

Scottish Favourability

Poll

16/09/2016

Prepared by Survation

Methodology

Fieldwork Dates

5th -10th September 2016

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

1073

Data Weighting

Data were weighted to the profile of all adults aged 16+ in Scotland. Data were weighted by age, sex, Scottish region, 2014 Referendum vote and 2016 Scottish Parliament vote. Targets for the weighted data were derived from Office of National Statistics data.

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 1073 it is 95% certain that the 'true' value will fall within the range of 3.0% 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 prompted.

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.
For further information please contact.
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Table 1

Q1. Normal weightings

Q1. To what extent do you think favourably or unfavourably towards the following political figures? Nicola Sturgeon

Base: All Respondents

	Total		Gender			Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8								SEG				Scottish Indy Ref Voting Intention	
	Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No		
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450	
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489	
Very favourable	273	125	148	95	81	96	2	15	4	204	1	37	214	35	43	29	54	43	18	23	32	31	65	86	55	66	241	20	
	25.4%	24.2%	26.6%	29.8%	23.0%	24.1%	1.2%	8.4%	5.9%	55.8%	12.8%	17.6%	51.4%	6.8%	31.7%	20.5%	26.7%	32.7%	21.7%	18.3%	20.6%	31.4%	26.3%	25.7%	22.1%	27.6%	55.8%	4.2%	
Somewhat favourable	247	116	131	87	93	67	9	30	14	118	2	53	133	82	27	32	56	25	11	36	45	14	69	78	55	46	129	52	
	23.0%	22.5%	23.5%	27.3%	26.3%	16.7%	5.4%	17.1%	23.5%	32.2%	19.4%	24.8%	31.9%	15.8%	19.8%	23.0%	27.5%	19.4%	13.6%	28.3%	29.4%	14.5%	27.7%	23.1%	21.9%	19.3%	29.8%	10.6%	
Neither favourable nor unfavourable	134	67	67	41	51	42	14	31	10	20	1	44	30	77	22	20	22	12	11	19	23	4	29	37	36	32	29	69	
	12.5%	13.0%	12.0%	12.8%	14.4%	10.6%	8.3%	17.3%	16.2%	5.5%	11.2%	20.5%	7.3%	15.0%	16.0%	14.6%	10.9%	9.4%	13.1%	15.1%	14.8%	4.5%	11.6%	11.0%	14.4%	13.4%	6.7%	14.0%	
Somewhat unfavourable	94	35	59	28	29	37	19	26	11	10	1	21	17	65	12	14	12	13	6	9	14	14	20	27	24	23	10	77	
	8.8%	6.9%	10.6%	8.9%	8.2%	9.3%	10.9%	14.9%	17.9%	2.8%	15.9%	10.0%	4.1%	12.7%	8.8%	10.0%	6.1%	9.8%	7.6%	7.0%	9.3%	13.8%	8.3%	7.9%	9.7%	9.6%	2.3%	15.7%	
Strongly unfavourable	296	164	132	49	91	156	128	75	22	12	3	40	18	252	27	44	57	32	35	37	34	30	63	101	74	58	14	267	
	27.6%	31.9%	23.7%	15.4%	25.8%	39.0%	73.9%	42.3%	36.4%	3.3%	38.1%	18.7%	4.4%	48.9%	19.5%	31.2%	28.0%	24.3%	41.7%	29.5%	22.4%	30.9%	25.4%	30.1%	29.6%	24.3%	3.2%	54.7%	
Don't know / Have not heard of	28	8	20	19	9	1	1	-	-	1	*	18	3	4	6	1	2	6	2	2	5	5	2	8	6	14	9	4	
	2.7%	1.6%	3.7%	5.9%	2.4%	*	*	-	-	*	2.6%	8.4%	0.8%	0.8%	4.2%	0.7%	0.9%	4.3%	2.3%	1.6%	3.5%	5.0%	0.7%	2.2%	2.2%	5.8%	2.1%	0.9%	
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489	
	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%

Scottish Favourability Poll

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Table 2

Q2. Normal weightings

Q2. To what extent do you think favourably or unfavourably towards the following political figures? Ruth Davidson

Base: All Respondents

	Total	Gender		Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8							SEG				Scottish Indy Voting Intention			
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
Very favourable	120	65	55	26	30	63	69	16	9	12	1	9	20	89	13	11	16	19	14	15	21	11	47	32	20	20	17	99
	11.2%	12.5%	9.9%	8.2%	8.5%	15.9%	39.7%	8.8%	15.2%	3.3%	8.0%	4.2%	4.9%	17.2%	9.1%	8.2%	7.8%	14.6%	16.2%	12.1%	13.4%	11.6%	18.9%	9.5%	8.1%	8.6%	4.0%	20.3%
Somewhat favourable	251	123	128	56	86	109	64	46	27	62	1	39	64	169	23	31	58	25	19	33	39	23	68	81	61	40	60	161
	23.4%	23.8%	23.0%	17.4%	24.3%	27.4%	37.0%	26.1%	44.2%	16.9%	12.0%	18.5%	15.5%	32.9%	16.8%	22.0%	28.6%	19.1%	22.2%	26.2%	25.5%	23.7%	27.5%	24.1%	24.5%	16.9%	14.0%	32.9%
Neither favourable nor unfavourable	297	140	157	101	96	100	33	50	18	100	4	71	105	150	41	41	51	40	20	34	39	31	59	106	67	65	110	133
	27.7%	27.2%	28.2%	31.6%	27.0%	25.2%	18.9%	28.3%	28.8%	27.2%	44.9%	33.3%	25.2%	29.1%	30.0%	28.9%	25.0%	30.7%	23.7%	27.2%	25.7%	31.7%	23.7%	31.4%	26.8%	27.5%	25.6%	27.3%
Somewhat unfavourable	126	59	66	32	53	41	3	31	6	58	1	20	69	41	16	16	28	12	14	19	13	8	32	37	26	31	75	36
	11.7%	11.5%	11.9%	9.9%	14.9%	10.3%	1.8%	17.2%	10.2%	15.8%	9.1%	9.6%	16.5%	8.0%	11.3%	11.6%	13.8%	8.9%	17.0%	14.8%	8.7%	8.0%	12.8%	11.0%	10.3%	13.1%	17.3%	7.4%
Strongly unfavourable	177	99	78	38	66	73	1	27	1	123	2	16	131	35	23	33	37	18	10	18	22	16	34	47	53	42	133	25
	16.5%	19.1%	14.1%	11.8%	18.6%	18.4%	0.6%	15.1%	1.6%	33.5%	21.3%	7.7%	31.4%	6.9%	17.1%	23.5%	18.2%	13.4%	12.2%	14.0%	14.4%	16.1%	13.7%	14.1%	21.3%	17.7%	30.9%	5.1%
Don't know / Have not heard of	102	30	72	67	23	11	3	8	-	12	*	56	27	30	22	8	13	17	7	7	19	9	8	33	22	39	35	34
	9.5%	5.9%	12.9%	21.1%	6.6%	2.9%	1.8%	4.5%	-	3.2%	4.7%	26.6%	6.6%	5.9%	15.7%	5.8%	6.5%	13.3%	8.7%	5.7%	12.3%	8.9%	3.3%	9.9%	8.9%	16.2%	8.2%	7.0%
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
	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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Table 3

Q3. Normal weightings

Q3. To what extent do you think favourably or unfavourably towards the following political figures? Kezia Dugdale

Base: All Respondents

	Total	Gender		Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8							SEG				Scottish Indy Voting Intention			
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
Very favourable	35	14	21	12	10	14	2	18	4	2	-	8	8	23	5	6	4	8	3	2	4	4	9	10	9	7	12	21
	3.3%	2.7%	3.9%	3.8%	2.7%	3.4%	1.0%	10.0%	7.3%	0.6%	-	4.0%	1.9%	4.4%	3.7%	3.9%	2.0%	5.8%	3.5%	1.9%	2.5%	4.2%	3.7%	3.1%	3.4%	3.1%	2.8%	4.3%
Somewhat favourable	200	107	93	54	64	82	31	56	14	59	*	32	60	124	21	22	44	24	12	28	31	16	52	71	45	32	66	107
	18.6%	20.8%	16.6%	16.8%	18.0%	20.6%	17.9%	31.5%	23.5%	16.2%	2.9%	15.2%	14.3%	24.0%	15.4%	15.8%	21.7%	18.5%	14.8%	22.5%	20.3%	16.5%	21.0%	21.1%	18.0%	13.3%	15.3%	21.9%
Neither favourable nor unfavourable	320	146	174	87	115	118	59	57	25	97	2	55	106	177	39	40	73	36	24	45	35	28	76	106	64	75	100	173
	29.8%	28.3%	31.3%	27.1%	32.5%	29.7%	34.2%	32.1%	40.4%	26.6%	27.5%	26.1%	25.5%	34.3%	28.3%	28.1%	35.9%	27.5%	29.1%	35.8%	23.0%	28.7%	30.8%	31.4%	25.4%	31.4%	23.1%	35.4%
Somewhat unfavourable	192	111	82	45	54	93	50	25	10	76	3	18	82	92	27	34	40	17	16	21	25	13	51	53	51	37	84	89
	17.9%	21.4%	14.7%	14.1%	15.3%	23.3%	29.1%	14.1%	16.8%	20.7%	36.7%	8.6%	19.8%	17.8%	19.5%	24.0%	19.6%	13.1%	19.7%	16.4%	16.1%	13.3%	20.7%	15.6%	20.4%	15.6%	19.4%	18.2%
Strongly unfavourable	147	87	60	24	53	70	23	5	4	97	2	14	104	36	19	24	19	18	13	14	26	14	35	46	39	28	99	36
	13.7%	16.8%	10.9%	7.5%	15.0%	17.6%	13.1%	3.1%	6.8%	26.5%	26.3%	6.5%	25.0%	7.0%	14.0%	17.2%	9.3%	13.8%	14.9%	10.9%	17.2%	14.5%	14.2%	13.6%	15.4%	11.6%	22.9%	7.4%
Don't know / Have not heard of	178	51	127	98	58	21	8	16	3	34	1	84	56	64	26	15	23	28	15	16	32	22	24	51	43	59	71	62
	16.6%	9.9%	22.7%	30.7%	16.5%	5.3%	4.7%	9.1%	5.2%	9.3%	6.5%	39.6%	13.5%	12.4%	19.1%	10.9%	11.5%	21.3%	18.0%	12.6%	20.8%	22.7%	9.7%	15.1%	17.3%	25.0%	16.5%	12.8%
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
	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%

Scottish Favourability Poll

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Table 4

Q4. Normal weightings

Q4. To what extent do you think favourably or unfavourably towards the following political figures? Willie Rennie

Base: All Respondents

	Total	Gender		Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8								SEG				Scottish Indy Voting Intention		
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
Very favourable	39	17	22	14	13	12	4	11	13	8	-	3	16	22	6	4	9	6	2	6	-	6	9	19	5	7	17	20
	3.6%	3.3%	4.0%	4.4%	3.7%	3.0%	2.1%	6.1%	21.6%	2.3%	-	1.4%	3.8%	4.3%	4.2%	3.0%	4.5%	4.3%	2.6%	4.6%	-	6.6%	3.5%	5.5%	2.0%	2.8%	4.0%	4.0%
Somewhat favourable	162	98	63	39	45	78	35	33	20	46	*	21	48	102	11	21	23	20	11	29	33	14	51	48	30	33	45	102
	15.1%	19.0%	11.4%	12.2%	12.6%	19.5%	20.3%	18.7%	32.5%	12.6%	2.6%	9.9%	11.6%	19.7%	7.9%	14.9%	11.2%	15.1%	13.2%	23.0%	21.5%	14.7%	20.4%	14.2%	12.1%	13.9%	10.4%	20.8%
Neither favourable nor unfavourable	371	175	195	107	118	146	68	80	18	110	4	65	122	200	47	58	76	38	35	41	47	29	78	119	87	86	134	176
	34.5%	34.0%	35.0%	33.4%	33.3%	36.6%	39.3%	45.0%	28.6%	29.9%	43.4%	30.6%	29.2%	38.9%	34.3%	41.4%	37.2%	28.8%	42.0%	32.5%	30.5%	38.9%	31.5%	35.4%	34.9%	36.1%	31.0%	35.9%
Somewhat unfavourable	143	80	63	27	52	64	33	14	3	66	2	20	64	68	19	18	27	19	7	19	23	10	44	38	39	23	65	68
	13.3%	15.6%	11.3%	8.6%	14.6%	16.0%	19.1%	7.6%	5.7%	18.1%	20.4%	9.4%	15.4%	13.2%	14.0%	12.8%	13.5%	14.8%	8.0%	15.2%	15.2%	10.2%	17.8%	11.2%	15.4%	9.5%	15.1%	14.0%
Strongly unfavourable	121	71	50	16	50	56	20	12	2	75	2	8	81	34	17	16	20	14	13	14	15	13	30	39	32	21	79	37
	11.3%	13.8%	9.0%	5.0%	14.0%	14.0%	11.7%	7.0%	3.5%	20.5%	17.9%	3.7%	19.4%	6.5%	12.7%	11.0%	10.0%	10.6%	15.2%	10.8%	9.7%	13.2%	12.0%	11.4%	12.6%	9.0%	18.3%	7.5%
Don't know / Have not heard of	237	74	163	117	77	43	13	28	5	60	1	96	86	89	37	24	48	35	16	17	35	25	37	75	58	68	92	87
	22.1%	14.3%	29.3%	36.5%	21.8%	10.9%	7.6%	15.5%	8.0%	16.5%	15.8%	45.0%	20.6%	17.3%	27.0%	16.9%	23.6%	26.4%	19.1%	13.9%	23.0%	25.5%	14.8%	22.2%	23.1%	28.6%	21.2%	17.7%
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
	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%

Scottish Favourability Poll

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Table 5

Q5. Normal weightings

Q5. To what extent do you think favourably or unfavourably towards the following political figures? Patrick Harvie

Base: All Respondents

	Total	Gender		Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8							SEG				Scottish Indy Voting Intention			
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No
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Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
Very favourable	42	15	27	14	22	7	2	4	1	28	1	4	35	3	8	4	8	4	4	4	5	4	13	18	6	6	39	3
	3.9%	3.0%	4.8%	4.3%	6.2%	1.6%	1.0%	2.4%	1.9%	7.6%	10.9%	1.9%	8.5%	0.5%	6.0%	3.2%	4.1%	3.3%	4.8%	3.3%	3.2%	3.8%	5.3%	5.3%	2.2%	2.4%	9.0%	0.6%
Somewhat favourable	142	80	62	46	49	47	7	25	9	76	1	21	95	40	18	17	33	14	6	24	13	17	44	40	28	29	93	33
	13.2%	15.4%	11.1%	14.3%	13.7%	11.9%	4.1%	14.1%	14.9%	20.7%	16.9%	9.7%	22.9%	7.7%	13.1%	11.9%	16.4%	10.5%	6.6%	19.1%	8.4%	17.7%	17.9%	11.9%	11.4%	12.1%	21.5%	6.7%
Neither favourable nor unfavourable	310	135	175	87	110	113	41	73	18	102	2	56	106	163	41	47	59	42	20	30	49	23	68	95	82	65	115	143
	28.9%	26.2%	31.4%	27.2%	31.1%	28.2%	23.5%	41.4%	28.9%	28.0%	22.4%	26.2%	25.4%	31.6%	29.9%	33.5%	28.7%	32.3%	23.4%	23.9%	31.9%	23.0%	27.6%	28.2%	32.6%	27.3%	26.6%	29.3%
Somewhat unfavourable	110	69	41	27	25	58	26	20	10	25	1	17	36	60	14	19	22	14	8	14	12	6	24	37	25	23	39	66
	10.2%	13.3%	7.3%	8.4%	7.1%	14.4%	14.8%	11.2%	15.8%	6.9%	16.2%	8.0%	8.6%	11.7%	10.3%	13.2%	11.0%	10.9%	9.0%	11.3%	8.0%	6.4%	9.8%	11.1%	10.0%	9.7%	9.0%	13.5%
Strongly unfavourable	100	77	23	16	26	58	43	12	7	25	1	9	28	65	13	14	9	11	16	15	12	11	24	26	27	23	25	71
	9.3%	15.0%	4.1%	5.1%	7.4%	14.5%	25.0%	6.7%	10.6%	6.9%	13.5%	4.0%	6.7%	12.5%	9.3%	10.1%	4.2%	8.1%	19.2%	11.7%	7.7%	11.4%	9.7%	7.6%	10.8%	9.8%	5.7%	14.4%
Don't know / Have not heard of	369	140	230	130	122	117	55	43	17	109	2	106	116	185	43	39	72	46	31	38	62	37	74	121	83	92	122	173
	34.4%	27.1%	41.2%	40.7%	34.5%	29.3%	31.6%	24.2%	27.8%	29.8%	20.2%	50.1%	27.9%	35.9%	31.4%	28.1%	35.6%	34.9%	37.0%	30.6%	40.6%	37.8%	29.7%	35.9%	33.0%	38.7%	28.2%	35.4%
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
	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%

Scottish Favourability Poll

Prepared by Survation

Table 6

Q6. Normal weightings

Q6. To what extent do you think favourably or unfavourably towards the following political figures? David Coburn

Base: All Respondents

	Total	Gender		Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8							SEG				Scottish Indy Voting Intention			
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
Very favourable	17	7	10	11	5	1	2	2	2	7	-	1	12	-	3	-	2	2	1	1	3	5	4	5	3	6	10	4
	1.6%	1.3%	1.9%	3.6%	1.4%	*	1.2%	1.3%	2.8%	1.8%	-	*	2.9%	-	2.4%	-	1.1%	1.4%	1.2%	0.8%	2.1%	5.0%	1.4%	1.4%	1.2%	2.5%	2.2%	0.9%
Somewhat favourable	53	28	25	31	18	4	7	13	2	12	*	17	23	25	8	10	9	3	-	11	8	4	12	18	11	12	27	21
	4.9%	5.5%	4.4%	9.7%	5.2%	0.9%	4.1%	7.3%	2.8%	3.3%	1.8%	7.8%	5.5%	4.8%	6.1%	7.3%	4.4%	2.6%	-	8.4%	5.1%	3.7%	4.9%	5.2%	4.5%	5.0%	6.3%	4.2%
Neither favourable nor unfavourable	310	141	169	88	107	114	50	55	15	104	3	67	111	161	36	53	47	34	20	44	50	26	63	87	83	77	114	152
	28.9%	27.3%	30.4%	27.7%	30.3%	28.6%	28.6%	31.1%	24.0%	28.4%	33.7%	31.4%	26.6%	31.2%	26.0%	37.9%	23.1%	26.1%	23.3%	34.7%	32.9%	26.9%	25.4%	25.8%	33.2%	32.4%	26.5%	31.0%
Somewhat unfavourable	129	73	56	36	41	53	31	16	6	42	1	23	46	66	15	12	19	17	14	20	16	16	34	46	28	21	50	65
	12.0%	14.2%	10.0%	11.1%	11.5%	13.2%	18.1%	9.1%	9.9%	11.6%	14.5%	10.9%	11.1%	12.9%	11.2%	8.2%	9.5%	12.8%	16.7%	16.2%	10.3%	16.1%	13.6%	13.7%	11.3%	8.8%	11.7%	13.3%
Strongly unfavourable	179	106	73	36	63	79	23	31	11	96	2	11	101	67	23	20	38	26	20	17	22	13	54	53	48	23	100	66
	16.6%	20.5%	13.1%	11.3%	17.8%	19.9%	13.5%	17.7%	17.1%	26.2%	27.7%	5.3%	24.3%	13.0%	16.8%	14.2%	18.5%	20.2%	23.5%	13.4%	14.4%	13.3%	21.6%	15.9%	19.2%	9.9%	23.2%	13.5%
Don't know / Have not heard of	385	161	225	117	120	148	60	59	27	105	2	94	123	196	52	46	88	48	30	33	54	34	82	128	77	99	130	181
	35.9%	31.2%	40.3%	36.6%	33.9%	37.1%	34.5%	33.4%	43.3%	28.7%	22.4%	44.3%	29.6%	38.1%	37.6%	32.4%	43.4%	37.0%	35.3%	26.6%	35.2%	35.1%	33.1%	38.0%	30.7%	41.4%	30.2%	37.0%
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
	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%

Scottish Favourability Poll

Prepared by Survation

Table 7

Q7. Normal weightings

Q7. To what extent do you think favourably or unfavourably towards the following political figures? Theresa May

Base: All Respondents

	Total		Gender			Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8								SEG				Scottish Indy Voting Intention	
	Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No		
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450	
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489	
Very favourable	114	58	56	22	26	66	55	10	10	15	1	16	25	79	14	11	16	10	20	15	20	9	32	33	25	24	23	90	
	10.7%	11.3%	10.1%	6.8%	7.4%	16.6%	31.5%	5.5%	16.1%	4.2%	11.3%	7.7%	5.9%	15.4%	10.0%	7.7%	8.1%	7.6%	23.7%	12.2%	12.8%	8.8%	13.0%	9.7%	10.1%	10.1%	5.3%	18.3%	
Somewhat favourable	258	117	141	61	91	107	75	45	19	62	2	47	57	173	27	26	40	33	21	34	49	27	75	75	67	41	53	166	
	24.1%	22.7%	25.3%	18.9%	25.6%	26.9%	43.2%	25.6%	30.5%	16.9%	17.7%	21.9%	13.7%	33.5%	19.6%	18.4%	19.8%	25.5%	25.3%	27.4%	32.3%	27.5%	30.3%	22.3%	26.6%	17.4%	12.4%	33.9%	
Neither favourable nor unfavourable	279	142	136	86	92	101	32	51	21	85	2	62	105	137	38	40	53	38	21	36	34	20	52	100	56	71	95	135	
	26.0%	27.6%	24.5%	26.8%	26.0%	25.3%	18.4%	28.7%	34.8%	23.3%	21.6%	29.3%	25.2%	26.6%	27.6%	28.4%	25.9%	29.4%	24.9%	28.3%	22.1%	20.0%	21.2%	29.6%	22.4%	29.7%	22.0%	27.5%	
Somewhat unfavourable	148	71	77	42	59	48	11	32	7	63	1	24	73	61	16	22	37	22	5	15	14	17	42	52	28	27	74	52	
	13.8%	13.9%	13.8%	13.0%	16.7%	11.9%	6.2%	18.2%	11.7%	17.3%	17.2%	11.3%	17.5%	11.9%	11.7%	15.9%	17.9%	16.7%	6.4%	12.1%	9.5%	16.9%	16.8%	15.5%	11.1%	11.3%	17.1%	10.5%	
Strongly unfavourable	229	112	118	74	81	75	-	39	4	134	3	36	142	58	34	38	52	17	15	20	30	23	46	65	69	50	170	36	
	21.4%	21.6%	21.2%	23.3%	22.7%	18.7%	-	21.9%	6.9%	36.7%	29.7%	17.1%	34.2%	11.2%	24.6%	27.3%	25.7%	13.0%	17.4%	16.0%	19.9%	23.1%	18.4%	27.3%	27.4%	21.2%	39.4%	7.4%	
Don't know / Have not heard of	43	15	28	36	6	2	1	-	-	6	*	27	15	7	9	3	5	10	2	5	5	4	1	12	6	24	16	12	
	4.0%	2.9%	5.1%	11.2%	1.6%	0.5%	0.6%	-	-	1.7%	2.4%	12.7%	3.6%	1.3%	6.5%	2.2%	2.7%	7.8%	2.3%	4.0%	3.5%	3.6%	*	3.7%	2.2%	10.3%	3.8%	2.4%	
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489	
	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%	

Scottish Favourability Poll

Prepared by Survation

Table 8

Q8. Normal weightings

Q8. To what extent do you think favourably or unfavourably towards the following political figures? Jeremy Corbyn

Base: All Respondents

	Total		Gender			Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8								SEG				Scottish Indy Voting Intention	
	Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No		
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450	
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489	
Very favourable	63	30	33	29	16	18	1	25	2	20	1	8	32	20	12	9	10	8	4	9	4	7	15	21	14	14	40	20	
	5.9%	5.9%	5.9%	9.1%	4.4%	4.5%	0.7%	14.2%	3.9%	5.3%	13.8%	3.8%	7.6%	3.8%	9.0%	6.3%	4.7%	6.5%	5.2%	7.1%	2.4%	6.8%	5.9%	6.1%	5.6%	5.8%	9.3%	4.0%	
Somewhat favourable	184	78	107	77	54	53	11	29	8	86	2	38	102	60	24	18	35	19	15	26	19	28	46	54	35	50	105	53	
	17.2%	15.1%	19.1%	24.2%	15.3%	13.2%	6.1%	16.2%	12.9%	23.5%	23.3%	17.8%	24.6%	11.7%	17.7%	12.6%	17.1%	14.5%	18.2%	20.7%	12.5%	28.4%	18.4%	16.1%	13.9%	20.9%	24.4%	10.8%	
Neither favourable nor unfavourable	213	87	126	66	92	55	9	37	9	84	1	56	105	78	33	32	38	24	16	25	31	14	50	59	54	50	100	75	
	19.8%	16.8%	22.7%	20.7%	26.1%	13.7%	5.4%	20.6%	15.4%	23.1%	14.1%	26.6%	25.2%	15.1%	23.9%	22.6%	18.8%	18.5%	19.4%	19.6%	20.1%	15.5%	20.0%	17.6%	21.5%	21.1%	23.2%	15.4%	
Somewhat unfavourable	210	95	115	58	72	80	34	40	17	75	2	34	69	118	29	26	45	20	8	31	33	18	50	70	52	38	81	101	
	19.6%	18.5%	20.6%	18.1%	20.4%	20.1%	19.4%	22.7%	27.9%	20.5%	21.2%	16.1%	16.7%	23.0%	20.9%	18.5%	22.3%	15.2%	9.5%	24.7%	21.7%	18.4%	20.0%	20.9%	20.9%	16.0%	18.7%	20.6%	
Strongly unfavourable	345	209	137	49	109	188	117	47	24	96	2	42	91	231	28	52	65	49	38	32	56	25	84	121	85	55	80	227	
	32.2%	40.4%	24.5%	15.2%	30.8%	47.0%	67.5%	26.3%	39.8%	26.4%	25.2%	19.6%	22.0%	44.8%	20.4%	36.8%	32.0%	37.6%	45.4%	25.9%	36.5%	25.3%	33.9%	36.0%	34.1%	22.9%	18.6%	46.5%	
Don't know / Have not heard of	57	17	40	41	11	6	2	-	-	5	*	34	16	9	11	5	10	10	2	3	10	7	5	11	10	32	25	13	
	5.4%	3.4%	7.2%	12.7%	3.1%	1.5%	0.9%	-	-	1.3%	2.4%	16.2%	3.9%	1.7%	8.1%	3.2%	5.1%	7.8%	2.3%	2.0%	6.7%	6.6%	1.8%	3.3%	4.1%	13.3%	5.7%	2.6%	
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489	
	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%

Scottish Favourability Poll

Prepared by Survation

Table 9

Q9. Normal weightings

Q9. To what extent do you think favourably or unfavourably towards the following political figures? Owen Smith

Base: All Respondents

	Total	Gender		Age			2016 Holyrood Constituency Vote					Scottish Indy Ref 2014		Scottish Region 8							SEG				Scottish Indy Voting Intention			
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Other	Did Not Vote	Yes	No	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Yes	No
Unweighted Total	1073	453	620	310	375	388	139	170	54	382	42	212	469	463	221	165	166	130	64	104	135	88	245	330	246	252	465	450
Weighted Total	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
Very favourable	18	8	9	9	6	3	-	8	1	7	*	1	10	6	5	3	4	2	-	2	1	1	6	5	1	6	12	5
	1.6%	1.6%	1.7%	2.8%	1.6%	0.8%	-	4.7%	2.0%	1.8%	2.4%	0.5%	2.5%	1.2%	3.7%	2.2%	2.0%	1.4%	-	1.5%	0.6%	1.0%	2.3%	1.5%	*	2.5%	2.8%	1.0%
Somewhat favourable	92	49	43	28	28	36	9	35	7	19	1	19	26	58	12	16	15	12	1	13	19	5	26	26	22	19	29	49
	8.6%	9.6%	7.7%	8.8%	8.0%	8.9%	5.3%	19.9%	11.7%	5.1%	7.7%	8.7%	6.3%	11.3%	8.6%	11.2%	7.5%	9.3%	1.2%	10.1%	12.4%	4.6%	10.4%	7.6%	8.7%	8.0%	6.6%	10.0%
Neither favourable nor unfavourable	383	177	207	98	137	148	68	67	27	116	2	72	123	212	45	50	76	38	32	50	51	42	81	130	91	82	132	191
	35.7%	34.2%	37.1%	30.7%	38.8%	37.1%	39.2%	37.7%	43.3%	31.7%	22.2%	33.8%	29.5%	41.3%	32.9%	35.4%	37.2%	29.0%	38.1%	40.0%	33.3%	42.4%	32.7%	38.5%	36.3%	34.3%	30.7%	39.1%
Somewhat unfavourable	178	102	75	42	61	75	38	28	11	77	2	15	76	89	26	22	33	20	13	28	21	14	58	53	36	30	77	86
	16.5%	19.8%	13.5%	13.2%	17.1%	18.7%	22.1%	15.6%	18.4%	21.0%	20.9%	7.2%	18.2%	17.3%	19.0%	15.6%	16.4%	15.5%	15.9%	22.1%	13.7%	13.9%	23.4%	15.9%	14.3%	12.8%	17.8%	17.5%
Strongly unfavourable	165	97	68	28	49	87	33	20	6	83	3	15	87	70	16	24	33	18	17	15	24	18	44	48	46	27	92	67
	15.3%	18.8%	12.1%	8.8%	13.9%	21.9%	18.8%	11.1%	9.5%	22.6%	36.1%	7.1%	20.9%	13.6%	11.7%	17.3%	16.1%	13.5%	19.9%	12.2%	15.6%	18.2%	17.8%	14.3%	18.2%	11.2%	21.5%	13.8%
Don't know / Have not heard of	238	82	155	114	73	51	25	20	9	65	1	91	94	79	33	26	43	41	21	18	37	19	34	75	55	74	89	91
	22.2%	16.0%	27.9%	35.7%	20.6%	12.7%	14.6%	11.1%	15.1%	17.8%	10.8%	42.7%	22.6%	15.3%	24.1%	18.3%	20.9%	31.4%	24.9%	14.1%	24.4%	19.8%	13.5%	22.2%	22.0%	31.1%	20.7%	18.7%
SIGMA	1073	516	557	320	354	399	173	177	61	366	9	212	416	515	137	141	204	131	84	126	153	98	248	337	250	238	431	489
	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%