











Sample Size: 3237 Scottish Adults (16+)  
Fieldwork: 15th - 17th September 2014

Total	Likelihood to vote		Ref		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age					Social Grade		Birthplace			
	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60-64	65+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
3237	2926	3058	1460	1581	413	889	104	1116	314	722	178	1026	1563	1674	486	712	1101	259	680	1521	1716	2654	324	259	
3237	2988	3110	1466	1605	460	884	121	1140	404	804	215	1146	1666	1571	286	701	1286	383	581	1696	1541	2659	399	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 9-11	Sept 15-17																								
<b>Willie Rennie</b>																										
Trust a lot	3	2	2	2	0	4	7	3	8	0	5	4	6	1	3	2	2	2	1	2	4	2	2	2	1	
Trust a fair amount	12	11	11	11	3	19	22	19	23	3	25	17	15	6	13	9	9	7	11	9	17	13	9	11	12	5
<b>TOTAL TRUST</b>	<b>15</b>	<b>13</b>	<b>13</b>	<b>13</b>	<b>3</b>	<b>23</b>	<b>29</b>	<b>22</b>	<b>31</b>	<b>3</b>	<b>30</b>	<b>21</b>	<b>21</b>	<b>7</b>	<b>16</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>21</b>	<b>15</b>	<b>11</b>	<b>13</b>	<b>14</b>	<b>6</b>
Do not trust a lot	21	20	20	21	19	22	21	24	21	19	20	24	25	19	24	17	17	14	21	27	26	20	21	21	18	17
Do not trust at all	29	27	28	28	44	12	11	16	8	47	13	20	15	46	34	21	23	26	31	36	24	25	30	30	15	19
<b>TOTAL DO NOT TRUST</b>	<b>50</b>	<b>47</b>	<b>48</b>	<b>49</b>	<b>63</b>	<b>34</b>	<b>32</b>	<b>40</b>	<b>29</b>	<b>66</b>	<b>33</b>	<b>44</b>	<b>40</b>	<b>65</b>	<b>58</b>	<b>38</b>	<b>40</b>	<b>40</b>	<b>52</b>	<b>63</b>	<b>50</b>	<b>45</b>	<b>51</b>	<b>51</b>	<b>33</b>	<b>36</b>
Don't know	36	39	38	38	33	43	39	38	40	30	38	35	39	28	26	52	49	51	36	25	30	40	39	36	54	57
<b>Ruth Davidson</b>																										
Trust a lot	6	6	7	6	0	13	24	9	6	0	23	6	5	1	7	5	8	5	5	6	8	8	5	7	7	2
Trust a fair amount	17	17	17	17	3	30	39	27	34	3	42	22	32	7	17	17	12	12	17	19	23	18	15	16	23	11
<b>TOTAL TRUST</b>	<b>23</b>	<b>23</b>	<b>24</b>	<b>23</b>	<b>3</b>	<b>43</b>	<b>63</b>	<b>36</b>	<b>40</b>	<b>3</b>	<b>65</b>	<b>28</b>	<b>37</b>	<b>8</b>	<b>24</b>	<b>22</b>	<b>20</b>	<b>17</b>	<b>22</b>	<b>25</b>	<b>31</b>	<b>26</b>	<b>20</b>	<b>23</b>	<b>30</b>	<b>13</b>
Do not trust a lot	20	19	18	19	16	21	16	24	19	16	15	25	19	18	21	17	14	15	21	19	23	20	17	19	16	18
Do not trust at all	34	37	38	37	65	11	5	20	14	68	7	29	23	63	43	31	30	39	39	40	33	33	40	39	20	29
<b>TOTAL DO NOT TRUST</b>	<b>54</b>	<b>56</b>	<b>56</b>	<b>56</b>	<b>81</b>	<b>32</b>	<b>21</b>	<b>44</b>	<b>33</b>	<b>84</b>	<b>22</b>	<b>54</b>	<b>42</b>	<b>81</b>	<b>64</b>	<b>48</b>	<b>44</b>	<b>54</b>	<b>60</b>	<b>59</b>	<b>56</b>	<b>53</b>	<b>57</b>	<b>58</b>	<b>36</b>	<b>47</b>
Don't know	24	22	20	20	15	25	16	22	27	12	13	17	22	11	13	30	36	29	19	15	12	21	23	19	34	41
<b>Gordon Brown</b>																										
Trust a lot	11	11	12	12	1	23	17	30	10	1	18	26	9	3	12	11	8	9	11	13	18	14	9	11	16	8
Trust a fair amount	24	23	24	24	7	39	42	37	44	7	39	33	35	13	20	25	19	19	25	23	27	25	21	22	30	21
<b>TOTAL TRUST</b>	<b>35</b>	<b>34</b>	<b>36</b>	<b>36</b>	<b>8</b>	<b>62</b>	<b>59</b>	<b>67</b>	<b>54</b>	<b>8</b>	<b>57</b>	<b>59</b>	<b>44</b>	<b>16</b>	<b>32</b>	<b>36</b>	<b>27</b>	<b>28</b>	<b>36</b>	<b>36</b>	<b>45</b>	<b>39</b>	<b>30</b>	<b>33</b>	<b>46</b>	<b>29</b>
Do not trust a lot	21	20	20	20	22	20	21	18	31	20	22	18	28	19	21	20	21	22	20	19	20	21	20	20	19	23
Do not trust at all	37	37	38	37	66	11	14	11	9	70	18	19	22	62	42	32	32	39	39	43	33	32	42	39	24	33
<b>TOTAL DO NOT TRUST</b>	<b>58</b>	<b>57</b>	<b>58</b>	<b>57</b>	<b>88</b>	<b>31</b>	<b>35</b>	<b>29</b>	<b>40</b>	<b>90</b>	<b>40</b>	<b>37</b>	<b>50</b>	<b>81</b>	<b>63</b>	<b>52</b>	<b>53</b>	<b>61</b>	<b>59</b>	<b>62</b>	<b>53</b>	<b>53</b>	<b>62</b>	<b>59</b>	<b>43</b>	<b>56</b>
Don't know	7	8	6	6	4	8	6	4	6	3	3	4	6	3	4	12	19	11	6	3	3	8	8	7	11	15

Sample Size: 3237 Scottish Adults (16+)  
Fieldwork: 15th - 17th September 2014

Total	Likelihood to vote		Ref		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age					Social Grade		Birthplace			
	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60-64	65+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
3237	2926	3058	1460	1581	413	889	104	1116	314	722	178	1026	1563	1674	486	712	1101	259	680	1521	1716	2654	324	259	
3237	2988	3110	1466	1605	460	884	121	1140	404	804	215	1146	1666	1571	286	701	1286	383	581	1696	1541	2659	399	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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**

Sept 9-11

Sept 15-17

Delivered leaflets or letters to your door	70	73	75	75	77	72	70	73	80	78	73	77	79	79	71	75	59	68	77	76	82	73	73	74	69	68
Put up posters or billboards in your area	33	38	40	40	45	34	35	34	38	46	35	36	31	44	39	38	50	42	36	32	31	41	36	38	39	37
Set up stalls or handed out leaflets in your area	29	36	37	37	45	29	29	28	35	47	26	30	34	43	35	36	46	37	35	29	30	38	34	36	35	33
Knocked on your door	16	17	18	18	23	14	14	14	19	22	13	18	20	20	18	17	16	16	19	16	19	17	17	18	13	15
Sent you an email or contacted you on social media	14	16	17	16	31	4	6	6	3	32	6	10	11	29	20	11	21	16	14	14	14	16	15	17	9	13
Phoned you	4	4	3	4	5	3	2	3	2	5	2	4	4	5	5	2	3	4	3	5	4	4	4	4	4	1
None of these	17	15	15	15	12	18	21	18	12	11	21	14	10	12	17	14	17	17	15	18	10	15	16	15	18	16
Don't know	3	3	1	1	1	1	1	1	0	1	0	1	0	2	3	3	9	5	1	0	1	3	3	2	3	6

**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	65	68	70	70	61	77	76	74	77	62	76	76	77	65	66	70	59	59	71	74	76	70	66	69	66	60
Put up posters or billboards in your area	20	27	28	28	21	34	39	32	32	21	34	30	22	22	27	27	36	26	26	25	23	29	24	27	30	21
Set up stalls or handed out leaflets in your area	13	21	22	22	17	25	29	25	24	17	26	23	20	16	21	21	28	20	19	22	20	23	19	21	25	15
Knocked on your door	11	14	15	14	10	18	18	19	14	9	15	20	17	12	15	13	14	11	13	17	18	14	14	15	11	9
Sent you an email or contacted you on social media	11	11	12	12	4	19	25	17	19	4	23	16	18	5	13	10	10	9	10	14	14	13	9	11	13	10
Phoned you	5	6	6	6	3	9	10	9	6	3	9	10	5	4	7	5	8	4	4	8	9	6	6	6	6	3
None of these	24	20	19	19	28	13	14	14	12	28	15	14	11	25	23	17	22	23	20	19	16	18	22	20	19	19
Don't know	2	3	1	1	1	1	2	1	2	1	0	1	0	1	2	3	9	4	1	1	1	3	3	2	4	6

Sample Size: 3237 Scottish Adults (16+)  
Fieldwork: 15th - 17th September 2014

Total	Likelihood to vote		Ref		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age					Social Grade		Birthplace			
	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60-64	65+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
3237	2926	3058	1460	1581	413	889	104	1116	314	722	178	1026	1563	1674	486	712	1101	259	680	1521	1716	2654	324	259	
3237	2988	3110	1466	1605	460	884	121	1140	404	804	215	1146	1666	1571	286	701	1286	383	581	1696	1541	2659	399	179	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

During the campaign have you personally displayed a poster, worn a sticker or badge supporting the YES or NO campaign?

Yes, I have	31	34	33	47	20	28	21	15	50	27	24	19	43	35	27	42	30	30	28	26	30	32	32	20	30
No, I have not	67	66	67	53	80	71	78	85	49	73	76	81	55	63	71	52	67	70	71	73	68	67	67	77	65
Can't remember	2	1	1	1	0	0	1	0	1	0	0	1	1	2	2	5	2	0	1	0	2	1	1	3	5

In the previous question you said you had not displayed a poster, sticker or badge supporting the YES or NO campaign. What is the MAIN reason?

[Asked to respondents who have not displayed a poster, sticker or badge supporting the YES or NO campaign; n=2202]

My feelings on the issue aren't strong enough	7	5	6	5	5	1	6	3	5	3	6	8	5	6	7	10	10	7	5	2	7	6	6	8	11
I was worried about getting a negative reaction from other people	19	21	20	6	29	32	27	29	6	33	24	22	10	19	18	15	20	20	19	17	20	18	17	27	19
I don't feel comfortable expressing political opinions in such a public way	40	41	41	39	42	41	42	39	41	42	40	35	45	33	46	32	34	40	45	47	42	38	41	37	33
I wasn't asked to do so by anybody	14	14	14	21	9	10	12	17	21	11	12	19	18	15	13	7	8	15	18	19	13	14	14	12	10
I didn't think it was worthwhile	13	12	12	14	12	13	9	9	14	8	11	12	10	18	9	26	16	10	9	11	11	15	13	11	20
Don't know	8	7	7	14	3	2	5	2	13	3	6	4	11	10	7	11	12	8	4	4	7	9	9	5	8



## 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.
<b>Age and Gender</b>		
Male 18-24	146	243
Male 25-39	353	350
Male 40-59	670	537
Male 60-64	195	126
Male 65+	302	308
Female 18-24	140	243
Female 25-39	348	363
Female 40-59	616	563
Female 60-64	188	133
Female 65+	279	372
<b>Social Grade</b>		
AB	786	631
C1	910	890
C2	583	647
DE	958	1068
<b>Newspaper Type</b>		
Express / Mail	425	388
Sun / Star	394	518
Mirror / Record	424	647
Guardian / Independent / Herald	311	194
FT / Times / Telegraph / Scotsman	277	194
Other Paper	542	647
No Paper	864	647
<b>Political Party Identification</b>		
Conservatives	404	314
Labour	804	722
Liberal Democrats	215	178
SNP	937	741
SNP (Holyrood) & Lab (Westminster)	209	285
Other	42	26
Don't know / No vote	626	971
<b>Birthplace</b>		
Scotland	2659	2654
Rest of the UK	399	324
Outside UK	179	259