

# Scottish Attitudes Poll (January)

20/01/2015

Prepared on behalf of the Scottish National Party



# Methodology

## Fieldwork Dates

12<sup>th</sup> January – 16<sup>th</sup> January 2015

## 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

1,006

## Data Weighting

Data were weighted to the profile of all Scottish adults aged 16+. Data were weighted by age, sex, region, 2011 Holyrood vote and 2014 referendum vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data, the results of the 2011 Holyrood election and the 2014 referendum result.

## 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 1,000 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". 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. As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample.

## 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 1**  
**Q1. The Labour Party campaigned alongside the Conservative Party for the No campaign in the recent referendum on Scottish independence.**  
**Does this make you more or less likely to trust the Labour Party in Scotland, or does it not make any difference?**  
**Base : All Respondents**

|   | Total  |        | Age    |        |        |        |        |        |        | 2011 Holyrood Vote |        |        |        | 2010 Westminster Vote |        |        |        | Westminster Voting Intention |        |        |                       | ScotRegion     |                  |                       |         |               |         |                     |        | 2014 Referendum Vote |        | SEG    |        |        |        | Sector  |        |        |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------------|--------|--------|--------|-----------------------|--------|--------|--------|------------------------------|--------|--------|-----------------------|----------------|------------------|-----------------------|---------|---------------|---------|---------------------|--------|----------------------|--------|--------|--------|--------|--------|---------|--------|--------|
|   | Male   | Female | 16-24  | 25-34  | 35-44  | 45-54  | 55-64  | 65+    | CON    | LAB                | LD     | SNP    | CON    | LAB                   | LD     | SNP    | CON    | LAB                          | LD     | SNP    | Highlands and Islands | South Scotland | Central Scotland | Mid Scotland and Fife | Glasgow | West Scotland | Lothian | North East Scotland | Yes    | No                   | AB     | C1     | C2     | DE     | Public | Private |        |        |
| Unweighted Total                                  | 1006   | 435    | 571    | 59     | 134    | 161    | 219    | 234    | 199    | 121                | 234    | 65     | 310    | 127                   | 238    | 76     | 212    | 129                          | 212    | 48     | 366                   | 81             | 60               | 117                   | 103     | 165           | 177     | 166                 | 137    | 425                  | 497    | 160    | 361    | 245    | 240    | 187     | 289    |        |
| Weighted Total                                    | 1006   | 488    | 518    | 145    | 154    | 168    | 181    | 154    | 204    | 104                | 238    | 59     | 341    | 112                   | 240    | 74     | 216    | 114                          | 210    | 56     | 369                   | 90             | 123              | 123                   | 129     | 130           | 131     | 137                 | 145    | 412                  | 510    | 165    | 370    | 242    | 230    | 193     | 291    |        |
| More likely to trust the Labour Party in Scotland | 138    | 57     | 81     | 24     | 22     | 24     | 22     | 21     | 25     | 12                 | 57     | 12     | 13     | 15                    | 57     | 10     | 8      | 27                           | 60     | 13     | 10                    | 10             | 18               | 14                    | 17      | 20            | 18      | 23                  | 19     | 12                   | 111    | 16     | 52     | 33     | 37     | 27      | 37     |        |
| Less likely to trust the Labour Party in Scotland | 315    | 169    | 145    | 54     | 55     | 65     | 65     | 32     | 43     | 9                  | 51     | 6      | 178    | 10                    | 53     | 15     | 119    | 5                            | 15     | 12     | 236                   | 30             | 29               | 49                    | 33      | 56            | 45      | 34                  | 38     | 269                  | 34     | 46     | 120    | 72     | 77     | 54      | 104    |        |
| It makes no difference                            | 500    | 250    | 250    | 42     | 71     | 69     | 90     | 96     | 132    | 82                 | 116    | 40     | 138    | 86                    | 117    | 49     | 86     | 81                           | 129    | 31     | 118                   | 49             | 63               | 54                    | 74      | 46            | 63      | 70                  | 80     | 111                  | 347    | 96     | 189    | 119    | 97     | 95      | 144    |        |
| Don't know  | 53     | 11     | 42     | 25     | 5      | 11     | 4      | 4      | 4      | 1                  | 14     | 1      | 11     | 1                     | 14     | -      | 3      | -                            | 6      | -      | 5                     | 1              | 13               | 5                     | 4       | 7             | 5       | 10                  | 9      | 21                   | 18     | 7      | 9      | 19     | 19     | 18      | 6      |        |
| SIGMA   | 1006   | 488    | 518    | 145    | 154    | 168    | 181    | 154    | 204    | 104                | 238    | 59     | 341    | 112                   | 240    | 74     | 216    | 114                          | 210    | 56     | 369                   | 90             | 123              | 123                   | 129     | 130           | 131     | 137                 | 145    | 412                  | 510    | 165    | 370    | 242    | 230    | 193     | 291    |        |
|   | 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% |

**Survation.**