

Scottish Attitudes Poll (June)

12/06/2014

Prepared on behalf of www.betternation.org

Methodology

Fieldwork Dates

6th to 10th 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 16+ in Scotland

Sample Size

1,004

Data Weighting

Data were weighted to the profile of all adults aged 16+. Data were weighted by age, sex, region and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the 2011 Holyrood election results.

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 1,004 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 38
Q25. Which of these bodies do you trust the most to make decisions in the best interests of Scotland?
Base : All Respondents

	Gender		Age						2011 Holyrood Vote				ScotRegion								Westminster VI					Holyrood VI					Referendum Vote		Employment status					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	Full-time employment	Part-time employment	Unemployed	Student	Retired/other	AB	C1	C2	DE			
Unweighted Total	1004	429	575	49	157	205	236	224	133	93	180	56	304	69	61	113	97	192	155	178	139	111	232	33	300	38	101	197	38	334	60	355	417	443	143	127	30	261	208	209	255	332		
Weighted Total	1004	487	517	145	154	168	181	154	204	91	208	52	298	89	122	122	129	130	131	137	145	111	238	37	300	41	96	210	49	342	49	362	422	425	120	111	68	280	199	208	260	337		
Holyrood	52.0%	60.7%	43.7%	36.5%	50.6%	55.2%	55.6%	55.0%	55.7%	19.9%	51.9%	47.7%	82.3%	40.0%	42.7%	57.3%	59.3%	50.4%	52.9%	53.1%	55.5%	16.0%	48.7%	29.2%	88.8%	36.0%	17.2%	40.1%	28.1%	86.7%	43.4%	89.9%	23.0%	49.6%	53.6%	53.5%	46.8%	55.4%	59.1%	55.3%	48.4%	48.3%		
Westminster	174	81	94	14	27	21	28	34	50	53	45	13	11	12	40	23	19	19	22	17	21	62	51	16	5	14	55	55	14	9	13	6	159	74	16	15	8	61	41	28	50	56		
	17.3%	16.5%	18.1%	10.0%	17.6%	12.4%	15.6%	22.2%	24.4%	57.9%	21.6%	25.4%	3.8%	13.9%	33.0%	18.5%	15.0%	14.5%	17.1%	12.7%	14.5%	55.8%	21.4%	41.7%	1.7%	34.6%	57.7%	26.1%	29.0%	2.6%	27.1%	1.5%	37.6%	17.3%	13.6%	13.6%	11.9%	21.9%	20.5%	13.2%	19.3%	16.5%		
Don't know	308	111	198	77	49	54	52	35	41	20	55	14	41	41	30	30	33	45	39	47	43	31	71	11	28	12	24	71	21	36	15	31	166	141	40	36	28	64	41	65	84	118		
	30.7%	22.7%	38.2%	53.5%	31.8%	32.4%	28.8%	22.8%	19.9%	22.2%	26.4%	26.9%	13.9%	46.1%	24.3%	24.2%	25.6%	35.1%	30.0%	34.2%	30.0%	28.2%	29.9%	29.1%	9.5%	29.4%	25.1%	33.8%	42.9%	10.7%	29.5%	8.6%	39.3%	33.1%	32.9%	32.9%	41.2%	22.7%	20.4%	31.4%	32.2%	35.2%		
SIGMA	1004	487	517	145	154	168	181	154	204	91	208	52	298	89	122	122	129	130	131	137	145	111	238	37	300	41	96	210	49	342	49	362	422	425	120	111	68	280	199	208	260	337		
	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%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%