 17.4% | 20.9% | 23.6% | 18.7% | 24.0% | 23.2% | 23.5% | 16.8% |
| Somewhat oppose | 65 | 32 | 33 | 10 | 10 | 3 | 19 | 12 | 10 | 10 | 7 | 13 | 13 | 7 | 14 |
| | 12.9% | 13.1% | 12.8% | 18.0% | 18.2% | 6.5% | 14.5% | 14.7% | 8.0% | 13.1% | 9.1% | 14.0% | 15.2% | 9.2% | 16.5% |
| Strongly oppose | 45 | 23 | 22 | 5 | 5 | 2 | 12 | 11 | 10 | 6 | 10 | 4 | 5 | 8 | 11 |
| | 8.8% | 9.3% | 8.4% | 8.1% | 9.5% | 4.5% | 8.8% | 13.4% | 7.5% | 7.6% | 12.9% | 4.1% | 6.3% | 10.1% | 12.9% |
| Don't know | 39 | 17 | 22 | 14 | 3 | 4 | 5 | 2 | 11 | 5 | 4 | 9 | 10 | 5 | 7 |
| | 7.7% | 6.7% | 8.7% | 23.6% | 5.1% | 8.9% | 3.6% | 2.9% | 8.8% | 6.8% | 4.3% | 9.0% | 11.3% | 6.7% | 7.8% |
| SIGMA | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Highlands and Islands Poll

8 Apr 2014

Table 3
Q3. What impact do you think the spread of onshore wind farms on wild land in the Highlands and Islands might have on the tourist industry in the region?
Base : All Respondents

| | Total | Gender | | Age | | | | | | Constituency | | | | | |
|-------------------|---------------|---------------|---------------|--------------|--------------|--------------|---------------|--------------|---------------|---------------|--------------------------------------|------------------------|--------------|--------------------------------------|--------------------------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Argyll & Bute | Caithness, Sutherland and Ross | Inverness and Nairn | Moray | Islands (Northern and Western) | Skye, Lochaber and Badenoch |
| Unweighted Total | 503 | 187 | 316 | 42 | 35 | 41 | 114 | 107 | 164 | 79 | 96 | 85 | 70 | 109 | 64 |
| Weighted Total | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| A positive impact | 29 5.8% | 14 5.8% | 15 5.7% | 5 9.2% | 7 14.1% | 1 3.0% | 3 2.1% | 5 5.3% | 8 5.9% | 5 6.9% | 7 9.1% | 8 8.0% | - - | 4 4.9% | 5 5.7% |
| A negative impact | 248 49.4% | 134 54.1% | 114 44.8% | 23 40.2% | 21 39.2% | 17 37.4% | 82 61.8% | 42 49.3% | 64 48.9% | 35 46.0% | 39 48.9% | 44 46.1% | 47 55.1% | 45 55.3% | 38 44.8% |
| No impact | 226 44.9% | 99 40.1% | 127 49.5% | 29 50.6% | 24 46.6% | 27 59.7% | 48 36.1% | 38 45.4% | 59 45.1% | 36 47.1% | 34 41.9% | 44 45.8% | 39 44.9% | 32 39.8% | 42 49.5% |
| SIGMA | 503 100.0% | 247 100.0% | 256 100.0% | 58 100.0% | 52 100.0% | 45 100.0% | 133 100.0% | 85 100.0% | 130 100.0% | 76 100.0% | 81 100.0% | 96 100.0% | 86 100.0% | 81 100.0% | 84 100.0% |

Highlands and Islands Poll

8 Apr 2014

Table 5
Q5. What age bracket do you fall into?
Base : All Respondents

| | Total | Gender | | Age | | | | | | Constituency | | | | | |
|------------------|---------------|---------------|---------------|--------------|--------------|--------------|---------------|--------------|---------------|---------------|--------------------------------------|------------------------|--------------|--------------------------------------|--------------------------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Argyll & Bute | Caithness, Sutherland and Ross | Inverness and Nairn | Moray | Islands (Northern and Western) | Skye, Lochaber and Badenoch |
| Unweighted Total | 503 | 187 | 316 | 42 | 35 | 41 | 114 | 107 | 164 | 79 | 96 | 85 | 70 | 109 | 64 |
| Weighted Total | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| 18-24 | 58 11.5% | 31 12.5% | 27 10.5% | 58 100.0% | - | - | - | - | - | 7 9.2% | 16 19.7% | 12 12.9% | 10 12.0% | 9 11.4% | 3 3.7% |
| 25-34 | 52 10.4% | 33 13.2% | 20 7.7% | - | 52 100.0% | - | - | - | - | 11 14.1% | 7 9.1% | 11 11.2% | 5 6.0% | 7 8.3% | 12 14.1% |
| 35-44 | 45 8.9% | 16 6.3% | 29 11.5% | - | - | 45 100.0% | - | - | - | 4 5.0% | 6 7.5% | 13 13.3% | 6 6.5% | 10 13.0% | 6 7.4% |
| 45-54 | 133 26.5% | 57 23.1% | 76 29.8% | - | - | - | 133 100.0% | - | - | 15 19.6% | 19 24.0% | 22 22.8% | 31 36.4% | 25 30.5% | 21 25.3% |
| 55-64 | 85 16.8% | 45 18.4% | 39 15.4% | - | - | - | - | 85 100.0% | - | 16 21.0% | 10 11.8% | 19 19.6% | 9 10.2% | 16 19.7% | 16 18.9% |
| 65-74 | 79 15.7% | 40 16.3% | 39 15.2% | - | - | - | - | - | 79 60.8% | 17 21.8% | 15 18.7% | 12 13.0% | 14 16.7% | 9 11.5% | 11 13.5% |
| 75+ | 51 10.1% | 26 10.3% | 25 10.0% | - | - | - | - | - | 51 39.2% | 7 9.3% | 7 9.1% | 7 7.3% | 11 12.2% | 5 5.7% | 14 17.2% |
| SIGMA | 503 100.0% | 247 100.0% | 256 100.0% | 58 100.0% | 52 100.0% | 45 100.0% | 133 100.0% | 85 100.0% | 130 100.0% | 76 100.0% | 81 100.0% | 96 100.0% | 86 100.0% | 81 100.0% | 84 100.0% |

Highlands and Islands Poll

8 Apr 2014

Table 6
Q6. Gender
Base : All Respondents

| | Total | Gender | | Age | | | | | | Constituency | | | | | |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------------|--------------------------------------|------------------------|--------|--------------------------------------|--------------------------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Argyll & Bute | Caithness, Sutherland and Ross | Inverness and Nairn | Moray | Islands (Northern and Western) | Skye, Lochaber and Badenoch |
| Unweighted Total | 503 | 187 | 316 | 42 | 35 | 41 | 114 | 107 | 164 | 79 | 96 | 85 | 70 | 109 | 64 |
| Weighted Total | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| Male | 247 | 247 | - | 31 | 33 | 16 | 57 | 45 | 66 | 39 | 43 | 51 | 40 | 34 | 40 |
| | 49.2% | 100.0% | - | 53.4% | 62.6% | 34.7% | 42.9% | 53.7% | 50.5% | 51.1% | 53.4% | 53.4% | 46.3% | 42.6% | 48.0% |
| Female | 256 | - | 256 | 27 | 20 | 29 | 76 | 39 | 64 | 37 | 38 | 45 | 46 | 46 | 44 |
| | 50.8% | - | 100.0% | 46.6% | 37.4% | 65.3% | 57.1% | 46.3% | 49.5% | 48.9% | 46.6% | 46.6% | 53.7% | 57.4% | 52.0% |
| SIGMA | 503 | 247 | 256 | 58 | 52 | 45 | 133 | 85 | 130 | 76 | 81 | 96 | 86 | 81 | 84 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

| Page | Table | Title | Base Description | Base |
|------|-------|---|------------------------|------|
| 4 | 1 | Q1. Could I confirm that you live in the constituency of [Y] ? | Base : All Answering | 503 |
| 5 | 2 | Q2. The Scottish Parliament is currently discussing a proposal that Scotland's wild land -land that is rugged and remote with a lack of visible built structures - should be given special protection from development such as large scale wind farms.To what extent do you support or oppose these proposals?" | Base : All Respondents | 503 |
| 6 | 3 | Q3. What impact do you think the spread of onshore wind farms on wild land in the Highlands and Islands might have on the tourist industry in the region? | Base : All Respondents | 503 |
| 7 | 4 | Q4. Have you heard of the wild land charity, the John Muir Trust? | Base : All Respondents | 503 |
| 8 | 5 | Q5. What age bracket do you fall into? | Base : All Respondents | 503 |
| 9 | 6 | Q6. Gender | Base : All Respondents | 503 |