

# Scottish Attitudes Poll (July)

10/07/2014

Prepared on behalf of The Scottish Sunday Express



# Methodology

## Fieldwork Dates

4<sup>th</sup> to 8<sup>th</sup> July 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

1,013

## 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 1,013 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 responses "Labour", "Conservative", "Liberal Democrat" and "SNP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party", or the responses "Yes" and "No" displayed in a randomising order for the referendum voting question. When asked who they would be most likely to vote for with their regional list vote, the responses "Scottish Green Party", and "UKIP" were also prompted in a randomising order. These responses were not prompted for other questions about voting intention

## 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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Table 30

Q15. The Commonwealth Games are due to begin in Glasgow on July 23 and run for 11 days until August 3 Which of the following statements is closest to your opinion?

Base : All Respondents

	Total	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	Highland Islands and Orkney	South Scotlan d	Central Scotlan d	Mid Scotlan d and Fife	Glasgow	West Scotlan d	Lothian	North East Scotlan d	Con	Lab	LD	SNP	UKIP	Con	Lab	LD	SNP	Other	Yes	No	AB	C1	C2	DE	
Unweighted Total	1013	426	587	48	151	176	214	233	191	118	205	70	286	63	68	106	112	180	171	146	167	141	248	48	268	36	120	229	49	305	55	354	475	211	332	260	210	
Weighted Total	1013	491	522	146	155	169	182	155	206	97	221	55	317	90	124	124	130	131	132	138	146	125	248	37	284	37	100	234	41	331	55	391	442	201	331	282	199	
It is appropriate for politicians to try and use the Commonwealth Games to gain political advantage in the independence campaign	107 10.6%	52 10.6%	55 10.5%	28 19.4%	27 17.5%	18 10.6%	16 8.7%	11 7.0%	7 3.4%	3 3.4%	21 9.3%	1 2.5%	43 13.6%	10 10.8%	7 6.0%	15 11.9%	13 9.8%	12 9.3%	18 13.6%	19 13.6%	14 9.4%	5 4.0%	19 7.8%	4 11.0%	47 16.4%	6 16.1%	2 2.3%	19 8.2%	1 3.5%	55 16.7%	6 11.7%	76 19.5%	18 4.0%	24 11.9%	30 9.1%	24 8.5%	29 14.6%	
It is not appropriate for politicians to try and use the Commonwealth Games to gain political advantage in the independence campaign	824 81.3%	403 82.1%	420 80.6%	94 64.4%	109 70.2%	136 80.3%	153 83.8%	138 89.3%	194 94.4%	89 91.6%	195 88.0%	49 88.6%	255 80.4%	74 82.0%	108 87.1%	102 82.4%	103 79.8%	100 76.9%	109 83.1%	112 81.2%	115 79.0%	116 92.8%	216 87.2%	28 75.8%	222 78.2%	27 72.4%	93 93.8%	201 85.8%	35 84.7%	259 78.3%	43 78.4%	287 73.3%	403 91.1%	167 83.1%	275 82.9%	228 80.7%	154 77.8%	
Don't know	82 8.1%	36 7.3%	46 8.9%	24 16.2%	19 12.3%	15 9.1%	14 7.5%	6 3.7%	5 2.2%	5 5.0%	6 2.7%	5 8.9%	19 5.9%	7 7.3%	8 6.9%	7 5.6%	13 10.4%	18 13.8%	4 3.3%	7 5.2%	17 11.7%	4 3.2%	12 4.9%	5 13.2%	16 5.5%	4 11.5%	4 4.0%	14 5.9%	5 11.9%	17 5.0%	5 9.9%	28 7.2%	21 4.8%	10 5.1%	27 8.0%	30 10.7%	15 7.6%	
SIGMA	1013 100.0%	491 100.0%	522 100.0%	146 100.0%	155 100.0%	169 100.0%	182 100.0%	155 100.0%	206 100.0%	97 100.0%	221 100.0%	55 100.0%	317 100.0%	90 100.0%	124 100.0%	124 100.0%	130 100.0%	131 100.0%	132 100.0%	138 100.0%	146 100.0%	125 100.0%	248 100.0%	37 100.0%	284 100.0%	37 100.0%	100 100.0%	234 100.0%	41 100.0%	331 100.0%	55 100.0%	391 100.0%	442 100.0%	201 100.0%	331 100.0%	282 100.0%	199 100.0%	

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**Table 31**  
**Q16. If Scotland performs well in the Commonwealth Games, winning over 10 gold medals, do you think that would make you more or less likely to vote for Scottish independence, or would it have no impact on how you are likely to vote?**  
**Base : All Respondents**

	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	1013	426	587	48	151	176	214	233	191	118	205	70	286	63	68	106	112	180	171	146	167	141	248	48	268	36	120	229	49	305	55	354	475	211	332	260	210
Weighted Total	1013	491	522	146	155	169	182	155	206	97	221	55	317	90	124	124	130	131	132	138	146	125	248	37	284	37	100	234	41	331	55	391	442	201	331	282	199
It would make me much more likely to vote "Yes" to Scottish independence	46	32	14	8	13	9	9	1	6	1	11	-	23	2	10	14	1	3	3	7	6	2	5	2	27	-	1	7	1	32	-	40	2	11	7	13	15
	4.6%	6.6%	2.7%	5.5%	8.6%	5.1%	5.1%	0.8%	2.8%	1.2%	5.1%	-	7.1%	2.1%	8.3%	11.1%	0.8%	2.5%	2.4%	5.2%	4.0%	1.5%	2.2%	4.9%	9.4%	-	0.6%	2.9%	1.4%	9.8%	-	10.1%	0.5%	5.4%	2.2%	4.5%	7.8%
It would make me somewhat more likely to vote "Yes" to Scottish independence	37	23	13	16	11	8	1	-	1	1	7	2	12	-	-	1	6	11	3	9	6	1	9	4	12	1	1	9	2	15	1	28	5	11	10	9	6
	3.6%	4.8%	2.6%	10.8%	7.3%	5.0%	0.3%	-	0.4%	1.5%	3.1%	4.5%	3.7%	-	-	0.9%	4.7%	8.5%	2.5%	6.6%	4.3%	0.7%	3.5%	10.5%	4.3%	3.1%	0.9%	3.7%	4.0%	4.6%	2.1%	7.1%	1.1%	5.4%	3.2%	3.3%	3.3%
It would have no effect on which way I am likely to vote in the referendum	893	418	476	120	125	142	164	151	191	89	191	52	282	87	105	104	118	109	119	121	130	115	220	30	245	34	93	202	38	283	50	322	408	172	304	248	169
	88.2%	85.1%	91.2%	82.1%	80.8%	83.8%	90.0%	97.7%	92.9%	91.4%	86.2%	93.5%	89.0%	96.7%	85.1%	84.5%	90.8%	83.3%	90.5%	87.6%	89.3%	92.4%	88.8%	81.0%	86.1%	93.0%	93.7%	86.2%	92.6%	85.6%	91.7%	82.3%	92.3%	85.9%	91.6%	87.8%	85.3%
It would make me somewhat more likely to vote "No" to Scottish independence	14	9	5	2	3	4	3	1	1	2	4	1	-	-	2	-	3	5	4	-	1	3	6	-	-	-	2	9	-	-	1	1	10	3	4	7	1
	1.4%	1.7%	1.0%	1.6%	1.9%	2.5%	1.7%	0.5%	0.3%	2.0%	1.8%	2.0%	-	-	1.6%	-	2.3%	3.6%	2.9%	-	0.4%	2.6%	2.5%	-	-	-	2.0%	3.9%	-	-	2.4%	0.4%	2.2%	1.5%	1.1%	2.4%	0.3%
It would make me much more likely to vote "No" to Scottish independence	22	9	13	-	2	6	5	1	7	4	8	-	1	1	6	4	2	3	2	1	3	3	7	1	1	1	3	8	1	-	2	-	17	4	6	6	7
	2.2%	1.9%	2.5%	-	1.3%	3.6%	2.9%	0.9%	3.6%	4.0%	3.8%	-	0.2%	1.2%	5.0%	3.4%	1.5%	2.1%	1.7%	0.7%	2.1%	2.8%	3.0%	3.5%	0.2%	3.9%	2.9%	3.4%	2.0%	-	3.8%	-	3.9%	1.8%	1.9%	2.0%	3.4%
SIGMA	1013	491	522	146	155	169	182	155	206	97	221	55	317	90	124	124	130	131	132	138	146	125	248	37	284	37	100	234	41	331	55	391	442	201	331	282	199
	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%