

# YouGov / The Times Survey Results

Sample Size: 1085 Scottish Adults  
Fieldwork: 12th - 15th August 2014

	Likelihood to vote		Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace			
	Total	10/10	8+/10	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK
<b>Weighted Sample</b>	<b>1085</b>	888	971	414	550	137	332	33	339	115	263	64	377	525	560	161	253	379	292	505	570	891	109	86
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Aug 4-7	Aug 12-15																								
<b>Holyrood Headline Voting Intention</b>																										
Con	16	15	16	15	2	27	100	0	0	0	77	3	8	6	16	14	12	17	12	19	16	14	14	16	23	
Lab	37	37	35	36	13	55	0	100	0	0	4	83	25	14	32	41	35	32	40	37	38	36	36	44	28	
Lib Dem	4	4	3	3	2	5	0	0	100	0	3	0	33	1	4	3	4	5	2	4	6	2	3	5	14	
SNP	36	37	39	38	79	3	0	0	0	100	7	11	11	74	41	33	40	38	39	33	34	40	41	19	19	
Other	7	7	7	7	4	9	0	0	0	0	10	2	23	5	6	8	9	8	7	7	7	8	6	16	16	
<b>Holyrood Other Parties Voting Intention</b>																										
Green	3	3	3	3	3	2	0	0	0	0	3	1	13	1	3	2	7	5	1	1	3	2	2	6	5	
Scottish Socialist	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	
UKIP	3	4	4	4	0	7	0	0	0	0	6	2	9	3	2	6	0	2	4	6	2	6	3	7	11	
Solidarity	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
Other	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	0	2	0	
<b>Holyrood Non Voters</b>																										
Would Not Vote	5	6	1	2	3	5	0	0	0	0	0	1	4	0	4	8	14	9	4	2	3	9	6	5	8	
Don't know	13	11	9	10	7	10	0	0	0	0	6	7	12	6	6	15	14	13	11	7	10	11	10	18	12	
<b>Scottish Regional Vote</b>																										
Conservative	15	14	15	15	2	26	87	1	9	1	76	3	6	5	14	15	12	14	11	19	15	14	14	16	20	
Labour	35	34	33	34	11	52	2	90	3	2	3	79	21	14	30	37	33	28	36	35	34	34	34	40	26	
Lib Dem	5	4	3	3	2	5	1	1	78	1	4	2	32	1	4	4	7	3	3	5	5	3	3	5	15	
SNP	31	32	33	33	67	3	2	3	5	80	4	10	9	62	36	28	31	37	32	29	29	34	35	11	17	
Other	15	16	16	16	19	14	9	4	5	16	13	6	32	18	16	17	18	17	18	13	17	16	15	28	22	
<b>Scottish Regional Vote: Others</b>																										
Green	8	6	6	6	9	3	1	2	2	6	4	4	14	6	7	5	10	10	4	3	8	4	5	13	4	
Scottish Socialist Party	3	4	3	3	7	1	0	0	0	9	0	0	6	7	3	4	3	1	4	4	3	4	4	3	3	
UKIP	4	5	5	5	2	8	4	1	2	1	6	2	11	4	3	8	4	5	7	5	4	6	5	9	10	
Other	1	2	1	1	1	2	3	1	0	0	3	0	1	1	2	1	1	1	3	1	1	2	1	2	5	
<b>Scottish Regional Non Voters</b>																										
Wouldn't vote	5	6	1	2	3	5	0	0	0	0	0	0	4	0	4	7	13	9	3	2	3	8	5	4	8	
Don't know	11	11	9	10	8	11	4	3	4	2	9	8	14	5	7	15	14	16	10	7	11	11	10	16	24	

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

		Aug 4-7	Aug 12-15	Referendum		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace				
<b>If there was a referendum tomorrow on Scotland's future and this was the question, how would you vote?</b>																										
<b>Should Scotland be an independent country?</b>																										
Yes	35	<b>38</b>	41	40	100	0	5	15	22	87	9	23	16	68	45	32	42	38	41	33	38	38	41	22	27	
No	55	<b>51</b>	53	53	0	100	94	78	75	4	88	69	72	24	47	54	40	45	52	60	53	49	49	61	59	
Would not vote	2	<b>2</b>	0	0	0	0	1	0	0	1	2	0	8	0	2	3	8	4	0	0	1	4	2	8	2	
Don't know	9	<b>9</b>	6	7	0	0	0	8	3	7	1	8	5	8	6	11	10	13	7	7	8	10	8	10	12	
<b>Excluding Wouldn't votes and Don't knows</b>																										
Yes	39	<b>43</b>	44	43	100	0	5	16	22	95	9	25	18	74	49	37	51	46	44	36	42	43	46	27	31	
No	61	<b>57</b>	56	57	0	100	95	84	78	5	91	75	82	26	51	63	49	54	56	64	58	57	54	73	69	
<b>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?</b>																										
0 - Certain NOT to vote	2	<b>3</b>	0	0	1	2	1	0	12	0	1	0	1	0	2	3	8	6	0	1	2	3	2	5	10	
1	0	<b>0</b>	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	
2	0	<b>1</b>	0	0	0	1	0	0	0	0	0	0	2	0	1	1	4	2	0	0	0	2	1	0	4	
3	0	<b>1</b>	0	0	0	0	0	1	0	1	1	0	4	0	1	1	1	1	0	1	0	1	0	4	0	
4	0	<b>1</b>	0	0	0	1	1	1	0	0	0	0	0	0	1	1	1	1	0	0	1	0	0	0	2	
5	2	<b>1</b>	0	0	1	1	0	2	0	2	2	1	2	0	2	4	1	1	0	1	2	1	2	1	0	
6	1	<b>1</b>	0	0	2	0	0	1	0	0	1	0	3	0	2	6	1	1	0	0	2	1	2	1	0	
7	2	<b>1</b>	0	0	1	1	0	2	0	1	0	1	0	1	1	2	2	1	1	1	1	1	1	1	4	
8	3	<b>3</b>	0	3	2	3	2	2	7	3	0	2	8	2	1	5	0	2	5	3	3	3	3	2	4	
9	4	<b>5</b>	0	5	4	4	1	7	11	2	4	5	6	3	6	4	4	6	4	5	4	5	4	6	7	
10 - Absolutely certain to vote	83	<b>82</b>	100	91	88	86	93	84	70	91	91	88	74	93	86	77	67	74	86	90	86	78	84	77	61	
Don't know	2	<b>1</b>	0	0	0	0	0	0	0	1	1	1	0	1	0	2	3	3	1	0	0	2	1	2	8	

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

**Do you think Scotland would be economically better or worse off if it became an independent country, or would it make no difference?**

		June 25-29		Aug 12-15																					
Better off	27	<b>32</b>	36	34	81	1	1	10	8	77	7	17	13	60	38	27	32	33	33	31	31	33	36	16	18
Worse off	49	<b>46</b>	48	48	3	86	88	69	77	6	84	63	63	22	43	49	34	41	48	54	48	45	44	60	51
No difference	11	<b>10</b>	7	8	11	7	8	8	11	10	4	7	16	11	10	9	19	8	9	7	11	8	9	11	13
Don't know	13	<b>12</b>	8	10	5	6	2	12	3	6	5	12	7	7	9	15	14	18	10	9	10	14	11	13	19

**Do you think you personally would be financially better or worse off if Scotland became an independent country, or would it make no difference?**

Better off	17	<b>19</b>	21	20	46	1	0	8	0	47	4	10	10	34	23	15	21	22	18	17	18	20	21	10	13
Worse off	43	<b>42</b>	44	43	4	77	80	60	67	6	77	56	50	22	41	43	34	33	46	49	42	41	41	48	40
No difference	23	<b>22</b>	21	22	35	11	14	14	22	37	7	16	22	34	24	20	23	19	25	20	25	19	21	25	24
Don't know	17	<b>17</b>	14	15	14	11	6	17	11	10	12	18	18	9	12	22	23	27	11	14	15	20	17	17	23

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

Feb  
24-28

Aug  
12-15

**If Scotland was to vote YES and become an independent country one of the issues that would need to be decided is what currency an independent Scotland would use. Which of the following would you most like to see?**

An independent Scotland using the pound as part of a currency union (meaning control of interest rates and monetary policy would be shared between Edinburgh and London)	42	45	47	46	54	41	43	39	55	59	43	44	34	52	44	47	43	48	48	40	46	44	47	36	43
An independent Scotland continuing to use the pound, but without a currency union (meaning interest rates and monetary policy would be controlled in London)	11	8	7	7	5	9	15	7	12	7	12	7	13	7	8	8	8	5	9	8	8	7	7	11	8
An independent Scotland setting up its own currency (meaning interest rates and monetary policy would be controlled in Edinburgh)	24	23	23	23	26	22	22	25	13	21	27	25	27	21	28	18	22	23	21	25	23	23	22	30	23
An independent Scotland joining the European single currency (meaning interest rates and monetary policy would be controlled by the European Central Bank)	5	6	6	6	7	6	5	7	7	7	3	6	7	7	8	4	7	4	7	5	7	5	5	6	9
Not sure	18	19	17	17	8	22	15	22	13	6	14	18	19	13	13	24	19	21	15	21	16	21	19	17	17

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

**For an independent Scotland to enter a currency union the remainder of the UK would need to agree to share control of the pound. The Conservatives, Labour and Liberal Democrats have said that they would NOT agree to this. Do you think...**

They are bluffing in order to increase the chances of a NO vote - if Scotland does vote YES things will be different, and the remainder of the UK would probably agree to a currency union

They are not bluffing and mean what they say - if Scotland does vote YES the remainder of the UK would probably not agree to a currency union

Don't know

**Imagine that the remainder of the UK would NOT agree to a currency union with an independent Scotland. Which of the following would you then most like to see?**

An independent Scotland continuing to use the pound, but without a currency union (meaning interest rates and monetary policy would be controlled in London)

An independent Scotland setting up its own currency (meaning interest rates and monetary policy would be controlled in Edinburgh)

An independent Scotland joining the European single currency (meaning interest rates and monetary policy would be controlled by the European Central Bank)

Not sure

June  
25-29

Aug  
12-15

17  
Feb  
24-28

16  
Aug  
12-15

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

	June 12-16	Aug 12-15																							
<b>Do you think the Yes Scotland campaign so far has been positive or negative?</b>																									
Mostly positive	47	<b>48</b>	52	51	89	20	27	29	33	89	35	35	35	74	53	44	48	49	50	46	51	46	51	36	39
Mostly negative	36	<b>37</b>	37	38	6	65	64	56	58	5	57	50	43	18	36	37	27	35	37	44	37	37	35	47	37
Don't know	17	<b>15</b>	11	11	5	16	9	15	9	6	8	15	22	8	11	19	25	17	13	11	12	18	14	17	24
<b>Do you think the Better Together campaign so far has been positive or negative?</b>																									
Mostly positive	30	<b>34</b>	36	35	5	60	70	50	52	6	65	45	42	16	30	39	24	28	35	45	32	37	32	42	46
Mostly negative	52	<b>49</b>	52	52	85	26	24	32	33	85	29	39	40	75	59	40	52	52	50	44	55	44	52	41	29
Don't know	19	<b>16</b>	12	14	10	14	6	18	15	9	7	16	18	9	11	21	25	20	14	11	13	20	16	17	25
<b>Do you think the Yes Scotland campaign so far has been honest or dishonest?</b>																									
Mostly honest	35	<b>39</b>	42	41	85	8	14	17	32	86	14	25	20	67	46	32	35	35	42	40	39	39	42	25	31
Mostly dishonest	42	<b>41</b>	42	42	4	74	77	64	51	5	78	55	55	20	39	43	31	39	42	46	40	41	39	53	43
Don't know	23	<b>20</b>	16	17	11	18	9	20	17	9	8	20	25	14	15	25	34	25	16	13	20	20	19	22	26
<b>Do you think the Better Together campaign so far has been honest or dishonest?</b>																									
Mostly honest	40	<b>40</b>	43	42	9	70	83	62	56	9	74	54	51	22	39	41	27	36	42	49	41	40	38	51	50
Mostly dishonest	34	<b>38</b>	39	39	77	10	10	16	11	80	15	23	22	63	44	32	43	35	39	36	41	34	40	26	24
Don't know	26	<b>22</b>	18	19	14	20	7	22	33	10	11	23	27	15	16	27	30	29	19	15	19	26	21	23	27

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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**

Aug 4-7

Aug 12-15

Delivered leaflets or letters to your door	55	<b>69</b>	73	72	78	64	74	64	61	81	72	67	57	77	72	66	57	64	69	79	68	70	70	66	60
Put up posters or billboards in your area	15	<b>23</b>	24	23	31	19	25	20	23	33	26	17	26	31	29	18	34	32	21	13	26	21	23	21	32
Set up stalls or handed out leaflets in your area	19	<b>20</b>	22	21	28	16	14	19	16	30	18	16	23	29	23	18	26	22	19	17	24	18	21	21	13
Knocked on your door	9	<b>11</b>	11	11	16	8	10	8	12	17	10	7	6	17	13	9	8	12	13	9	11	11	11	9	10
Sent you an email or contacted you on social media	10	<b>10</b>	11	11	22	3	5	4	0	23	6	5	0	22	15	6	10	11	10	9	10	9	11	7	4
Phoned you	2	<b>2</b>	2	1	1	2	1	2	0	2	1	1	0	1	2	1	2	1	2	1	1	2	2	0	0
None of these	32	<b>19</b>	18	18	13	24	19	21	22	10	22	24	24	15	17	20	15	20	21	17	20	17	19	22	10
Don't know	3	<b>4</b>	2	2	2	3	1	3	7	0	0	2	3	0	4	4	15	4	2	0	3	5	3	3	13

**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	47	<b>58</b>	63	62	56	62	68	63	50	61	62	65	54	59	60	57	43	49	61	71	59	59	59	64	45
Put up posters or billboards in your area	9	<b>12</b>	12	12	10	14	19	13	14	10	13	13	11	11	15	8	14	13	12	9	14	10	11	12	15
Set up stalls or handed out leaflets in your area	9	<b>9</b>	10	10	7	12	12	14	10	8	12	12	13	9	10	9	10	7	9	12	12	7	10	12	2
Sent you an email or contacted you on social media	7	<b>9</b>	11	10	3	15	21	15	9	4	21	12	5	7	11	7	5	7	10	11	10	8	10	9	2
Knocked on your door	5	<b>6</b>	6	6	4	9	11	10	1	5	11	7	9	6	7	5	6	8	5	7	8	5	6	4	6
Phoned you	2	<b>4</b>	4	4	1	5	3	5	0	3	7	5	5	2	4	4	6	4	3	3	4	3	4	2	1
None of these	43	<b>27</b>	27	27	32	24	20	26	17	28	24	26	19	30	27	28	29	32	27	22	29	25	28	21	23
Don't know	3	<b>6</b>	3	3	5	4	1	3	25	2	2	3	4	3	6	6	16	8	4	1	4	8	5	3	17

## 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, political party identification and place of birth:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18-24	35	82
Male 25-39	109	124
Male 40-59	214	186
Male 60+	170	134
Female 18-24	63	79
Female 25-39	122	129
Female 40-59	202	194
Female 60+	170	158
<b>Social Grade</b>		
AB	288	210
C1	320	296
C2	190	215
DE	277	355
<b>Newspaper Type</b>		
Express / Mail	149	130
Sun / Star	111	172
Mirror / Record	160	219
Guardian / Independent / Herald	120	66
FT / Times / Telegraph / Scotsman	104	65
Other Paper	161	216
No Paper	280	218
<b>Political Party Identification</b>		
Conservatives	107	115
Labour	340	263
Liberal Democrats	71	65
SNP	269	272
SNP (Holyrood) & Lab (Westminster)	70	105
Other	17	10
Don't know / No vote	211	256
<b>Birthplace</b>		
Scotland	855	891
Rest of the UK	177	109
Outside UK	53	86

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

[www.YouGov.com](http://www.YouGov.com)