

YouGov / The Times Survey Results

Sample Size: 1078 Scottish Adults
Fieldwork: 27th - 30th October 2014

	Westminster Voting intention						2010 Vote				Holyrood Constituency Vote 2011				Gender		Age				Social Grade	
	Total	Con	Lab	Lib Dem	SNP	UKIP	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1078	135	243	40	386	53	148	380	122	199	120	274	68	391	515	563	128	255	384	310	507	571
Unweighted Sample	1078	140	254	54	342	51	161	346	178	189	124	296	107	311	548	530	76	242	428	332	612	466
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Westminster Voting Intention

Con	15	100	0	0	0	0	68	5	5	7	72	2	10	8	17	13	19	12	13	18	22	9
Lab	27	0	100	0	0	0	9	56	14	4	6	71	14	8	25	28	15	24	29	30	24	29
Lib Dem	4	0	0	100	0	0	3	1	21	0	2	3	36	1	3	5	7	5	4	3	5	4
SNP	43	0	0	0	100	0	7	32	42	82	4	18	22	74	45	42	41	48	45	37	38	48
Other	11	0	0	0	0	100	14	7	19	7	16	5	19	9	9	12	18	11	8	11	11	10

Westminster Other Parties Voting Intention

UKIP	6	0	0	0	0	100	12	5	8	3	12	2	12	5	5	6	1	5	6	8	4	7
Green	4	0	0	0	0	0	1	1	9	3	4	2	7	4	3	5	17	6	1	3	6	3
Other	1	0	0	0	0	0	0	0	1	1	0	1	0	1	0	0	0	1	1	0	1	1
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Westminster Non Voters

Would Not Vote	3	0	0	0	0	0	0	1	0	0	0	1	1	1	3	3	5	4	3	2	3	4
Don't know	12	0	0	0	0	0	9	12	19	4	6	14	15	7	9	15	24	11	8	12	13	12

Holyrood Headline Voting Intention

	Sept 15-17	Oct 27-30																					
Con	15	12	76	0	2	0	17	55	4	3	5	65	2	8	5	14	10	9	9	11	17	18	7
Lab	32	28	13	94	2	0	2	20	52	16	4	11	70	17	7	26	29	24	23	31	28	25	30
Lib Dem	4	5	5	1	93	0	0	6	1	20	0	7	3	35	2	4	6	9	6	4	4	6	4
SNP	40	46	6	5	2	100	15	11	38	40	84	5	19	21	80	48	45	41	49	48	43	41	51
Other	9	9	0	0	0	0	66	8	4	20	6	11	6	20	7	8	10	17	13	6	7	10	8

Holyrood Other Parties Voting Intention

Green	4	5	0	0	0	0	3	1	1	11	3	5	3	8	4	4	6	16	7	1	3	7	3
Scottish Socialist	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	1
UKIP	3	4	0	0	0	0	63	7	3	6	3	7	3	10	3	3	5	1	5	4	4	4	4
Solidarity	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	2	0	0	0	2	0	0	0	0	0	0	0	0	0

Holyrood Non Voters

Would Not Vote	4	3	1	0	0	0	1	0	1	0	0	0	2	1	1	3	4	7	4	3	1	3	4
Don't know	10	10	3	1	5	0	4	10	8	17	4	6	10	13	5	7	12	19	8	8	10	10	10

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	Westminster Voting intention					2010 Vote				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		
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Weighted Sample	1078	135	243	40	386	53	148	380	122	199	120	274	68	391	515	563	128	255	384	310	507	571
Unweighted Sample	1078	140	254	54	342	51	161	346	178	189	124	296	107	311	548	530	76	242	428	332	612	466
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Sept 15-17	Oct 27-30																					
Scottish Regional Vote																								
	Conservative	15	12	77	0	6	0	17	60	3	4	3	65	2	9	5	14	10	12	7	11	18	18	7
	Labour	30	26	10	91	11	0	2	16	51	15	4	8	69	24	5	24	28	20	24	27	28	22	29
	Lib Dem	3	4	3	1	63	0	0	4	1	15	1	5	3	23	1	2	5	2	5	5	2	5	3
	SNP	35	38	3	3	10	85	7	6	28	34	79	4	14	11	67	39	37	25	45	41	34	32	44
	Other	18	20	7	4	9	14	75	14	17	31	13	17	13	33	21	20	20	41	19	16	18	23	17
Scottish Regional Vote: Others																								
	Green	9	10	1	3	5	8	4	3	7	17	6	5	8	17	11	10	10	35	11	6	6	13	8
	Scottish Socialist Party	3	3	0	0	0	5	1	1	5	4	4	1	2	1	5	3	3	2	2	3	5	4	3
	UKIP	5	6	5	1	4	0	70	10	5	7	3	11	2	11	5	6	5	3	6	6	7	6	6
	Other	1	1	0	0	0	1	0	0	0	3	0	0	0	4	0	0	1	1	0	1	0	1	0
Scottish Regional Non Voters																								
	Wouldn't vote	5	3	1	0	0	0	1	0	1	0	0	0	1	1	1	3	3	5	4	3	1	2	4
	Don't know	9	10	3	3	2	0	7	9	10	14	4	4	12	15	4	6	13	13	10	8	9	11	9
Thinking about the current debate over Scotland's future and devolution, how much do you trust the statements and claims made by the following people?																								
Alex Salmond																								
	Trust a lot	15	21	3	2	8	51	9	2	11	20	50	1	7	5	40	23	19	22	25	21	16	21	20
	Trust a fair amount	25	24	6	13	12	38	13	9	25	31	29	8	19	31	33	25	23	20	27	25	22	20	27
	TOTAL TRUST	40	45	9	15	20	89	22	11	36	51	79	9	26	36	73	48	42	42	52	46	38	41	47
	Do not trust a lot	13	15	20	24	18	5	16	20	17	15	9	18	20	17	11	16	15	15	17	15	15	18	13
	Do not trust at all	42	36	71	59	60	2	62	69	43	31	9	73	52	44	12	34	37	31	26	37	44	38	34
	TOTAL DO NOT TRUST	55	51	91	83	78	7	78	89	60	46	18	91	72	61	23	50	52	46	43	52	59	56	47
	Don't know	5	4	1	2	1	4	0	0	4	3	3	0	2	3	3	2	7	12	6	3	3	3	6
Nicola Sturgeon																								
	Trust a lot	20	25	3	2	8	59	10	2	17	28	53	1	11	6	49	29	21	22	31	24	22	27	23
	Trust a fair amount	21	23	9	18	13	34	3	12	24	27	28	10	19	25	30	22	24	26	20	24	23	18	28
	TOTAL TRUST	41	48	12	20	21	93	13	14	41	55	81	11	30	31	79	51	45	48	51	48	45	45	51
	Do not trust a lot	14	17	22	28	33	3	18	23	20	22	8	22	25	33	9	16	17	11	19	16	19	18	16
	Do not trust at all	38	30	63	49	45	1	69	62	36	20	7	65	43	33	10	30	30	28	23	33	34	33	28
	TOTAL DO NOT TRUST	52	47	85	77	78	4	87	85	56	42	15	87	68	66	19	46	47	39	42	49	53	51	44
	Don't know	6	5	3	3	1	2	0	2	3	3	4	2	3	3	2	2	7	13	7	3	1	4	5

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

		Sept		Oct																							
		15-17	27-30																								
Alistair Darling	Trust a lot	6	4	9	10	6	0	4	5	8	1	2	6	9	4	2	5	3	3	2	5	5	5	4			
	Trust a fair amount	28	25	44	49	44	4	34	50	31	23	7	53	41	25	10	25	25	13	18	26	34	26	24			
	TOTAL TRUST	34	29	53	59	50	4	38	55	39	24	9	59	50	29	12	30	28	16	20	31	39	31	28			
	Do not trust a lot	26	27	33	25	19	24	30	33	27	29	23	32	25	29	26	27	26	26	27	28	25	27	26			
	Do not trust at all	34	39	10	10	29	69	23	10	29	38	65	8	23	30	59	40	37	46	44	37	32	37	39			
	TOTAL DO NOT TRUST	60	66	43	35	48	93	53	43	56	67	88	40	48	59	85	67	63	72	71	65	57	64	65			
	Don't know	6	6	4	6	1	3	9	3	5	9	3	2	3	12	3	3	9	11	9	4	3	4	7			
David Cameron	Trust a lot	6	3	17	2	1	0	2	13	1	0	0	15	2	1	1	3	2	4	1	2	4	4	1			
	Trust a fair amount	20	16	55	11	37	5	24	53	10	9	6	58	12	18	7	14	17	15	7	16	23	19	13			
	TOTAL TRUST	26	19	72	13	38	5	26	66	11	9	6	73	14	19	8	17	19	19	8	18	27	23	14			
	Do not trust a lot	19	20	17	32	15	13	28	21	24	19	17	20	27	31	15	19	21	24	21	21	17	23	18			
	Do not trust at all	51	57	8	51	46	80	46	12	61	67	75	6	56	45	76	60	55	49	63	59	54	50	64			
	TOTAL DO NOT TRUST	70	77	25	83	61	93	74	33	85	86	92	26	83	76	91	79	76	73	84	80	71	73	82			
	Don't know	5	4	2	4	1	2	0	1	3	4	2	1	3	6	1	3	5	9	7	2	2	4	4			
Ed Miliband	Trust a lot	4	2	0	9	0	0	0	0	6	0	0	0	8	0	0	2	2	2	1	1	4	1	3			
	Trust a fair amount	21	13	15	34	21	2	4	16	19	10	3	16	26	13	3	12	13	6	9	15	15	12	13			
	TOTAL TRUST	25	15	15	43	21	2	4	16	25	10	3	16	34	13	3	14	15	8	10	16	19	13	16			
	Do not trust a lot	25	28	39	39	33	14	27	38	31	31	13	36	32	39	20	26	29	33	30	26	26	31	25			
	Do not trust at all	42	52	40	12	43	81	67	42	40	55	80	45	29	41	74	57	48	48	53	52	52	50	54			
	TOTAL DO NOT TRUST	67	80	79	51	76	95	94	80	71	86	93	81	61	80	94	83	77	81	83	78	78	81	79			
	Don't know	7	6	5	6	2	3	2	3	5	4	4	3	5	6	2	4	7	12	7	5	3	5	6			
Johann Lamont	Trust a lot	5	3	4	10	0	0	6	3	7	1	1	3	10	3	0	4	3	2	2	5	3	3	4			
	Trust a fair amount	18	19	27	40	25	7	17	28	26	17	9	36	30	19	10	18	20	8	11	17	33	19	19			
	TOTAL TRUST	23	22	31	50	25	7	23	31	33	18	10	39	40	22	10	22	23	10	13	22	36	22	23			
	Do not trust a lot	19	24	35	23	25	21	31	30	22	23	26	22	20	22	27	28	20	16	31	23	22	27	21			
	Do not trust at all	36	38	21	13	31	61	32	23	31	42	56	23	25	28	54	42	34	43	37	41	32	36	39			
	TOTAL DO NOT TRUST	55	62	56	36	56	82	63	53	53	65	82	45	45	50	81	70	54	59	68	64	54	63	60			
	Don't know	23	16	13	14	19	11	13	16	15	17	8	16	15	27	9	9	23	31	19	14	10	15	17			
Willie Rennie	Trust a lot	2	1	4	2	2	0	4	0	3	1	1	0	3	2	1	2	1	0	1	2	1	1	1			
	Trust a fair amount	11	11	21	18	17	6	5	15	12	14	7	19	16	12	8	12	10	3	6	10	19	11	10			
	TOTAL TRUST	13	12	25	20	19	6	9	15	15	15	8	19	19	14	9	14	11	3	7	12	20	12	11			
	Do not trust a lot	20	18	26	24	18	13	27	29	20	15	16	25	19	19	18	24	14	9	24	15	22	20	17			
	Do not trust at all	27	34	20	15	27	53	33	24	28	36	46	23	23	21	46	39	29	40	32	35	31	30	36			
	TOTAL DO NOT TRUST	47	52	46	39	45	66	60	53	48	51	62	48	42	40	64	63	43	49	56	50	53	50	53			
	Don't know	39	36	28	41	36	29	31	32	38	33	30	33	40	46	27	24	47	48	38	38	28	37	35			

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

	Sept 15-17	Oct 27-30																					
Ruth Davidson																							
Trust a lot	6	4	18	2	3	0	9	15	3	3	1	14	3	6	2	6	2	5	2	5	3	5	2
Trust a fair amount	17	17	49	22	42	4	21	40	15	20	7	45	20	21	10	16	18	12	13	15	24	20	14
TOTAL TRUST	23	21	67	24	45	4	30	55	18	23	8	59	23	27	12	22	20	17	15	20	27	25	16
Do not trust a lot	19	20	12	32	14	17	16	18	24	13	21	17	24	19	20	23	17	9	19	22	22	19	20
Do not trust at all	37	40	8	20	27	65	37	10	38	42	60	9	32	28	56	42	38	45	44	39	36	37	42
TOTAL DO NOT TRUST	56	60	20	52	41	82	53	28	62	55	81	26	56	47	76	65	55	54	63	61	58	56	62
Don't know	22	20	13	24	13	14	18	17	20	23	13	15	21	27	11	13	26	29	22	20	14	18	21

Gordon Brown																							
Trust a lot	11	12	12	34	21	1	9	13	22	5	2	14	31	7	2	12	11	4	8	11	19	11	12
Trust a fair amount	23	25	48	40	40	9	26	37	30	32	12	37	33	35	17	23	26	25	18	29	27	27	23
TOTAL TRUST	34	37	60	74	61	10	35	50	52	37	14	51	64	42	19	35	37	29	26	40	46	38	35
Do not trust a lot	20	19	20	12	17	20	19	23	19	19	14	23	14	28	19	18	21	22	24	15	19	21	18
Do not trust at all	37	37	16	7	20	65	40	22	22	39	65	21	18	23	56	42	33	37	40	38	34	34	39
TOTAL DO NOT TRUST	57	56	36	19	37	85	59	45	41	58	79	44	32	51	75	60	54	59	64	53	53	55	57
Don't know	8	7	3	7	2	5	5	5	6	5	6	5	5	6	6	5	9	12	11	7	1	6	8

Jim Murphy																						
Trust a lot	7	15	18	1	1	9	10	13	2	3	10	16	7	3	9	5	1	5	8	11	8	6
Trust a fair amount	17	31	32	33	4	18	28	22	17	8	29	24	20	11	18	16	8	10	18	24	20	14
TOTAL TRUST	24	46	50	34	5	27	38	35	19	11	39	40	27	14	27	21	9	15	26	35	28	20
Do not trust a lot	18	21	20	19	15	19	24	21	15	14	23	18	17	20	19	17	13	18	15	25	16	20
Do not trust at all	36	14	7	29	63	32	18	24	40	60	18	20	30	54	42	30	47	40	38	25	37	35
TOTAL DO NOT TRUST	54	35	27	48	78	51	42	45	55	74	41	38	47	74	61	47	60	58	53	50	53	55
Don't know	22	18	23	18	17	22	20	20	25	15	20	22	26	13	12	31	31	27	21	15	19	25

How well or badly do you think the Scottish Labour Party represents the views and interests of Scotland today?

Very well	3	2	7	9	1	0	1	3	5	2	1	5	2	1	3	2	7	3	2	1	3	2
Fairly well	19	22	50	23	2	18	28	28	12	6	26	35	23	6	17	21	19	11	21	22	20	18
TOTAL WELL	22	24	57	32	3	18	29	31	17	8	27	40	25	7	20	23	26	14	23	23	23	20
Fairly badly	33	51	28	55	32	46	42	35	39	27	43	35	43	35	34	33	19	34	33	39	35	32
Very badly	32	15	3	5	59	35	20	24	28	55	20	15	11	52	39	25	34	34	33	28	30	33
TOTAL BADLY	65	66	31	60	91	81	62	59	67	82	63	50	54	87	73	58	53	68	66	67	65	65
Don't know	13	10	11	8	5	2	9	10	16	10	10	10	10	21	6	6	20	21	18	11	9	12

YouGov Scottish 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, Holyrood Vote 2011 and place of birth:

	Unweighted no.	Weighted no.
Age and Gender		
Male 18-24	39	64
Male 25-39	108	125
Male 40-59	219	188
Male 60+	182	139
Female 18-24	37	65
Female 25-39	134	130
Female 40-59	209	196
Female 60+	150	171
Social Grade		
AB	264	210
C1	348	296
C2	207	216
DE	259	356
Newspaper Type		
Express / Mail	121	129
Sun / Star	108	172
Mirror / Record	134	216
Guardian / Independent / Herald	145	65
FT / Times / Telegraph / Scotsman	117	65
Other Paper	147	216
No Paper	306	216
Political Party Identification		
Conservatives	124	120
Labour	296	274
Liberal Democrats	107	68
SNP	259	282
SNP (Holyrood) & Lab (Westminster)	52	109
Other	42	10
Don't know / No vote	198	216
Birthplace		
Scotland	821	873
Rest of the UK	208	108
Outside UK	49	97

YouGov is a member of the British Polling Council and abides by its rules.

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