

Sample Size: 1063 Scottish Adults (16+)
Fieldwork: 28th August - 1st Sept 2014

Total	Likelihood to vote		Referendum		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	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
1063	905	989	450	511	138	309	41	347	111	260	63	366	513	550	158	250	370	284	493	556	871	106	86	
Unweighted Sample	923	1000	420	552	150	328	49	313	120	295	75	310	516	547	113	256	387	307	601	448	829	174	60	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

130 leaders of businesses operating in Scotland have signed an open letter saying that the case for Scottish independence "has not been made". Another letter signed by 200 Scottish business leaders says that "independence is in the best interests of Scotland's economy and its people"

Do you think the leaders of major businesses operating in Scotland mostly support independence, oppose independence, or do you think the views of the leaders of major businesses operating in Scotland are fairly evenly divided?

Most leaders of major businesses support independence	16	17	17	32	4	5	10	4	32	7	10	9	27	17	15	13	18	18	15	16	16	17	11	14
Most leaders of major businesses oppose independence	34	35	34	9	58	59	47	61	11	63	42	43	18	36	31	37	25	34	39	39	29	33	40	33
Views among business leaders are fairly evenly divided	37	36	38	51	25	25	33	33	48	22	37	41	44	38	35	37	38	39	33	35	39	38	30	36
Don't know	13	11	12	8	13	11	10	2	9	8	11	7	12	8	18	14	18	10	13	11	16	12	19	18

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

In their open letter, the business leaders opposed to independence say that “uncertainty surrounds a number of vital issues” such as the currency an independent Scotland would use, and the country’s relationship with the European Union. The letter also says that “uncertainty is bad for business”. Do you think...

- There is no uncertainty – these are just scare tactics by opponents of independence
- There is uncertainty on these issues but an independent Scotland would be able to deal with them without any damage being done to Scottish prosperity
- There is uncertainty on these issues and this would indeed be bad for business
- Don't know

16	18	17	35	3	7	5	2	35	1	8	11	31	18	15	19	20	16	13	14	19	17	7	22
31	31	32	58	8	10	22	23	53	6	26	25	45	33	30	29	34	36	23	33	29	33	22	19
42	43	43	2	81	80	66	74	5	90	56	62	14	42	42	38	33	39	57	46	39	40	62	42
10	8	8	6	8	3	7	1	7	2	10	2	10	7	13	14	13	9	7	6	14	9	10	17

Some people have said that if the rest of the UK did not agree to a currency union with an independent Scotland then an independent Scotland should not take its share of the UK’s existing national debt. Do you think this would be reasonable or unreasonable?

- Would be reasonable for Scotland not to take its share of the UK debt in these circumstances
- Would be unreasonable for Scotland not to take its share of the UK debt in these circumstances
- Don't know

42	43	43	74	15	18	27	17	71	19	30	23	62	43	40	46	45	45	31	42	41	44	27	39
44	46	45	18	70	75	63	66	18	77	53	64	24	47	42	44	36	41	56	48	42	43	61	36
14	12	12	8	15	7	10	18	11	4	16	13	14	10	18	10	18	14	13	10	18	13	12	25

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

Weighted Sample

Unweighted Sample

Aug 12-15
Aug 28 - Sept 1

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	69	74	77	76	75	77	81	71	75	77	78	73	67	78	74	73	55	73	79	77	78	69	74	73	67
Put up posters or billboards in your area	23	29	31	30	30	32	39	27	41	31	35	25	33	29	33	26	43	28	30	23	33	26	29	34	28
Set up stalls or handed out leaflets in your area	20	24	26	25	30	21	23	20	27	32	21	18	20	29	25	23	30	26	26	17	26	22	25	25	19
Knocked on your door	11	14	14	14	15	14	16	12	6	17	14	10	14	15	16	12	15	12	16	11	13	15	14	14	12
Sent you an email or contacted you on social media	10	11	13	12	24	2	7	2	8	26	5	6	8	21	14	9	9	12	15	8	14	8	12	5	9
Phoned you	2	3	3	3	4	3	4	3	2	4	4	2	4	5	4	2	1	3	5	2	3	3	3	4	2
None of these	19	15	15	15	14	16	13	20	15	11	16	19	11	12	15	15	19	17	12	17	15	16	16	18	11
Don't know	4	3	1	2	2	1	1	0	0	3	0	2	4	4	1	4	8	3	2	0	1	5	2	2	10

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	58	65	67	67	61	71	75	66	72	63	79	65	68	66	64	65	51	63	66	73	68	62	65	62	70
Put up posters or billboards in your area	12	16	18	17	13	21	31	17	22	13	30	17	16	12	20	13	25	15	16	14	19	14	17	20	10
Set up stalls or handed out leaflets in your area	9	10	11	11	6	14	14	14	14	6	15	11	16	7	11	10	19	10	9	8	11	9	10	14	8
Knocked on your door	6	8	8	8	7	10	8	11	18	7	7	9	16	6	9	7	12	8	7	7	8	8	8	9	7
Sent you an email or contacted you on social media	9	8	9	8	3	13	19	11	15	3	23	9	8	3	9	7	8	7	8	8	11	5	8	5	10
Phoned you	4	4	5	5	3	6	5	8	10	2	6	6	6	4	5	4	7	3	3	6	5	3	5	2	4
None of these	27	26	26	25	29	21	18	26	23	27	15	26	22	25	27	25	32	26	25	24	25	27	27	27	17
Don't know	6	3	2	2	4	1	1	1	0	4	0	2	3	4	2	4	7	3	3	0	1	5	3	2	7

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.
Age and Gender		
Male 18-24	44	82
Male 25-39	121	122
Male 40-59	196	180
Male 60+	155	129
Female 18-24	69	77
Female 25-39	135	129
Female 40-59	191	190
Female 60+	152	155
Social Grade		
AB	285	205
C1	316	288
C2	198	210
DE	250	346
Newspaper Type		
Express / Mail	143	128
Sun / Star	134	169
Mirror / Record	155	211
Guardian / Independent / Herald	117	67
FT / Times / Telegraph / Scotsman	102	66
Other Paper	163	210
No Paper	249	213
Political Party Identification		
Conservatives	120	111
Labour	295	260
Liberal Democrats	75	63
SNP	260	263
SNP (Holyrood) & Lab (Westminster)	50	103
Other	26	9
Don't know / No vote	237	254
Birthplace		
Scotland	829	871
Rest of the UK	174	106
Outside UK	60	86

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

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