

24 Hour Scottish Referendum Poll

17/09/2014

Prepared on behalf of The Daily Record



Methodology

Fieldwork Dates

16th – 17th 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

1266 individual responses
1061 effective responses

Sampling Method

Though the poll managed to reach 1,266 respondents, it has an effective sample size of 1061. This is due to the sampling strategy employed, which aimed to mitigate some of the biases associated with contacting respondents via landlines. After interview, households (landline respondents) with multiple eligible occupants were asked for a second response within the household. A Kish Grid was used to assign the eligible participant at random. Respondents from those households that responded twice were accounted for appropriately in the weighting strategy by applying a factor of 0.5 to both respondents' weights. Mobile respondents were not asked for a second response.

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 an effective sample size of 1061 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.

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.

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Scottish Referendum Poll

16-17th September 2014

Table 1: On a scale of 0-10, how likely do you think you will be to vote?

Base: All Respondents

Weight: Age/Sex/Region/Holyrood 2011/Household

	Gender			Age						Region							Holyrood 2011								
	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	Lab	Con	Lib Dem	SNP	Other	DK	Did Not Vote	Refused
Unweighted	1266	663	603	101	147	175	296	265	281	134	179	149	119	219	161	167	137	223	77	48	294	20	226	266	112
Weighted	1266	613	653	182	194	211	228	194	257	160	190	143	116	202	156	179	120	191	84	48	273	6	233	320	110
0	30	16	13	3	7	7	5	4	4	3	6	4	1	7	2	4	3	1	3	0	0	0	3	21	3
	2.3%	2.7%	2.0%	1.7%	3.6%	3.4%	2.0%	2.0%	1.5%	2.2%	3.0%	2.5%	0.7%	3.4%	1.4%	2.4%	2.2%	0.4%	3.2%	0.0%	0.0%	0.0%	1.2%	6.5%	2.4%
1	3	2	1	0	1	0	0	1	1	0	1	0	0	1	0	1	0	0	0	0	0	0	1	1	1
	0.2%	0.3%	0.1%	0.0%	0.6%	0.0%	0.0%	0.3%	0.3%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.8%	0.8%
2	1	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
5	14	8	6	3	2	2	2	1	4	3	1	3	0	2	2	3	0	2	2	0	1	0	4	5	2
	1.1%	1.3%	1.0%	1.9%	0.8%	1.0%	1.0%	0.7%	1.5%	1.8%	0.7%	2.2%	0.0%	0.9%	1.1%	1.9%	0.1%	0.8%	1.9%	0.0%	0.5%	0.0%	1.5%	1.4%	1.7%
6	3	1	1	0	1	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	2	0
	0.2%	0.2%	0.2%	0.0%	0.6%	0.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.7%	0.0%
7	9	6	4	2	2	0	2	1	3	3	1	2	0	2	1	1	0	1	0	0	0	0	4	4	0
	0.7%	0.9%	0.6%	1.2%	1.1%	0.0%	0.7%	0.5%	1.0%	2.0%	0.6%	1.0%	0.0%	0.8%	0.5%	0.5%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	1.7%	1.4%	0.1%
8	9	6	3	2	1	2	2	1	1	2	0	0	2	0	5	0	0	0	0	1	2	0	0	4	2
	0.7%	0.9%	0.5%	1.1%	0.6%	1.1%	0.8%	0.5%	0.4%	1.4%	0.0%	0.1%	1.4%	0.1%	2.9%	0.0%	0.4%	0.0%	0.0%	2.2%	0.7%	0.0%	0.0%	1.4%	1.5%
9	11	3	9	1	4	2	1	2	1	2	4	0	3	1	0	0	1	0	0	2	2	0	1	5	1
	0.9%	0.4%	1.4%	0.7%	2.2%	1.1%	0.4%	1.0%	0.4%	1.3%	2.0%	0.0%	2.5%	0.3%	0.2%	0.2%	1.1%	0.0%	0.0%	3.6%	0.9%	0.5%	0.4%	1.6%	1.2%
10	1186	571	615	170	176	196	216	184	244	145	177	134	110	190	145	169	115	188	79	45	268	6	221	277	102
	93.7%	93.1%	94.2%	93.5%	90.6%	92.7%	94.8%	95.1%	94.9%	90.6%	93.1%	93.6%	95.3%	94.0%	93.1%	94.6%	96.1%	98.3%	94.9%	94.3%	97.9%	99.5%	94.7%	86.6%	92.3%
SIGMA	1266	613	653	182	194	211	228	194	257	160	190	143	116	202	156	179	120	191	84	48	273	6	233	320	110

Survation. Tables

Scottish Referendum Poll
16-17th September 2014

Table 2: In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

Base: All Respondents

Weight: Age/Sex/Region/Holyrood 2011/Household

	Gender		Age						Region							Holyrood 2011									
	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	Lab	Con	Lib Dem	SNP	Other	DK	Did Not Vote	Refused
Unweighted	1266	660	606	102	145	173	297	266	283	135	177	149	120	217	162	167	138	227	77	49	299	21	228	254	111
Weighted	1236	597	639	179	187	204	223	190	253	157	184	140	115	195	154	175	117	190	81	48	273	6	230	300	108
Yes	496	268	227	88	93	88	90	74	63	51	71	64	51	69	67	75	48	48	1	11	216	3	66	124	28
	40.1%	45.0%	35.5%	49.2%	49.5%	43.0%	40.4%	39.1%	24.9%	32.7%	38.3%	45.9%	43.9%	35.2%	43.6%	43.1%	41.0%	25.3%	1.2%	23.4%	78.8%	42.1%	28.5%	41.4%	25.6%
No	555	251	304	68	69	81	97	89	150	77	84	56	49	98	64	79	49	123	76	34	37	2	129	126	29
	44.9%	42.0%	47.6%	38.1%	37.2%	39.9%	43.3%	46.7%	59.4%	49.4%	45.5%	39.7%	42.5%	50.0%	41.4%	45.0%	42.2%	64.4%	93.6%	71.6%	13.5%	33.0%	56.0%	41.9%	26.5%
Dk	110	43	67	15	18	25	20	15	18	17	21	16	5	18	12	11	10	16	3	1	17	1	21	39	13
	8.9%	7.2%	10.5%	8.3%	9.7%	12.4%	8.8%	7.7%	7.1%	10.9%	11.3%	11.4%	4.3%	9.3%	8.0%	6.4%	8.5%	8.5%	3.5%	3.0%	6.1%	11.3%	9.1%	12.9%	12.1%
Refused	75	35	41	8	7	10	17	12	22	11	9	4	11	11	11	9	10	3	1	1	4	1	15	11	38
	6.1%	5.8%	6.3%	4.4%	3.6%	4.8%	7.5%	6.5%	8.6%	7.0%	5.0%	2.9%	9.2%	5.5%	7.0%	5.4%	8.3%	1.8%	1.6%	2.0%	1.5%	13.6%	6.4%	3.8%	35.8%
SIGMA	1236	597	639	179	187	204	223	190	253	157	184	140	115	195	154	175	117	190	81	48	273	6	230	300	108

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Scottish Referendum Poll
16-17th September 2014

Table 3: In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

Base: All Respondents

Weight: Age/Sex/Region/Holyrood 2011/Household + LTV

	Gender		Age						Region							Holyrood 2011									
	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	Lab	Con	Lib Dem	SNP	Other	DK	Did Not Vote	Refused
Unweighted	1266	660	606	102	145	173	297	266	283	135	177	149	120	217	162	167	138	227	77	49	299	21	228	254	111
Weighted	1236	595	641	179	186	205	224	190	253	155	184	139	116	196	153	174	118	192	81	48	276	6	229	296	107
Yes	499	269	230	89	93	88	91	75	63	51	71	65	51	70	67	76	48	49	1	11	218	3	66	124	28
	40.4%	45.3%	35.8%	49.6%	50.2%	43.1%	40.6%	39.3%	25.1%	32.8%	38.7%	46.8%	44.0%	35.6%	43.9%	43.3%	41.1%	25.4%	1.3%	23.1%	79.1%	42.2%	28.7%	41.9%	26.0%
No	556	250	306	68	69	82	98	89	151	78	83	55	49	98	64	79	50	124	77	35	37	2	129	126	27
	45.0%	42.1%	47.8%	38.0%	36.9%	40.1%	43.8%	46.8%	59.8%	49.9%	45.2%	39.8%	42.4%	50.0%	41.8%	45.5%	42.2%	64.6%	94.6%	71.9%	13.5%	33.0%	56.2%	42.5%	25.2%
Dk	104	40	64	14	17	25	18	14	16	16	20	15	5	17	11	10	10	16	2	1	16	1	20	35	13
	8.4%	6.7%	10.0%	7.9%	9.2%	12.0%	8.0%	7.3%	6.4%	10.3%	11.0%	10.5%	4.4%	8.8%	7.2%	5.7%	8.5%	8.1%	2.5%	3.0%	5.9%	11.3%	8.7%	11.8%	12.3%
Refused	76	35	41	8	7	10	17	12	22	11	9	4	11	11	10	10	4	1	1	4	1	15	11	39	
	6.2%	5.9%	6.4%	4.5%	3.6%	4.8%	7.6%	6.6%	8.7%	7.0%	5.0%	2.9%	9.3%	5.5%	7.1%	5.5%	8.3%	1.8%	1.6%	2.0%	1.5%	13.6%	6.5%	3.8%	36.5%
SIGMA	1236	595	641	179	186	205	224	190	253	155	184	139	116	196	153	174	118	192	81	48	276	6	229	296	107

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Scottish Referendum Poll
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Table 4: In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

Base: All Respondents (Excl. Refusals)

Weight: Age/Sex/Region/Holyrood 2011/Household + LTV

	Gender		Age						Region							Holyrood 2011									
	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	Lab	Con	Lib Dem	SNP	Other	DK	Did Not Vote	Refused
Unweighted	1188	620	568	97	138	165	277	249	261	127	167	144	111	206	152	157	125	222	75	48	297	18	213	243	73
Weighted	1160	560	600	171	179	195	207	178	231	144	175	135	105	185	142	165	108	188	80	47	271	6	214	285	68
Yes	499	269	230	89	93	88	91	75	63	51	71	65	51	70	67	76	48	49	1	11	218	3	66	124	28
	43.0%	48.1%	38.3%	52.0%	52.1%	45.3%	44.0%	42.1%	27.5%	35.2%	40.8%	48.2%	48.4%	37.7%	47.3%	45.9%	44.8%	25.9%	1.3%	23.6%	80.3%	48.8%	30.6%	43.5%	40.9%
No	556	250	306	68	69	82	98	89	151	78	83	55	49	98	64	79	50	124	77	35	37	2	129	126	27
	48.0%	44.7%	51.0%	39.7%	38.3%	42.1%	47.4%	50.1%	65.5%	53.7%	47.6%	41.0%	46.8%	53.0%	45.0%	48.1%	46.0%	65.8%	96.1%	73.3%	13.7%	38.2%	60.1%	44.2%	39.8%
Dk	104	40	64	14	17	25	18	14	16	16	20	15	5	17	11	10	10	16	2	1	16	1	20	35	13
	9.0%	7.1%	10.7%	8.3%	9.6%	12.6%	8.7%	7.8%	7.1%	11.0%	11.6%	10.8%	4.8%	9.3%	7.7%	6.0%	9.2%	8.3%	2.6%	3.1%	6.0%	13.0%	9.3%	12.2%	19.4%
SIGMA	1160	560	600	171	179	195	207	178	231	144	175	135	105	185	142	165	108	188	80	47	271	6	214	285	68

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Scottish Referendum Poll
16-17th September 2014

Table 5: In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

Base: All Respondents (Excl. Refusals & Don't Knows)

Weight: Age/Sex/Region/Holyrood 2011/Household + LTV

	Gender		Age						Region							Holyrood 2011									
	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	Lab	Con	Lib Dem	SNP	Other	DK	Did Not Vote	Refused
Unweighted	1089	578	510	90	127	145	250	232	245	116	149	127	106	191	138	145	116	207	73	45	279	15	193	213	62
Weighted	1056	520	536	157	162	170	189	164	214	128	155	120	100	168	131	155	98	173	78	46	255	5	194	250	55
Yes	499	269	230	89	93	88	91	75	63	51	71	65	51	70	67	76	48	49	1	11	218	3	66	124	28
	47.3%	51.8%	42.9%	56.7%	57.6%	51.8%	48.1%	45.6%	29.5%	39.6%	46.1%	54.0%	50.9%	41.6%	51.3%	48.8%	49.3%	28.2%	1.3%	24.4%	85.4%	56.1%	33.8%	49.6%	50.7%
No	556	250	306	68	69	82	98	89	151	78	83	55	49	98	64	79	50	124	77	35	37	2	129	126	27
	52.7%	48.2%	57.1%	43.3%	42.4%	48.2%	51.9%	54.4%	70.5%	60.4%	53.9%	46.0%	49.1%	58.4%	48.7%	51.2%	50.7%	71.8%	98.7%	75.6%	14.6%	43.9%	66.2%	50.4%	49.3%
SIGMA	1056	520	536	157	162	170	189	164	214	128	155	120	100	168	131	155	98	173	78	46	255	5	194	250	55