

Scottish Attitudes Poll

16/03/2015

Prepared on behalf of the Scottish National Party

The logo for the Scottish National Party (SNP), featuring the letters 'SNP' in a bold, sans-serif font, followed by a stylized 'X' symbol. The logo is centered on a bright yellow rectangular background.

Methodology

Fieldwork Dates

6th March – 13th March 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

1,000

Data Weighting

Data were weighted to the profile of all Scottish adults aged 16+. Data were weighted by age, sex, region, household income, education, 2010 Westminster vote, 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 2010 General Election, the results of the 2011 Holyrood election and the 2014 referendum 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 1,000 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.

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 Suration.

For further information please contact;

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If you are interested in commissioning a poll from us, please contact researchteam@suration.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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Table 1

Q1. Normal weightings

Q1. Thinking about the MPs that will be elected in Scotland at the General Election on May 7th, voting for which of the following political parties do you think would be most likely to prevent a Conservative government?

Base: All Respondents

	Gender		Age			Holyrood Vote 2011				2010 Westminster Vote					2015 Westminster Voting Intention					Region										Referendum Vote		SEG				Sector	
	Male	Female	18-34	35-54	55+	CON	LAB	LD	SNP	CON	LAB	LD	SNP	Did not vote	CON	LAB	LD	SNP	Undecided	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	1000	465	535	191	398	411	111	187	64	338	130	217	77	229	234	120	194	31	384	141	68	64	111	120	180	144	167	146	443	465	164	373	230	233	192	308	
Weighted Total	1000	485	515	297	347	356	101	229	57	328	117	241	74	220	242	112	216	35	366	140	66	73	122	136	129	130	185	159	406	502	170	378	226	227	195	311	
The SNP	374	211	163	97	135	142	27	42	22	214	33	61	29	149	78	35	23	5	263	25	26	21	40	51	53	48	65	71	253	105	74	137	79	85	86	105	
	37.4%	43.5%	31.6%	32.7%	38.9%	39.8%	27.1%	18.3%	39.0%	65.1%	28.3%	25.4%	38.7%	67.9%	32.1%	31.2%	10.6%	14.7%	71.7%	18.2%	39.3%	28.9%	32.5%	37.3%	41.0%	36.5%	35.3%	44.6%	62.3%	21.0%	43.5%	36.1%	34.9%	37.4%	44.2%	33.9%	
The Labour Party	352	195	157	87	116	149	43	153	16	72	48	144	25	48	72	43	169	13	71	33	20	26	41	48	44	56	66	51	90	245	58	135	85	74	65	105	
	35.2%	40.1%	30.5%	29.3%	33.4%	41.9%	42.4%	66.6%	27.3%	22.0%	41.1%	59.7%	33.3%	21.8%	29.8%	38.6%	78.1%	38.1%	19.3%	23.9%	31.0%	35.5%	33.4%	35.1%	33.9%	43.1%	35.8%	32.0%	22.2%	48.7%	34.3%	35.6%	37.6%	32.8%	33.1%	33.7%	
The Liberal Democrats	21	5	16	8	7	6	2	1	7	6	2	1	6	3	3	2	2	10	3	2	3	2	2	3	1	6	2	5	13	3	9	6	4	1	10		
	2.1%	1.1%	3.0%	2.8%	1.9%	1.7%	1.8%	0.6%	12.1%	1.9%	1.6%	0.6%	8.3%	3.0%	1.4%	1.7%	0.8%	29.1%	0.8%	1.1%	5.0%	2.2%	1.4%	1.3%	2.6%	*	3.4%	1.5%	1.1%	2.6%	1.9%	2.3%	2.5%	1.5%	*	3.2%	
The UKIP (UK Independence Party)	52	19	33	18	20	14	10	7	1	12	11	7	1	5	16	8	7	-	7	5	4	11	9	8	5	4	9	2	13	36	7	18	13	14	7	20	
	5.2%	3.9%	6.4%	6.0%	5.8%	4.0%	10.0%	2.9%	1.8%	3.7%	9.0%	3.0%	1.3%	2.5%	6.8%	6.8%	3.0%	-	1.9%	3.5%	5.6%	14.5%	7.2%	6.1%	4.1%	3.1%	5.1%	1.3%	3.2%	7.2%	4.3%	4.7%	5.7%	6.3%	3.8%	6.3%	
The Green Party	23	14	8	17	2	3	2	7	1	-	2	8	1	-	6	2	6	2	1	-	1	3	7	3	3	-	5	-	8	11	4	9	3	7	5	10	
	2.3%	3.0%	1.6%	5.6%	0.7%	0.9%	1.7%	3.2%	2.1%	-	1.5%	3.1%	1.6%	-	2.7%	1.6%	3.0%	5.5%	*	-	1.7%	4.5%	5.6%	2.4%	2.4%	-	2.7%	-	1.9%	2.2%	2.3%	2.3%	1.5%	3.0%	2.8%	3.1%	
Dont know	178	40	138	70	67	42	17	19	10	24	22	20	12	11	66	22	10	4	22	75	11	11	24	24	21	22	33	33	38	92	23	72	40	43	31	62	
	17.8%	8.3%	26.8%	23.5%	19.3%	11.7%	16.9%	8.3%	17.7%	7.3%	18.5%	8.2%	16.8%	5.0%	27.3%	20.0%	4.5%	12.6%	6.0%	53.4%	17.4%	14.4%	19.9%	17.9%	16.0%	16.8%	17.6%	20.6%	9.3%	18.4%	13.7%	19.0%	17.8%	19.1%	15.7%	19.8%	
SIGMA	1000	485	515	297	347	356	101	229	57	328	117	241	74	220	242	112	216	35	366	140	66	73	122	136	129	130	185	159	406	502	170	378	226	227	195	311	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Survation.

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Table 2

Q2. Normal weightings

Q2. Which political party do you trust to best represent Scotland's interests in the House of Commons at Westminster?

Base: All Respondents

	Gender		Age			Holyrood Vote 2011				2010 Westminster Vote					2015 Westminster Voting Intention					Region										Referendum Vote		SEG				Sector	
	Male	Female	18-34	35-54	55+	CON	LAB	LD	SNP	CON	LAB	LD	SNP	Did not vote	CON	LAB	LD	SNP	Undecided	Highland s 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	1000	465	535	191	398	411	111	187	64	338	130	217	77	229	234	120	194	31	384	141	68	64	111	120	180	144	167	146	443	465	164	373	230	233	192	308	
Weighted Total	1000	485	515	297	347	356	101	229	57	328	117	241	74	220	242	112	216	35	366	140	66	73	122	136	129	130	185	159	406	502	170	378	226	227	195	311	
The SNP	456	243	212	130	161	164	10	63	20	276	16	83	34	191	102	8	32	9	345	37	25	29	47	61	65	58	94	75	340	99	92	174	90	100	101	135	
	45.6%	50.2%	41.2%	43.9%	46.4%	46.1%	9.7%	27.7%	35.7%	84.3%	13.5%	34.5%	45.6%	87.0%	42.3%	7.1%	14.6%	25.1%	94.1%	26.2%	38.7%	39.7%	38.7%	44.9%	50.7%	44.9%	51.1%	47.0%	83.8%	19.7%	54.0%	46.1%	39.9%	44.0%	52.0%	43.5%	
The Labour Party	179	91	89	29	69	81	3	128	7	14	6	124	9	6	27	4	151	2	8	10	12	10	24	27	22	30	30	25	16	154	23	73	40	43	36	55	
	17.9%	18.7%	17.2%	9.8%	20.0%	22.7%	2.6%	56.1%	12.1%	4.3%	5.5%	51.5%	11.8%	2.9%	11.1%	3.3%	69.6%	6.2%	2.1%	7.5%	17.8%	13.9%	19.9%	19.7%	16.6%	23.3%	16.0%	15.8%	3.9%	30.7%	13.7%	19.3%	17.9%	18.8%	18.3%	17.7%	
The Conservative Party	106	57	49	24	32	50	67	4	5	8	69	5	4	6	18	81	4	2	3	7	8	14	11	19	7	12	19	16	9	93	22	38	23	22	15	23	
	10.6%	11.7%	9.5%	8.0%	9.1%	14.2%	66.7%	1.8%	9.2%	2.5%	58.7%	2.0%	5.1%	2.6%	7.6%	71.8%	2.0%	5.3%	0.9%	5.0%	12.3%	18.9%	9.1%	13.7%	5.5%	9.4%	10.1%	10.0%	2.3%	18.5%	13.0%	10.1%	10.4%	9.8%	7.5%	7.4%	
The Liberal Democrats	36	21	14	17	10	8	2	10	10	4	3	7	13	2	10	4	9	18	1	2	5	2	7	2	8	3	7	2	3	26	3	17	12	3	4	13	
	3.6%	4.4%	2.8%	5.8%	2.8%	2.4%	2.4%	4.3%	17.9%	1.1%	2.4%	2.8%	17.5%	1.0%	4.0%	3.6%	4.0%	50.3%	*	1.2%	7.0%	2.2%	5.7%	1.5%	6.4%	2.4%	3.7%	1.3%	0.8%	5.3%	2.1%	4.6%	5.3%	1.2%	1.9%	4.3%	
The UKIP (UK Independence Party)	16	11	4	5	4	6	6	2	*	2	3	-	*	-	1	1	*	-	-	*	3	-	5	2	2	*	2	2	3	12	3	3	6	4	4	7	
	1.6%	2.3%	0.8%	1.8%	1.1%	1.8%	6.4%	0.8%	0.8%	*	2.6%	-	0.6%	0.8%	*	0.9%	*	-	-	*	4.3%	-	3.8%	1.6%	1.8%	*	0.9%	1.0%	0.8%	2.5%	1.7%	0.8%	2.7%	1.6%	2.0%	2.3%	
The Green Party	16	8	8	9	5	2	1	1	3	1	1	1	4	3	3	-	-	-	-	1	1	2	1	2	1	3	4	5	10	4	6	2	4	7	5		
	1.6%	1.6%	1.5%	3.0%	1.5%	*	0.8%	*	5.5%	*	0.6%	*	5.6%	1.5%	1.2%	-	-	-	-	1.0%	1.4%	2.4%	1.1%	0.7%	1.8%	0.6%	1.9%	2.6%	1.2%	2.0%	2.5%	1.5%	0.8%	1.7%	3.7%	1.7%	
None of these	64	28	36	21	27	16	8	4	4	13	14	6	5	4	17	9	9	3	7	17	4	9	7	7	9	12	7	9	18	36	10	19	14	21	10	32	
	6.4%	5.9%	6.9%	7.2%	7.8%	4.5%	8.0%	1.8%	7.6%	4.1%	11.6%	2.6%	7.1%	1.8%	7.1%	7.7%	4.2%	8.6%	1.9%	12.4%	6.6%	11.6%	6.0%	5.3%	7.0%	9.4%	3.8%	5.5%	4.4%	7.1%	5.9%	5.2%	6.3%	9.1%	5.4%	10.4%	
Dont know	128	25	103	61	39	28	3	17	6	9	6	15	5	7	63	6	12	2	3	65	8	8	19	17	13	13	23	27	11	71	12	47	38	31	18	39	
	12.8%	5.3%	20.0%	20.6%	11.3%	7.9%	3.4%	7.5%	11.1%	2.9%	5.0%	6.2%	6.6%	3.2%	26.1%	5.7%	5.4%	4.5%	0.8%	46.4%	11.9%	11.2%	15.8%	12.6%	10.2%	9.8%	12.6%	16.8%	2.8%	14.2%	7.2%	12.5%	16.7%	13.7%	9.2%	12.7%	
SIGMA	1000	485	515	297	347	356	101	229	57	328	117	241	74	220	242	112	216	35	366	140	66	73	122	136	129	130	185	159	406	502	170	378	226	227	195	311	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Survation.