

YouGov / Sun Survey Results

Sample Size: 1039 Scottish Adults
Fieldwork: 12th - 16th June 2014

	Gender		Age				Social Grade	
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	495	544	123	251	371	294	488	551
Unweighted Sample	515	524	74	240	392	333	561	478
	%	%	%	%	%	%	%	%

		20th-24th March	12th-16th June								
HOLYROOD CONSTITUENCY VOTE											
	Con	13	14	14	14	8	12	14	18	19	10
	Lab	35	37	33	41	47	35	37	35	32	41
	Lib Dem	7	5	6	5	6	8	4	5	7	4
	SNP	38	35	39	31	20	38	38	35	35	36
	Other	6	9	8	9	20	7	8	7	8	9
Holyrood Other Parties Voting Intention											
	Green	2	4	4	5	17	6	1	2	4	5
	Scottish Socialist	1	1	1	0	2	1	0	0	0	1
	UKIP	3	4	3	4	1	0	5	5	3	4
	Solidarity	0	0	0	0	0	0	0	0	0	0
	Other	1	0	0	0	0	0	0	1	0	0
Holyrood Non Voters											
	Would Not Vote	4	4	5	4	10	6	3	2	3	5
	Don't know	12	11	6	16	19	12	9	10	10	13
HOLYROOD REGIONAL VOTE											
	Conservative	13	15	13	16	9	11	16	18	18	11
	Labour	33	33	29	37	43	30	33	32	27	38
	Lib Dem	7	5	6	4	6	8	3	5	7	4
	SNP	33	31	35	28	12	32	35	33	31	31
	Other	15	16	17	14	31	18	12	13	16	16
Holyrood regional Others											
	Green	7	8	7	9	22	13	4	4	8	7
	Scottish Socialist Party	4	2	4	1	4	1	3	2	3	2
	UKIP	3	5	6	4	4	4	6	7	5	6
	Other	1	0	0	0	0	1	0	1	0	0
Holyrood regional non-voters											
	Wouldn't vote	3	4	5	4	10	6	3	2	3	5
	Don't know	10	10	6	14	15	13	8	8	9	11

Sample Size: 1039 Scottish Adults
Fieldwork: 12th - 16th June 2014

	Likelihood to vote			Should Scotland be an independent country?		Holyrood Voting intention				Holyrood Constituency Vote 2011			
	10/10	8+10		Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP
Weighted Sample	1039	851	925	372	554	125	321	45	308	115	264	65	377
Unweighted Sample	1039	859	934	348	586	134	324	55	285	112	290	91	319
	%	%	%	%	%	%	%	%	%	%	%	%	%

If there was a referendum tomorrow on Scotland's future and this was the question, how would you vote?

25th-28th April | 12th-16th June

Should Scotland be an independent country?

Yes	37	36	39	39	100	0	2	17	8	87	7	21	14	67
No	51	53	55	55	0	100	97	75	89	9	92	71	70	24
Would not vote	2	2	0	0	0	0	0	0	0	0	0	0	5	0
Don't know	10	9	5	6	0	0	1	8	4	5	1	7	11	8

EXCLUDING DON'T KNOW/WON'T VOTE

Yes	42	40	42	41	100	0	2	18	8	91	7	23	17	74
No	58	60	58	59	0	100	98	82	92	9	93	77	83	26

And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in a referendum on Scottish independence?

0 - Certain NOT to vote	2	2	0	0	0	1	0	1	3	0	0	1	4	0
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	1	0	0	0	1	0	0	3	0	0	0	0	1
4	1	0	0	0	0	0	0	0	0	1	0	0	0	0
5	2	2	0	0	1	1	1	1	5	1	0	1	2	1
6	1	2	0	0	0	3	2	1	13	0	1	1	3	1
7	2	2	0	0	2	1	0	2	4	2	0	1	4	2
8	3	3	0	4	3	3	1	3	6	2	1	3	3	2
9	5	4	0	4	3	4	2	4	11	4	2	3	10	3
10 - Absolutely certain to vote	82	82	100	92	90	85	94	88	55	89	95	89	75	88
Don't know	3	2	0	0	0	1	1	0	0	1	1	1	0	1

Sample Size: 1039 Scottish Adults
Fieldwork: 12th - 16th June 2014

	Gender		Age				Social Grade		
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1039	495	544	123	251	371	294	488	551
Unweighted Sample	1039	515	524	74	240	392	333	561	478
	%	%	%	%	%	%	%	%	%

If there was a referendum tomorrow on Scotland's future and this was the question, how would you vote?

25th-28th April

12th-16th June

Should Scotland be an independent country?

Yes	37	36	41	31	26	41	37	34	34	38
No	51	53	50	56	54	46	54	59	56	51
Would not vote	2	2	2	2	6	4	1	0	1	3
Don't know	10	9	7	10	14	10	8	7	9	9

EXCLUDING DON'T KNOW/WON'T VOTE

Yes	42	40	45	36	32	47	41	37	38	42
No	58	60	55	64	68	53	59	63	62	58

And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in a referendum on Scottish independence?

0 - Certain NOT to vote	2	2	2	2	5	4	1	1	1	3
1	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	1	0	0	0	0	0
3	0	1	0	1	1	0	1	0	1	0
4	1	0	0	0	0	1	0	0	0	0
5	2	2	2	2	5	4	1	1	2	2
6	1	2	2	1	0	2	2	1	2	1
7	2	2	3	1	2	4	1	1	2	2
8	3	3	2	4	6	4	3	2	2	4
9	5	4	4	4	3	5	5	2	3	5
10 - Absolutely certain to vote	82	82	81	83	67	74	85	90	84	80
Don't know	3	2	2	2	9	2	1	1	3	2

Sample Size: 1039 Scottish Adults
Fieldwork: 12th - 16th June 2014

	Likelihood to vote		Should Scotland be an independent country?		Holyrood Voting intention				Holyrood Constituency Vote 2011				
	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP
Weighted Sample	1039	851	925	372	554	125	321	45	308	115	264	65	377
Unweighted Sample	1039	859	934	348	586	134	324	55	285	112	290	91	319
	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you think the Yes Scotland campaign so far has been positive or negative?

Mostly positive	47	50	49	92	20	18	34	35	87	25	32	34	75
Mostly negative	36	38	38	5	60	70	53	56	5	59	52	52	16
Don't know	17	13	14	3	20	12	13	9	8	16	15	13	10

Do you think the Better Together campaign so far has been positive or negative?

Mostly positive	30	32	31	7	49	58	45	27	6	50	46	24	13
Mostly negative	52	54	54	88	30	30	38	63	86	34	41	55	76
Don't know	19	14	15	5	21	12	17	11	9	16	14	22	11

Do you think the Yes Scotland campaign so far has been honest or dishonest?

Mostly honest	35	37	36	83	6	5	17	14	81	7	20	17	66
Mostly dishonest	42	45	44	3	73	80	64	59	4	77	60	59	18
Don't know	23	18	20	14	21	15	19	27	15	16	21	24	16

Do you think the Better Together campaign so far has been honest or dishonest?

Mostly honest	40	42	42	9	66	76	56	46	9	76	58	42	17
Mostly dishonest	34	36	35	75	9	8	17	24	75	9	17	21	64
Don't know	26	22	23	16	26	15	27	30	16	15	25	37	19

Some people have suggested there should be a high profile televised debate on Scotland's future as part of the referendum campaign. Which of the following would you rather see?

A debate between Alex Salmond and David Cameron	48	50	50	80	28	27	36	26	79	25	38	39	70
A debate between Alex Salmond and Alistair Darling	22	22	23	7	35	35	31	51	7	35	30	33	11
Neither of these	21	23	22	9	31	36	26	22	9	36	25	25	12
Don't know	9	5	6	4	7	3	7	1	6	5	8	4	6

Sample Size: 1039 Scottish Adults
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	Gender		Age				Social Grade	
	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	495	544	123	251	371	294	488	551
Unweighted Sample	515	524	74	240	392	333	561	478
	%	%	%	%	%	%	%	%

Do you think the Yes Scotland campaign so far has been positive or negative?

Mostly positive	47	54	41	35	54	50	43	51	43
Mostly negative	36	35	38	42	28	37	41	35	37
Don't know	17	12	21	23	18	14	17	13	20

Do you think the Better Together campaign so far has been positive or negative?

Mostly positive	30	27	32	30	23	31	34	30	30
Mostly negative	52	60	44	41	56	54	50	55	49
Don't know	19	13	24	29	21	15	16	15	21

Do you think the Yes Scotland campaign so far has been honest or dishonest?

Mostly honest	35	40	30	22	37	38	36	35	35
Mostly dishonest	42	43	41	48	36	44	42	43	41
Don't know	23	17	29	30	27	18	22	21	24

Do you think the Better Together campaign so far has been honest or dishonest?

Mostly honest	40	38	41	40	28	41	48	40	40
Mostly dishonest	34	42	27	28	40	35	30	36	33
Don't know	26	20	32	32	31	24	22	25	28

Some people have suggested there should be a high profile televised debate on Scotland's future as part of the referendum campaign.

Which of the following would you rather see?

A debate between Alex Salmond and David Cameron	48	50	47	42	53	50	44	49	47
A debate between Alex Salmond and Alistair Darling	22	25	19	27	20	23	21	23	21
Neither of these	21	19	23	18	15	21	29	22	21
Don't know	9	6	11	13	13	6	7	7	11

Sample Size: 1039 Scottish Adults
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	Likelihood to vote		Should Scotland be an independent country?		Holyrood Voting intention				Holyrood Constituency Vote 2011				
	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP
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	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you personally fallen out with any of your friends and family over the Scottish referendum campaign?

Yes, I have	10	11	11	11	11	12	12	8	9	12	13	8	9
No, I haven't	90	89	89	89	89	88	88	92	91	88	87	92	91

Was this because...

[Asked only to those who said they had fallen out with someone n=113]

I am going to vote YES, but my friend or family member is not	36	37	36	82	4	0	18	0	87	4	21	12	79
I am going to vote NO, but my friend or family member is not	51	51	51	0	86	91	70	86	4	77	63	88	15
Some other reason	11	9	11	18	7	0	10	14	9	10	14	0	6
Don't know	2	2	2	0	3	9	2	0	0	9	2	0	0

Does the abuse directed at JK Rowling make you more likely to vote YES in the referendum, more likely to vote NO, or does it make no difference?

More likely to vote YES	6	5	5	9	3	4	4	3	8	5	6	0	7
More likely to vote NO	12	11	11	2	18	19	15	36	2	15	15	18	7
No difference - I would have voted YES anyway	35	37	37	87	6	8	19	10	79	12	21	15	62
No difference - I would have voted NO anyway	39	42	42	0	72	69	56	49	6	67	51	59	18
Don't know	9	4	5	1	1	0	6	1	5	1	6	8	7

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	%	%	%	%	%	%	%	%

Have you personally fallen out with any of your friends and family over the Scottish referendum campaign?

Yes, I have	10	13	7	14	11	9	8	12	8
No, I haven't	90	87	93	86	89	91	92	88	92

Was this because...

[Asked only to those who said they had fallen out with someone n=113]

I am going to vote YES, but my friend or family member is not	36	44	24	57	33	28	35	33	39
I am going to vote NO, but my friend or family member is not	51	43	64	34	60	53	52	51	51
Some other reason	11	12	9	9	7	15	10	13	8
Don't know	2	1	3	0	0	4	3	2	1

Does the abuse directed at JK Rowling make you more likely to vote YES in the referendum, more likely to vote NO, or does it make no difference?

More likely to vote YES	6	7	4	7	5	4	7	3	8
More likely to vote NO	12	15	9	10	15	9	12	14	10
No difference - I would have voted YES anyway	35	37	32	29	37	37	32	34	35
No difference - I would have voted NO anyway	39	35	44	40	31	42	43	42	37
Don't know	9	6	11	14	12	8	5	7	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%

Over the last few weeks have you been contacted by the Yes Scotland campaign in any of the following ways? Please tick all that apply

Delivered leaflets or letters to your door	39	41	40	47	36	45	36	32	48	41	38	40	46
Put up posters or billboards in your area	9	10	10	14	7	11	7	14	14	13	8	11	10
Knocked on your door	4	4	4	6	3	3	5	10	5	4	3	8	5
Set up stalls or handed out leaflets in your area	11	11	10	17	7	10	7	26	17	11	10	11	14
Phoned you	2	1	1	2	1	0	1	4	2	1	1	2	2
Sent you an email or contacted you on social media	8	9	8	17	3	2	5	2	19	2	7	3	15
None of these	48	49	49	39	54	48	50	40	39	51	49	45	42
Don't know	3	2	2	2	2	2	3	1	1	2	3	2	3

Over the last few weeks have you been contacted by the Better Together campaign in any of the following ways? Please tick all that apply

Delivered leaflets or letters to your door	29	31	30	31	29	36	29	23	32	30	31	32	33
Put up posters or billboards in your area	5	4	4	5	5	3	4	19	4	5	5	11	4
Knocked on your door	2	1	1	0	3	3	3	9	0	3	3	6	1
Set up stalls or handed out leaflets in your area	5	4	4	3	6	3	6	22	2	3	7	12	3
Phoned you	2	2	1	1	3	1	3	9	0	1	2	0	2
Sent you an email or contacted you on social media	6	7	6	3	9	9	11	6	2	6	13	8	2
None of these	58	59	60	61	57	53	56	51	61	61	52	45	59
Don't know	4	2	3	2	3	2	3	1	3	2	4	4	3

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	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	495	544	123	251	371	294	488	551
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	%	%	%	%	%	%	%	%

Over the last few weeks have you been contacted by the Yes Scotland campaign in any of the following ways? Please tick all that apply

Delivered leaflets or letters to your door	39	40	38	33	33	38	48	38	40
Put up posters or billboards in your area	9	13	6	24	11	6	5	12	7
Knocked on your door	4	5	4	3	6	5	3	5	4
Set up stalls or handed out leaflets in your area	11	13	9	19	12	11	6	14	8
Phoned you	2	2	1	1	1	2	2	2	1
Sent you an email or contacted you on social media	8	10	5	12	6	7	9	11	5
None of these	48	47	49	44	51	50	45	48	48
Don't know	3	3	4	14	3	2	1	4	3

Over the last few weeks have you been contacted by the Better Together campaign in any of the following ways? Please tick all that apply

Delivered leaflets or letters to your door	29	29	30	16	23	30	39	27	32
Put up posters or billboards in your area	5	6	4	7	9	3	2	6	4
Knocked on your door	2	2	2	2	4	1	1	2	2
Set up stalls or handed out leaflets in your area	5	6	4	8	6	4	3	6	4
Phoned you	2	2	1	3	3	2	0	3	1
Sent you an email or contacted you on social media	6	7	5	6	3	7	7	8	4
None of these	58	57	59	63	63	60	51	59	58
Don't know	4	4	4	11	4	3	2	4	4

YouGov Weighting Data

In addition to weighting by age, gender and social class (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and recalled vote from the 2011 Holyrood election:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18 to 24	39	62
Male 25 to 39	112	124
Male 40 to 59	204	180
Male 60 +	160	129
Female 18 to 24	35	60
Female 25 to 39	128	128
Female 40 to 59	188	191
Female 60 +	173	165
Social Grade		
AB	249	203
C1	312	286
C2	194	208
DE	284	343
Newspaper Type		
Express / Mail	142	125
Sun / Star	142	166
Mirror / Record	144	208
Guardian / Independent/ Herald	112	62
FT / Times / Telegraph/ Scotsman	107	62
Other Paper	142	208
No Paper	250	208
Recalled 2011 Constituency Vote		
Conservative	112	115
Labour	290	264
Liberal Democrat	91	65
SNP	264	272
SNP (but Labour in 2010)	55	105
Others	19	9
None/ DK	208	208

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