

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.

For further information please contact;
Damian Lyons Lowe
Chief Executive
Survation Ltd

0203 142 7644
damian.lyonslowe@survation.com

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Table 3
Q3. Trident, the UK's submarine-based nuclear weapons system, is located on the River Clyde, and is coming to the end of its operational life.
Which of the following statements is closest to your view?
Base : All Respondents

	Total		Age							2011 Holyrood Vote				2010 Westminster Vote				Westminster Voting Intention				ScotRegion								2014 Referendum Vote		SEG				Sector		
	Total	Gender		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	
		Male	Female																																			
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	
I support a new generation of Trident nuclear weapons being based on the River Clyde	318	197	121	28	42	48	51	50	99	77	76	26	73	78	75	32	32	86	78	18	59	36	38	32	40	32	41	49	51	60	233	51	133	73	61	50	86	
	31.6%	40.4%	23.4%	19.3%	27.2%	28.7%	28.0%	32.5%	48.6%	74.2%	31.8%	43.9%	21.4%	70.2%	31.0%	43.8%	14.7%	75.8%	37.1%	32.3%	15.9%	39.7%	31.3%	25.7%	31.0%	24.9%	31.5%	35.6%	34.9%	14.6%	45.7%	30.9%	36.0%	30.4%	26.5%	25.9%	29.6%	
I oppose a new generation of Trident nuclear weapons being based on the River Clyde	475	215	259	73	72	76	92	76	86	18	104	21	223	24	98	29	159	20	70	25	267	38	50	72	56	74	69	62	54	291	155	84	171	113	106	94	145	
	47.2%	44.1%	50.0%	50.4%	46.8%	45.4%	50.5%	49.5%	41.9%	16.9%	43.7%	36.1%	65.5%	21.5%	40.9%	38.9%	73.7%	18.0%	33.5%	44.5%	72.2%	42.0%	40.8%	58.8%	43.1%	57.1%	52.9%	45.2%	37.4%	70.5%	30.5%	51.3%	46.3%	46.9%	46.0%	48.4%	50.0%	
Don't Know	213	75	138	44	40	43	39	28	19	9	58	12	45	9	68	13	25	7	62	13	44	16	34	19	33	23	20	26	40	61	122	29	66	55	63	50	59	
	21.2%	15.5%	26.6%	30.3%	26.0%	25.9%	21.4%	17.9%	9.5%	9.0%	24.6%	20.0%	13.1%	8.3%	28.1%	17.3%	11.5%	6.2%	29.4%	23.2%	11.9%	18.3%	27.9%	15.4%	25.8%	18.1%	15.6%	19.2%	27.8%	14.9%	23.8%	17.8%	17.8%	22.8%	27.5%	25.7%	20.5%	
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.

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Table 4
Q3. Don't know removed
Q3. Trident, the UK's submarine-based nuclear weapons system, is located on the River Clyde, and is coming to the end of its operational life.
Which of the following statements is closest to your view?
Base : All Respondents

	Total		Gender		Age						2011 Holyrood Vote				2010 Westminster Vote				Westminster Voting Intention				ScotRegion								2014 Referendum Vote		SEG				Sector	
	Total	%	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	804		380	424	44	99	119	173	191	178	106	181	52	275	114	180	65	186	118	156	39	319	65	46	99	82	135	145	130	102	363	381	136	297	192	179	144	231
Weighted Total	793		412	381	101	114	125	142	126	185	95	179	47	296	103	173	61	191	107	148	43	325	73	88	104	95	106	110	111	105	351	388	135	304	187	167	144	231
I support a new generation of Trident nuclear weapons being based on the River Clyde	318	40.1%	197	121	28	42	48	51	50	99	77	76	26	73	78	75	32	32	86	78	18	59	36	38	32	40	32	41	49	51	60	233	51	133	73	61	50	86
I oppose a new generation of Trident nuclear weapons being based on the River Clyde	475	59.9%	215	259	73	72	76	92	76	86	18	104	21	223	24	98	29	159	20	70	25	267	38	50	72	56	74	69	62	54	291	155	84	171	113	106	94	145
SIGMA	793	100.0%	412	381	101	114	125	142	126	185	95	179	47	296	103	173	61	191	107	148	43	325	73	88	104	95	106	110	111	105	351	388	135	304	187	167	144	231

