

Scottish Attitudes

Poll

11/09/2015

Prepared on behalf of the Sunday Post

Methodology

Fieldwork Dates

7th – 10th September 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

1,010

Data Weighting

Data were weighted to the profile of all Scottish adults aged 16+. Data were weighted by age, sex, region, 2015 Westminster vote and 2014 referendum vote. Targets for the weighted data were derived from Office of National Statistics data, the results of the 2015 General 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 1,010 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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Table 1
Q1. Thinking of the impact that the 2014 independence referendum had on Scotland, do you think
Base : All Respondents

	Gender		Age			2015 Westminster Vote				ScotRegion							2014 Referendum Vote		SEG				Sector			
	Total	Male	Female	16-34	35-54	55+	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	1010	468	542	225	397	388	129	201	61	384	87	68	110	109	177	163	158	138	440	460	241	309	215	245	179	305
Weighted Total	1010	490	520	300	350	360	120	195	60	402	90	73	123	118	130	131	188	156	403	497	230	317	225	238	175	295
Holding the referendum was good for Scotland	489 48.5%	244 49.8%	245 47.2%	147 48.9%	178 50.9%	165 45.8%	14 11.8%	39 20.2%	17 28.8%	318 79.2%	43 48.3%	32 43.8%	60 48.4%	57 48.1%	65 49.8%	61 46.5%	93 49.3%	79 50.6%	333 82.8%	107 21.5%	107 46.5%	137 43.4%	116 51.7%	129 53.9%	87 49.7%	141 47.9%
The referendum was neither good nor bad for Scotland	197 19.5%	99 20.3%	97 18.7%	63 20.9%	70 19.9%	64 17.9%	18 14.8%	55 28.4%	17 28.0%	53 13.1%	14 15.5%	14 18.6%	26 21.0%	30 25.3%	24 18.6%	26 20.1%	33 17.5%	30 19.1%	48 11.9%	122 24.6%	43 18.6%	67 21.1%	49 21.6%	38 16.1%	39 22.0%	64 21.6%
Holding the referendum was bad for Scotland	273 27.0%	136 27.8%	137 26.3%	71 23.8%	76 21.8%	125 34.8%	84 70.4%	89 45.7%	24 39.9%	23 5.7%	31 33.9%	19 25.9%	34 27.2%	27 22.8%	33 25.3%	38 29.3%	54 28.8%	38 24.1%	15 3.6%	239 48.1%	69 30.1%	93 29.3%	54 24.1%	56 23.7%	37 21.4%	80 27.2%
Don't know	51 5.0%	11 2.1%	40 7.8%	19 6.4%	26 7.5%	5 1.5%	4 3.0%	11 5.7%	2 3.3%	8 2.0%	2 2.3%	9 11.7%	4 3.5%	4 3.8%	8 6.3%	5 4.1%	8 4.4%	10 6.2%	7 1.7%	29 5.9%	11 4.7%	19 6.1%	6 2.6%	15 6.3%	12 7.0%	10 3.3%
SIGMA	1010 100.0%	490 100.0%	520 100.0%	300 100.0%	350 100.0%	360 100.0%	120 100.0%	195 100.0%	60 100.0%	402 100.0%	90 100.0%	73 100.0%	123 100.0%	118 100.0%	130 100.0%	131 100.0%	188 100.0%	156 100.0%	403 100.0%	497 100.0%	230 100.0%	317 100.0%	225 100.0%	238 100.0%	175 100.0%	295 100.0%

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Table 2
Q2. Did you fall out with a friend or relative over Scottish independence during the referendum campaign?
Base : All Respondents

	Gender			Age			2015 Westminster Vote				ScotRegion							2014 Referendum Vote		SEG				Sector		
	Total	Male	Female	16-34	35-54	55+	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	1010	468	542	225	397	388	129	201	61	384	87	68	110	109	177	163	158	138	440	460	241	309	215	245	179	305
Weighted Total	1010	490	520	300	350	360	120	195	60	402	90	73	123	118	130	131	188	156	403	497	230	317	225	238	175	295
Yes	228 22.5%	121 24.6%	107 20.6%	84 28.0%	87 24.9%	56 15.7%	29 24.3%	53 27.1%	17 27.4%	77 19.1%	14 16.0%	11 14.7%	27 21.8%	24 20.2%	37 28.1%	35 26.8%	44 23.5%	36 22.9%	86 21.3%	121 24.3%	55 23.8%	81 25.5%	37 16.3%	55 23.3%	48 27.3%	78 26.4%
No	782 77.5%	370 75.4%	413 79.4%	216 72.0%	263 75.1%	303 84.3%	91 75.7%	142 72.9%	44 72.6%	325 80.9%	76 84.0%	62 85.3%	96 78.2%	94 79.8%	94 71.9%	96 73.2%	144 76.5%	120 77.1%	317 78.7%	376 75.7%	175 76.2%	236 74.5%	188 83.7%	183 76.7%	127 72.7%	217 73.6%
SIGMA	1010 100.0%	490 100.0%	520 100.0%	300 100.0%	350 100.0%	360 100.0%	120 100.0%	195 100.0%	60 100.0%	402 100.0%	90 100.0%	73 100.0%	123 100.0%	118 100.0%	130 100.0%	131 100.0%	188 100.0%	156 100.0%	403 100.0%	497 100.0%	230 100.0%	317 100.0%	225 100.0%	238 100.0%	175 100.0%	295 100.0%

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Table 3
Q3. Which of the following is closest to your view?
Base : All Answering

	Gender			Age			2015 Westminster Vote				ScotRegion							2014 Referendum Vote		SEG				Sector		
	Total	Male	Female	16-34	35-54	55+	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	222	112	110	63	100	59	34	57	16	68	12	9	22	22	47	45	35	30	92	112	62	74	36	50	48	80
Weighted Total	228	121	107	84	87	56	29	53	17	77	14	11	27	24	37	35	44	36	86	121	55	81	37	55	48	78
My relationship with a friend / family member has been permanently damaged due to the referendum campaign	62 27.3%	36 29.8%	26 24.4%	23 27.3%	28 32.4%	11 19.3%	14 49.8%	19 35.2%	6 36.3%	15 19.2%	-	2 18.7%	8 28.2%	4 17.2%	10 26.1%	14 38.4%	14 30.8%	12 33.0%	18 20.4%	38 31.7%	24 43.0%	19 23.2%	6 16.4%	14 25.1%	6 11.6%	32 41.4%
My relationship with a friend / family member has not been permanently damaged due to the referendum campaign	165 72.7%	85 70.2%	81 75.6%	61 72.7%	59 67.6%	45 80.7%	15 50.2%	34 64.8%	11 63.7%	62 80.8%	14 100.0%	9 81.3%	19 71.8%	20 82.8%	27 73.9%	22 61.6%	31 69.2%	24 67.0%	68 79.6%	83 68.3%	31 57.0%	62 76.8%	31 83.6%	42 74.9%	42 88.4%	46 58.6%
SIGMA	228 100.0%	121 100.0%	107 100.0%	84 100.0%	87 100.0%	56 100.0%	29 100.0%	53 100.0%	17 100.0%	77 100.0%	14 100.0%	11 100.0%	27 100.0%	24 100.0%	37 100.0%	35 100.0%	44 100.0%	36 100.0%	86 100.0%	121 100.0%	55 100.0%	81 100.0%	37 100.0%	55 100.0%	48 100.0%	78 100.0%

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