

Scottish Attitudes

Poll (April)

08/04/2014

Prepared on behalf of the Scottish Green Party



Methodology

Fieldwork Dates

4th-7th April 2014

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 16+ in Scotland

Sample Size

1,002

Data Weighting

Data were weighted to the profile of all adults aged 16+. 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 1,002 it is 95% certain that the 'true' value will fall within the range of 3.1% 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.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the list of hypothetical candidates prompted in a randomising order.

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.

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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 40
Q21. Over the next few years wearable gadgets are expected to become more common, making it possible for people to make video and audio recordings of all their day to day experiences. Some people say this is a valuable technological innovation that will enable people to take photos and make videos more easily and conveniently, improving on existing technology such as smartphones. Other people say this technology could be abused and make it possible to film or record people without them knowing, violating their privacy.

Which of the following statements do you agree with:
 Base :

	Gender		Age						2011 Holyrood Vote				ScotRegion							Westminster VI					Holyrood VI					Referendum Vote		SEG					
	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Con	Lab	LD	SNP	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland	Con	Lab	LD	SNP	UKIP	Con	Lab	LD	SNP	Other	Yes	No	AB	C1	C2	DE	
Unweighted Total	1006	398	608	65	144	177	216	248	156	106	202	69	292	87	68	116	114	179	162	149	131	126	246	54	286	27	119	231	52	331	37	331	470	207	207	269	323
Weighted Total	1006	488	518	145	154	168	181	154	204	96	219	55	314	90	123	123	129	130	131	137	145	115	261	44	308	24	110	250	44	346	31	350	452	204	203	280	319
People should be free to use gadgets with video / audio recording in public, regardless of whether others know they are being recorded	178	107	71	43	36	23	38	25	14	18	31	8	52	16	18	21	22	28	19	28	27	18	51	3	56	2	20	45	4	58	4	77	78	41	32	55	50
Use of gadgets with video / audio recording in public should be restricted where others don't know they are being recorded	713	345	368	79	92	123	131	118	170	72	167	43	235	67	93	79	94	84	96	97	104	90	186	36	222	22	80	183	35	255	26	245	329	147	158	186	222
Don't know	115	36	79	23	26	22	13	11	21	6	21	4	27	7	12	23	13	18	15	12	14	7	23	5	30	-	10	22	5	33	1	28	45	16	13	39	47
SIGMA	1006	488	518	145	154	168	181	154	204	96	219	55	314	90	123	123	129	130	131	137	145	115	261	44	308	24	110	250	44	346	31	350	452	204	203	280	319
	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%	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%