

# Scottish Referendum Poll

13/09/2014

Prepared on behalf of Better Together



# Methodology

## Fieldwork Dates

10<sup>th</sup> - 12<sup>th</sup> September 2014

## Data Collection Method

The survey was conducted telephone. The telephone poll was a systematic random sample of mobiles and landlines, ordered by key strata to reflect the eligible Scottish population. These strata were, age, sex, local authority, income and employment status.

## Population Sampled

All residents aged 16+ in Scotland

## Sample Size

1,044 individual responses  
927 effective responses

## Sampling Method

Though the poll managed to reach 1,044 respondents, it has an effective sample size of 927. This is due to the sampling strategy employed, which aimed to mitigate some of the biases associated with contacting respondents via landlines. After interview, households (landline respondents) with multiple eligible occupants were asked for a second response within the household. A Kish Grid was used to assign the eligible participant at random. Respondents from those households that responded twice were accounted for appropriately in the weighting strategy by applying a factor of 0.5 to both respondent's weights. Mobile respondents were not asked for a second response.

## Data Weighting

Data were weighted to the profile of all adults aged 16+. Data were weighted by age, sex, region and past vote. Weighting targets were derived from ONS 2011 Census data for Scotland and the results of the 2011 Holyrood election.

## 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 an effective sample size of 927 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 referendum 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.

The respondents were then asked "In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?" with no further prompting. Those who refused to answer this question are removed in Table 4. Table 4 therefore contains our published headline figures.

## 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 read 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 to respondents.

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 Bri ne and Damian Lyons Lowe.

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# Survation. Tables

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Table 1: On a scale of 0-10, how likely do you think you will be to vote?

Base: All Respondents

Weight: Age/Sex/Region/Holyrood 2011/Household

	Total	Gender		Age						Region							Holyrood 2011 Vote					
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland	Lab	Con	Lib Dem	SNP	Did Not Vote
Unweighted	1044	586	458	72	148	199	225	178	222	104	130	122	124	182	135	128	119	209	71	51	207	236
Weighted	927	448	479	152	149	169	166	128	163	109	140	109	87	141	106	154	81	152	61	36	210	233
0	18 2.0%	8 1.7%	11 2.2%	2 1.4%	4 2.7%	3 1.6%	1 .8%	3 2.4%	5 3.2%	1 1.2%	4 2.9%	2 2.1%	1 1.1%	2 1.2%	1 .7%	7 4.5%	1 .7%	1 .7%	0 0.0%	0 0.0%	1 .3%	8 3.6%
1	1 .1%	1 .3%	0 0.0%	1 .7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 .5%
4	1 .1%	1 .2%	0 0.0%	0 0.0%	0 0.0%	1 .5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 .7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 .4%	0 0.0%
5	9 1.0%	7 1.5%	3 .6%	3 2.2%	0 0.0%	1 .8%	2 1.0%	1 .5%	2 1.5%	0 0.0%	0 0.0%	3 2.6%	1 1.3%	2 1.1%	1 .7%	2 1.2%	1 1.7%	0 0.0%	0 0.0%	0 0.0%	.2%	2.8%
6	3 .3%	3 .7%	0 0.0%	0 0.0%	1 .4%	2 .9%	0 0.0%	0 0.0%	1 .5%	1 .8%	0 0.0%	1 .6%	0 0.0%	1 .4%	1 .8%	0 0.0%	0 0.0%	1 .4%	0 0.0%	0 0.0%	0 0.0%	1 .3%
7	5 .5%	2 .4%	3 .6%	1 .6%	3 1.9%	1 .5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	2 1.2%	1 .8%	0 0.0%	1 .8%	0 0.0%	1 .5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	4 1.6%
8	7 .7%	6 1.3%	1 .2%	2 1.4%	0 0.0%	2 1.0%	2 1.4%	0 0.0%	1 .4%	1 .9%	0 0.0%	1 .9%	0 0.0%	1 .4%	1 .7%	4 2.4%	0 0.0%	0 0.0%	1 1.6%	0 0.0%	1 .3%	1 .6%
9	20 2.1%	9 2.0%	11 2.3%	2 1.5%	5 3.0%	4 2.5%	4 2.5%	3 2.1%	2 1.2%	2 1.5%	4 2.5%	4 3.6%	3 3.2%	4 2.7%	2 1.7%	2 1.4%	0 0.0%	2 1.4%	0 0.0%	0 0.0%	2 1.1%	8 3.3%
10	864 93.1%	412 92.0%	451 94.1%	140 92.3%	138 92.0%	156 92.1%	157 94.3%	122 95.1%	151 93.2%	103 94.6%	131 93.4%	96 88.6%	82 94.4%	132 93.4%	101 95.6%	139 90.0%	79 97.6%	148 97.6%	60 98.4%	36 100.0%	205 97.7%	203 87.3%
SIGMA	927	448	479	152	149	169	166	128	163	109	140	109	87	141	106	154	81	152	61	36	210	233

# Survation. Tables

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11<sup>th</sup> September 2014

**Table 2:** In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

**Base:** All Respondents

**Weight:** Age/Sex/Region/Holyrood 2011/Household

	Total	Gender		Age						Region							Holyrood 2011 Vote					
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland	Lab	Con	Lib Dem	SNP	Did Not Vote
<b>Unweighted</b>	1023	574	449	71	145	195	223	175	214	103	124	120	123	179	134	122	118	206	70	51	205	229
<b>Weighted</b>	908	439	469	150	146	166	165	125	157	108	136	106	86	140	105	147	80	150	61	36	209	224
<b>Yes</b>	378	197	181	67	75	84	61	46	46	42	54	44	41	57	47	71	21	43		10	168	83
	40.8%	44.4%	37.6%	44.3%	50.1%	50.0%	36.1%	35.7%	28.6%	38.1%	39.0%	40.8%	47.1%	40.3%	43.5%	47.7%	26.0%	27.6%	.5%	26.0%	78.3%	37.0%
<b>No</b>	435	198	237	68	61	60	82	70	94	53	59	53	39	72	50	60	49	97	59	26	34	106
	47.0%	44.4%	49.3%	45.3%	40.8%	35.5%	48.5%	54.7%	58.4%	48.1%	42.5%	49.4%	44.5%	50.4%	46.5%	39.9%	59.8%	62.4%	94.5%	68.8%	15.8%	47.3%
<b>Undecided</b>	84	39	45	11	11	17	21	11	12	13	21	9	5	8	8	11	9	13	0	2	12	29
	9.0%	8.7%	9.3%	7.3%	7.4%	10.0%	12.7%	8.7%	7.6%	12.2%	15.2%	8.1%	6.1%	5.4%	7.2%	7.1%	10.9%	8.7%	0.0%	5.2%	5.5%	13.1%
<b>Refused</b>	29	11	18	5	2	8	4	1	9	2	5	2	2	6	3	8	3	2	3	0	1	6
	3.2%	2.5%	3.7%	3.1%	1.6%	4.5%	2.7%	1.0%	5.5%	1.6%	3.3%	1.7%	2.3%	3.9%	2.7%	5.2%	3.3%	1.3%	5.0%	0.0%	.4%	2.6%
<b>SIGMA</b>	926	445	481	151	149	168	169	129	160	110	139	107	88	143	108	150	82	155	63	38	215	225

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Scottish Referendum Poll

11<sup>th</sup> September 2014

**Table 3:** In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

**Base:** All Respondents

**Weight:** Age/Sex/Region/Holyrood 2011/Household + LTV

	Total	Gender		Age						Region							Holyrood 2011 Vote					
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland	Lab	Con	Lib Dem	SNP	Did Not Vote
<b>Unweighted</b>	1023	574	449	71	145	195	223	175	214	103	124	120	123	179	134	122	118	206	70	51	205	229
<b>Weighted</b>	926	445	481	151	149	168	169	129	160	110	139	107	88	143	108	150	82	155	63	38	215	225
<b>Yes</b>	378	197	181	67	75	84	61	46	46	42	54	44	41	57	47	71	21	43		10	168	83
	40.8%	44.4%	37.6%	44.3%	50.1%	50.0%	36.1%	35.7%	28.6%	38.1%	39.0%	40.8%	47.1%	40.3%	43.5%	47.7%	26.0%	27.6%	.5%	26.0%	78.3%	37.0%
<b>No</b>	435	198	237	68	61	60	82	70	94	53	59	53	39	72	50	60	49	97	59	26	34	106
	47.0%	44.4%	49.3%	45.3%	40.8%	35.5%	48.5%	54.7%	58.4%	48.1%	42.5%	49.4%	44.5%	50.4%	46.5%	39.9%	59.8%	62.4%	94.5%	68.8%	15.8%	47.3%
<b>Undecided</b>	84	39	45	11	11	17	21	11	12	13	21	9	5	8	8	11	9	13	0	2	12	29
	9.0%	8.7%	9.3%	7.3%	7.4%	10.0%	12.7%	8.7%	7.6%	12.2%	15.2%	8.1%	6.1%	5.4%	7.2%	7.1%	10.9%	8.7%	0.0%	5.2%	5.5%	13.1%
<b>Refused</b>	29	11	18	5	2	8	4	1	9	2	5	2	2	6	3	8	3	2	3	0	1	6
	3.2%	2.5%	3.7%	3.1%	1.6%	4.5%	2.7%	1.0%	5.5%	1.6%	3.3%	1.7%	2.3%	3.9%	2.7%	5.2%	3.3%	1.3%	5.0%	0.0%	.4%	2.6%
<b>SIGMA</b>	926	445	481	151	149	168	169	129	160	110	139	107	88	143	108	150	82	155	63	38	215	225

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**Table 4:** In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

**Base:** All Respondents (Excl. Refusals)

**Weight:** Age/Sex/Region/Holyrood 2011/Household + LTV

	Total	Gender		Age						Region							Holyrood 2011 Vote					
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland	Lab	Con	Lib Dem	SNP	Did Not Vote
<b>Unweighted</b>	993	558	435	69	142	188	217	173	204	102	120	118	120	173	130	117	113	204	68	51	203	226
<b>Weighted</b>	897	434	463	146	146	161	164	128	151	108	135	105	86	137	105	142	79	153	60	38	214	219
<b>Yes</b>	378 42.2%	197 45.5%	181 39.1%	67 45.7%	75 50.9%	84 52.4%	61 37.1%	46 36.0%	46 30.2%	42 38.7%	54 40.4%	44 41.5%	41 48.2%	57 41.9%	47 44.8%	71 50.3%	21 26.9%	43 28.0%	6 .6%	10 26.0%	168 78.6%	83 38.0%
<b>No</b>	435 48.5%	198 45.6%	237 51.2%	68 46.8%	61 41.5%	60 37.2%	82 49.9%	70 55.2%	94 61.7%	53 48.9%	59 43.9%	53 50.2%	39 45.6%	72 52.5%	50 47.8%	60 42.1%	49 61.8%	97 63.2%	59 99.4%	26 68.8%	34 15.9%	106 48.6%
<b>DK</b>	84 9.3%	39 8.9%	45 9.7%	11 7.5%	11 7.6%	17 10.4%	21 13.1%	11 8.7%	12 8.0%	13 12.4%	21 15.7%	9 8.2%	5 6.2%	8 5.6%	8 7.4%	11 7.5%	9 11.3%	13 8.8%	0 0.0%	2 5.2%	12 5.5%	29 13.4%
<b>SIGMA</b>	897	434	463	146	146	161	164	128	151	108	135	105	86	137	105	142	79	153	60	38	214	219

# Survation. Tables

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**Table 5:** In the referendum, voters will be asked, Should Scotland be an independent country? If this referendum were held today, do you think you would vote 'yes' or 'no'?

**Base:** All Respondents (Excl. Refusals & Don't Knows)

**Weight:** Age/Sex/Region/Holyrood 2011/Household + LTV

	Total	Gender		Age						Region							Holyrood 2011 Vote					
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	West of Scotland	Central Scotland	Glasgow	Highlands	Lothian	Mid Scotland	North East	South Scotland	Lab	Con	Lib Dem	SNP	Did Not Vote
<b>Unweighted</b>	901	510	391	62	131	169	190	161	188	89	102	108	112	162	119	106	103	187	68	48	190	197
<b>Weighted</b>	813	395	418	135	135	144	143	116	139	95	113	96	81	129	97	131	71	139	60	36	202	190
<b>Yes</b>	378	197	181	67	75	84	61	46	46	42	54	44	41	57	47	71	21	43		10	168	83
	46.5%	50.0%	43.3%	49.4%	55.1%	58.5%	42.6%	39.5%	32.9%	44.2%	47.9%	45.3%	51.4%	44.4%	48.3%	54.4%	30.3%	30.7%	.6%	27.4%	83.2%	43.9%
<b>No</b>	435	198	237	68	61	60	82	70	94	53	59	53	39	72	50	60	49	97	59	26	34	106
	53.5%	50.0%	56.7%	50.6%	44.9%	41.5%	57.4%	60.5%	67.1%	55.8%	52.1%	54.7%	48.6%	55.6%	51.7%	45.6%	69.7%	69.3%	99.4%	72.6%	16.8%	56.1%
<b>SIGMA</b>	813	395	418	135	135	144	143	116	139	95	113	96	81	129	97	131	71	139	60	36	202	190