

World Cup vs. Scottish Independence Poll

12/06/2014

Prepared on behalf of the Huffington Post UK

THE
HUFFINGTON
POST

Survation.

Methodology

Fieldwork Dates

11th June 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 18+ in England

Sample Size

1,019

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 1,019 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.

Survation.

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 Bri ne 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

Survation.

World Cup vs Scottish Independence Poll
Prepared on behalf of the Huffington Post UK

11 Jun 2014

Table 1**Q1. If only ONE of the following were able to happen this year, in a forced choice which would you choose?****Base : All Respondents**

	Total	Gender		Age			Region		
		Male	Female	18-34	35-54	55+	North	Midlands	South
Unweighted Total	1019	380	639	383	372	263	198	356	465
Weighted Total	1019	501	518	295	360	364	288	194	537
England's football team wins the World Cup in July	509 50.0%	269 53.6%	241 46.5%	149 50.7%	193 53.6%	167 45.9%	159 55.3%	99 50.9%	251 46.8%
Scotland votes in September to remain as part of the United Kingdom and preserves the Union.	510 50.0%	233 46.4%	277 53.5%	145 49.3%	167 46.4%	197 54.1%	129 44.7%	95 49.1%	286 53.2%
SIGMA	1019 100.0%	501 100.0%	518 100.0%	295 100.0%	360 100.0%	364 100.0%	288 100.0%	194 100.0%	537 100.0%

	Page	Table	Title	Base Description	Base
	4	1	Q1. If only ONE of the following were able to happen this year, in a forced choice which would you choose?	Base - All Respondents	1019