

Scottish Attitudes Poll (January)

20/01/2015

Prepared on behalf of the Scottish National Party



Methodology

Fieldwork Dates

12th January – 16th 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 2
Q2. Which of the following political parties do you trust the most with Scotland's National Health Service (NHS)?
Base : All Respondents

	Gender		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	Highland 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
Scottish National Party	420	225	195	60	70	68	90	56	75	10	60	9	260	13	67	22	177	5	26	7	333	33	40	65	49	59	51	52	71	316	87	69	156	100	95	83	129
	41.8%	46.2%	37.6%	41.4%	45.4%	40.7%	49.8%	36.7%	36.8%	9.1%	25.3%	14.9%	76.5%	11.7%	27.8%	29.4%	81.9%	4.6%	12.4%	12.6%	90.1%	37.2%	32.5%	53.0%	38.0%	45.6%	39.0%	37.9%	48.9%	76.6%	17.0%	41.9%	42.2%	41.3%	41.4%	43.1%	44.3%
Labour Party	197	105	92	10	31	34	33	38	51	5	124	11	13	10	119	16	6	9	152	7	3	14	24	20	32	25	32	27	22	22	163	37	69	45	46	56	52
	19.6%	21.6%	17.8%	7.0%	19.9%	20.5%	18.2%	24.4%	25.2%	4.4%	52.0%	19.2%	3.7%	8.7%	49.4%	21.4%	2.8%	7.5%	72.2%	13.3%	0.9%	15.5%	19.7%	16.0%	25.2%	19.4%	24.6%	20.1%	15.3%	5.4%	32.0%	22.4%	18.8%	18.6%	20.0%	29.0%	17.8%
Conservative Party	86	53	32	6	9	8	12	17	34	59	3	3	10	59	3	3	1	67	1	2	5	7	9	7	10	11	16	17	8	9	71	17	40	15	14	7	22
	8.5%	10.9%	6.3%	4.5%	5.7%	4.6%	6.7%	10.9%	16.4%	57.0%	1.3%	5.8%	3.0%	52.8%	1.2%	4.1%	0.5%	59.0%	0.7%	3.7%	1.4%	7.6%	7.3%	5.8%	8.0%	8.2%	12.5%	12.5%	5.7%	2.2%	14.0%	10.3%	10.7%	6.1%	6.2%	3.6%	7.5%
Liberal Democrats	36	16	20	7	4	8	1	6	11	4	4	15	3	3	-	15	2	3	2	25	2	10	6	1	8	3	2	5	2	6	25	7	13	12	5	5	6
	3.6%	3.3%	3.9%	4.8%	2.9%	4.7%	0.3%	3.6%	5.5%	4.1%	1.7%	24.6%	0.8%	2.3%	-	20.7%	0.8%	2.5%	1.1%	44.8%	0.6%	10.7%	4.7%	1.0%	6.2%	2.2%	1.7%	3.7%	1.3%	1.5%	4.9%	4.0%	3.4%	5.0%	2.3%	2.7%	2.0%
Green	25	11	14	10	6	5	1	2	-	-	5	4	5	-	4	6	1	-	6	1	5	2	-	3	6	6	2	5	*	12	5	4	8	4	9	6	9
	2.5%	2.3%	2.6%	6.9%	3.9%	3.2%	0.8%	1.3%	-	-	2.0%	6.9%	1.6%	-	1.8%	8.1%	0.4%	-	2.7%	2.4%	1.3%	2.4%	-	2.3%	4.9%	4.9%	1.4%	3.7%	0.2%	2.9%	1.0%	2.3%	2.2%	1.8%	3.8%	3.2%	3.2%
UKIP	17	8	9	6	3	1	3	1	2	2	2	-	7	3	2	-	1	2	1	4	1	5	1	1	-	5	1	2	2	3	11	*	9	4	4	1	10
	1.7%	1.7%	1.7%	4.4%	2.3%	0.9%	1.5%	0.6%	1.0%	2.4%	0.8%	-	2.0%	2.6%	0.7%	-	0.6%	1.3%	0.3%	7.8%	0.2%	5.3%	0.8%	0.9%	-	3.6%	0.8%	1.5%	1.6%	0.8%	2.2%	0.2%	2.3%	1.6%	1.7%	0.8%	3.4%
Other	1	1	*	-	-	-	*	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-
	0.1%	0.1%	0.1%	-	-	-	0.3%	0.4%	-	-	0.3%	-	-	-	0.3%	-	-	-	-	-	-	-	-	0.9%	-	-	-	-	-	0.2%	-	0.4%	-	0.2%	-	-	-
Don't know	140	33	107	34	19	26	24	20	17	10	22	13	30	11	32	6	17	16	13	5	13	8	22	14	13	16	22	23	23	27	86	20	39	39	42	20	34
	13.9%	6.8%	20.6%	23.6%	12.5%	15.4%	13.1%	12.7%	8.4%	9.8%	9.3%	21.2%	8.7%	9.7%	13.4%	8.8%	8.0%	14.0%	6.1%	8.4%	3.4%	9.2%	17.9%	11.0%	10.0%	12.6%	16.5%	16.5%	15.5%	6.5%	16.8%	12.2%	10.5%	16.2%	18.1%	10.6%	11.6%
None of these	84	35	49	11	11	17	17	15	14	14	17	4	12	14	13	6	11	13	9	4	7	11	21	11	10	4	4	6	17	16	62	10	37	22	15	14	30
	8.3%	7.1%	9.5%	7.5%	7.4%	10.0%	9.2%	9.4%	6.7%	13.2%	7.3%	7.4%	3.7%	12.2%	5.6%	7.5%	4.9%	11.1%	4.5%	7.1%	2.0%	12.0%	17.1%	9.0%	7.7%	3.4%	3.4%	4.1%	11.5%	3.9%	12.1%	6.3%	9.9%	9.1%	6.5%	7.0%	10.2%
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%

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