

Scottish Referendum Issues Poll

15/09/2014

Prepared on behalf of the Daily Mirror



Methodology

Fieldwork Dates

10th - 12th September 2014

Data Collection Method

The survey was conducted telephone. The telephone poll was a systematic random sample of mobiles and landlines, ordered by key strata to reflect the eligible Scottish population. These strata were, age, sex, local authority, income and employment status.

Population Sampled

All residents aged 16+ in Scotland

Sample Size

1,001 (total)
860 (effective sample size excluding refusals)

Data Weighting

Data were weighted to the profile of all adults aged 16+. Data were weighted by age, sex, region and past vote. Weighting targets were derived from ONS 2011 Census data for Scotland and the results of the 2011 Holyrood election.

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 860 it is 95% certain that the 'true' value will fall within the range of 3.3% 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 read 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 7644
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.

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Table 1

		Total		Gender		Age					Region							
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland
Totals	Unweighted	1001	569	432	67	146	195	212	170	211	101	124	117	121	174	130	120	114
	Weighted	1001	490	511	177	157	174	176	140	176	122	147	116	95	158	120	149	94
var24_noref	Currency	19	9	10	2	3	4	3	3	5	1	2	1	1	3	4	4	3
		2.2%	2.1%	2.3%	1.2%	2.2%	2.5%	2.0%	2.2%	3.1%	.9%	1.9%	1.3%	.7%	2.0%	3.8%	3.2%	3.5%
	Economics	128	64	64	41	16	18	24	15	15	23	23	10	13	20	14	11	13
		14.9%	15.4%	14.4%	26.9%	11.3%	11.5%	15.7%	12.7%	10.1%	22.5%	19.3%	11.1%	15.3%	14.7%	13.2%	8.1%	15.8%
	NHS	19	2	17	2	5	9	1	1	1	3	0	1	4	1	1	3	6
		2.2%	.5%	3.8%	1.5%	3.3%	6.0%	.6%	1.0%	.7%	3.2%	0.0%	1.4%	4.2%	.7%	1.0%	2.5%	6.8%
	Security	16	6	10	0	1	4	1	5	5	2	3	1	1	1	4	1	2
		1.8%	1.4%	2.3%	0.0%	.8%	2.5%	.9%	4.0%	3.2%	2.4%	2.6%	.9%	.8%	1.0%	4.1%	.6%	2.5%
	Tory Government	19	10	9	3	4	2	2	8	0	0	6	1	1	4	3	3	1
		2.2%	2.4%	2.1%	2.2%	2.9%	1.1%	1.4%	6.8%	0.0%	0.0%	5.4%	1.0%	.7%	3.2%	2.6%	2.4%	1.2%
	Too much power in Westminster	81	50	32	12	15	17	14	9	13	10	7	4	11	11	14	14	9
		9.4%	11.8%	7.1%	8.1%	11.0%	11.4%	9.5%	7.6%	8.7%	10.1%	5.7%	3.9%	13.5%	8.3%	13.7%	10.9%	10.2%
	National pride	68	33	35	16	9	11	10	9	14	4	13	11	6	15	6	9	4
		7.9%	7.9%	7.9%	10.5%	6.2%	7.3%	6.3%	7.6%	9.4%	4.3%	10.8%	11.5%	7.5%	11.2%	5.5%	6.8%	4.2%
	Nuclear weapons	2	1	1	0	0	0	2	0	1	0	0	0	0	0	1	0	0
		.3%	.3%	.3%	0.0%	0.0%	0.0%	1.1%	0.0%	.6%	0.0%	0.0%	0.0%	1.3%	0.0%	1.2%	0.0%	0.0%
	Europe / foreign policy	4	3	1	2	1	1	1	0	0	0	1	2	1	0	0	0	1
		.5%	.8%	.2%	1.2%	.7%	.6%	.5%	0.0%	0.0%	0.0%	.7%	1.9%	1.4%	0.0%	0.0%	0.0%	.7%
	Alex Salmond / SNP	30	16	14	0	5	2	4	4	15	3	1	8	2	3	4	3	5
		3.5%	3.8%	3.3%	0.0%	3.9%	1.1%	2.7%	3.6%	10.1%	3.4%	1.0%	9.1%	2.8%	2.1%	4.1%	2.1%	5.7%
	Fairness and inequality	18	9	8	0	6	5	4	2	0	1	2	2	2	4	4	3	1
		2.1%	2.2%	1.9%	0.0%	4.4%	3.1%	2.9%	2.0%	0.0%	1.2%	1.4%	2.2%	1.9%	2.8%	3.4%	2.2%	.9%
	Other reason (please state)	455	215	240	73	74	81	86	63	78	54	61	51	42	75	50	81	41
		53.0%	51.4%	54.5%	48.5%	53.3%	52.9%	56.8%	52.3%	54.0%	52.1%	51.1%	55.7%	50.0%	54.2%	47.5%	61.2%	48.5%
	SIGMA	860	419	441	151	140	153	152	120	145	103	120	92	84	138	106	132	85

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Table 2

		Total	Gender		Age						Region							
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland
Totals	Unweighted	1001	569	432	67	146	195	212	170	211	101	124	117	121	174	130	120	114
	Weighted	1001	490	511	177	157	174	176	140	176	122	147	116	95	158	120	149	94
Have you changed your mind about how you plan to vote during the course of the campaign?	Yes - I was previously undecided but have now made up my mind	114	67	47	47	20	20	12	9	6	20	14	11	9	19	18	16	7
		13.1%	15.6%	10.7%	29.4%	14.5%	13.3%	7.6%	7.2%	4.2%	19.0%	11.3%	12.3%	10.7%	13.6%	17.0%	11.8%	8.3%
	Yes - I was previously planning to vote a different way but	109	54	55	11	25	32	25	7	9	10	20	13	7	17	15	16	11
		12.6%	12.5%	12.6%	6.7%	18.1%	20.9%	16.3%	6.2%	6.3%	9.3%	16.2%	14.6%	8.7%	11.8%	14.1%	11.9%	13.6%
No - I have not changed my mind about how I plan to vote	645	309	336	103	94	101	117	104	127	75	89	67	67	107	74	103	64	
	74.3%	71.9%	76.6%	63.9%	67.5%	65.8%	76.1%	86.6%	89.5%	71.7%	72.6%	73.1%	80.6%	74.6%	68.9%	76.4%	78.1%	
	SIGMA	868	430	438	161	139	153	154	120	142	105	122	91	84	143	107	135	82

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Table 3

		Total	Gender		Age						Region							
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland
Totals	Unweighted	1001	569	432	67	146	195	212	170	211	101	124	117	121	174	130	120	114
	Weighted	1001	490	511	177	157	174	176	140	176	122	147	116	95	158	120	149	94
Which of the following statements is closest to your opinion?	A "Yes" vote will mean jobs in Scotland are lost	346	161	184	57	50	53	61	61	64	40	45	39	28	60	46	41	46
		39.9%	38.1%	41.7%	35.7%	35.7%	34.6%	40.1%	51.9%	44.5%	38.2%	37.5%	42.1%	33.7%	42.6%	43.0%	31.3%	54.7%
	A "Yes" vote will mean jobs in Scotland are created	225	126	99	44	38	46	42	27	29	27	36	17	24	38	27	44	13
		26.0%	29.8%	22.4%	27.9%	26.7%	29.8%	27.5%	22.5%	20.5%	25.3%	29.8%	18.8%	28.7%	26.7%	25.3%	33.3%	15.0%
	A "Yes" vote will have no effect on jobs in Scotland	167	89	78	47	33	31	23	15	18	20	16	24	17	28	20	27	14
	19.2%	21.0%	17.5%	29.7%	23.8%	20.2%	15.0%	12.4%	12.3%	18.6%	13.6%	26.4%	19.9%	20.2%	18.5%	20.3%	17.3%	
	Dont know	128	47	81	11	19	23	27	15	33	19	23	12	15	15	14	20	11
		14.8%	11.1%	18.4%	6.7%	13.8%	15.4%	17.4%	13.1%	22.7%	17.9%	19.1%	12.8%	17.7%	10.5%	13.1%	15.1%	13.0%
	SIGMA	866	423	442	159	140	153	152	118	144	105	121	93	84	141	107	131	83

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Table 4

		Total	Gender		Age						Region							
		Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland
Totals	Unweighted	1001	569	432	67	146	195	212	170	211	101	124	117	121	174	130	120	114
	Weighted	1001	490	511	177	157	174	176	140	176	122	147	116	95	158	120	149	94
If an option for	Full independence	259	140	119	46	60	58	44	27	25	27	39	31	31	39	27	45	20
Devolution Max had		30.0%	33.0%	27.0%	28.7%	43.1%	38.0%	28.3%	22.2%	18.1%	25.8%	32.0%	32.8%	37.1%	27.7%	25.7%	34.5%	24.1%
been on the ballot	Keeping the current	261	109	152	50	35	30	47	47	52	34	38	26	25	40	31	30	36
paper alongside	situation	30.2%	25.8%	34.5%	31.5%	25.3%	19.5%	30.4%	39.6%	37.2%	32.8%	30.7%	27.8%	30.6%	28.4%	29.8%	23.5%	42.7%
options for full	Devolution	216	107	108	42	29	39	41	33	31	28	19	22	16	47	35	33	16
independence or		24.9%	25.4%	24.5%	26.5%	21.1%	25.4%	26.9%	27.4%	22.2%	26.6%	15.4%	24.0%	19.5%	33.2%	32.9%	25.2%	18.7%
keeping the current	Dont know	129	67	62	21	15	26	22	13	32	16	27	14	11	15	12	22	12
situation, which would		14.9%	15.8%	14.0%	13.3%	10.6%	17.1%	14.4%	10.7%	22.5%	14.8%	21.9%	15.4%	12.8%	10.7%	11.5%	16.8%	14.4%
you have chosen to																		
vote for?	SIGMA	864	423	441	159	138	153	154	120	141	105	123	93	83	142	105	129	84