

YouGov / The Times / The Sun Survey Results

Sample Size: 1063 Scottish Adults (16+)
Fieldwork: 28th August - 1st Sept 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
Weighted Sample 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 1063	923	1000	420	552	150	328	49	313	120	295	75	310	516	547	113	256	387	307	601	448	829	174	60
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Aug 12-15	Aug 28 - Sept 1																						
Holyrood Headline Voting Intention																									
Con	15	15	16	15	3	28	100	0	0	0	83	2	7	4	15	15	23	10	10	22	19	11	15	17	17
Lab	37	34	33	34	14	52	0	100	0	0	5	82	23	11	32	37	34	33	33	37	31	37	34	37	30
Lib Dem	4	5	4	5	1	8	0	0	100	0	3	1	52	1	5	5	6	3	4	5	4	5	4	9	6
SNP	37	39	39	39	74	6	0	0	0	100	1	9	9	79	42	35	28	46	46	29	39	39	40	22	39
Other	7	7	7	7	8	7	0	0	0	0	8	5	10	5	6	8	10	8	7	6	6	8	6	14	8
Holyrood Other Parties Voting Intention																									
Green	3	4	4	4	5	2	0	0	0	0	1	3	6	2	3	4	9	5	2	3	4	3	3	7	6
Scottish Socialist	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	1	0	1	0
UKIP	4	3	3	3	2	4	0	0	0	0	6	2	1	2	2	3	0	2	4	3	2	4	3	4	2
Solidarity	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
Other	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
Holyrood Non Voters																									
Would Not Vote	6	5	2	3	3	4	0	0	0	0	1	1	5	0	4	5	14	6	2	2	3	6	4	5	13
Don't know	11	11	8	9	6	9	0	0	0	0	5	9	11	9	6	15	13	12	11	7	8	13	10	13	8
Scottish Regional Vote																									
Conservative	14	14	15	14	3	27	86	2	6	1	82	3	5	5	15	14	17	11	10	21	18	10	14	17	16
Labour	34	33	31	32	13	51	3	89	11	2	4	78	25	11	30	35	34	32	31	35	29	36	32	38	29
Lib Dem	4	4	4	5	1	7	0	1	77	1	1	1	48	2	4	5	4	2	4	7	5	4	4	8	6
SNP	32	33	33	34	63	5	2	3	4	82	0	9	8	67	36	31	21	40	38	27	33	34	35	18	34
Other	16	15	16	15	20	10	8	5	3	14	13	10	14	16	15	15	24	15	16	10	14	17	15	18	16
Scottish Regional Vote: Others																									
Green	6	7	7	7	11	2	1	2	3	8	1	5	11	6	7	7	12	10	5	4	8	5	6	11	9
Scottish Socialist Party	4	3	3	3	6	1	0	2	0	5	0	2	1	6	4	2	6	3	4	1	2	4	4	2	1
UKIP	5	4	4	4	2	6	8	0	0	1	11	1	0	3	4	4	4	2	5	5	2	6	4	4	5
Other	2	1	1	1	1	1	0	0	0	0	1	1	2	0	0	2	1	0	1	1	1	1	1	0	1
Scottish Regional Non Voters																									
Wouldn't vote	6	5	2	3	3	4	0	0	0	0	1	1	5	0	4	5	14	6	2	2	3	6	4	4	13
Don't know	11	10	7	8	4	10	0	2	0	1	5	8	8	7	5	14	9	13	10	6	8	12	9	14	8

Sample Size: 1063 Scottish Adults (16+)
Fieldwork: 28th August - 1st Sept 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
Weighted Sample 1063	905	989	450	511	138	309	41	347	111	260	63	366	513	550	158	250	370	284	493	556	871	106	86
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug 12-15
Aug 28 - Sept 1

There will be a referendum on September 18th on Scotland's future and this is the question. How will you vote?

Should Scotland be an independent country?

Yes	38	42	44	44	100	0	9	19	10	87	3	28	21	72	48	37	45	49	47	29	40	44	45	28	33
No	51	48	51	50	0	100	91	74	84	8	93	66	67	20	46	50	44	38	45	63	53	44	46	63	50
Will not vote	2	2	0	0	0	0	0	0	0	0	3	1	3	0	2	2	6	3	1	0	1	3	1	4	10
Don't know	9	8	5	6	0	0	0	7	6	5	2	6	9	8	4	11	5	10	7	8	6	9	8	5	7

Excluding Wouldn't votes and Don't knows

Yes	43	47	46	47	100	0	9	20	11	92	3	30	24	78	52	42	51	56	51	31	43	50	49	31	40
No	57	53	54	53	0	100	91	80	89	8	97	70	76	22	48	58	49	44	49	69	57	50	51	69	60

And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the referendum on Scottish independence?

0 – Certain NOT to vote	3	2	0	0	0	1	1	1	0	1	3	1	1	1	2	2	3	3	2	1	2	2	1	4	8
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	3
2	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
3	1	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	1	1	0	0	0	1	0	2	0
4	1	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0
5	1	1	0	0	1	1	0	1	0	1	0	0	5	1	1	2	4	2	1	0	1	1	1	3	8
6	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2
7	1	1	0	0	1	0	0	2	0	1	0	1	0	1	0	2	1	1	1	1	1	1	1	1	2
8	3	2	0	3	3	1	1	2	0	3	0	3	4	2	2	3	2	3	2	3	2	3	3	3	0
9	5	5	0	6	5	5	3	6	14	4	4	5	9	3	5	5	4	7	4	7	3	8	5	6	11
10 – Absolutely certain to vote or have already voted by post	82	85	100	91	88	91	94	87	86	90	93	89	78	91	87	83	80	79	88	89	89	81	88	78	64
Don't know	1	1	0	0	0	0	0	0	0	0	0	1	0	1	1	1	1	3	1	0	1	2	1	2	2

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	1063	905	989	450	511	138	309	41	347	111	260	63	366	513	550	158	250	370	284	493	556	871	106	86
	1063	923	1000	420	552	150	328	49	313	120	295	75	310	516	547	113	256	387	307	601	448	829	174	60
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Aug
12-15

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- Sept 1

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

Better off	32	35	38	37	80	1	5	14	2	75	5	21	14	62	39	32	35	41	40	25	32	38	38	15	28
Worse off	46	44	47	46	1	88	86	68	70	6	91	59	62	17	43	45	41	34	43	58	49	41	43	62	38
No difference	10	11	9	10	14	5	7	10	12	13	0	8	12	11	12	9	16	10	9	10	12	10	10	13	14
Don't know	12	10	7	8	5	6	2	8	16	6	4	11	12	10	6	14	8	16	9	7	8	12	9	10	20

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	19	21	22	21	46	1	4	11	2	44	0	14	11	35	22	20	30	21	23	14	17	24	23	11	17
Worse off	42	41	44	42	2	82	79	64	70	6	87	56	58	16	40	42	37	31	39	54	43	39	40	53	38
No difference	22	24	24	24	41	9	13	15	9	40	8	14	15	36	29	20	23	29	25	21	28	22	25	20	25
Don't know	17	13	11	12	10	9	5	10	20	10	5	16	16	13	9	17	11	19	13	10	12	15	13	16	19

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

Aug
12-15

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- Sept 1

Thinking about the current debate over Scotland's future and the independence referendum, how much do you trust the statements and claims made by the following people?
Alex Salmond

Trust a lot	10	13	14	14	30	0	6	2	4	35	2	5	6	28	16	10	9	11	16	13	13	13	14	5	10
Trust a fair amount	25	25	25	25	50	2	1	10	8	51	2	13	10	43	30	20	26	31	27	16	23	25	26	18	20
TOTAL TRUST	35	38	39	39	80	2	7	12	12	86	4	18	16	71	46	30	35	42	43	29	36	38	40	23	30
Do not trust a lot	16	17	16	17	13	19	9	21	31	10	10	23	31	13	11	23	18	16	16	19	16	18	16	24	20
Do not trust at all	42	41	43	42	5	76	84	64	57	2	85	56	52	13	41	42	40	35	39	51	44	39	41	50	38
TOTAL DO NOT TRUST	58	58	59	59	18	95	93	85	88	12	95	79	83	26	52	65	58	51	55	70	60	57	57	74	58
Don't know	7	4	2	2	2	2	1	3	0	1	0	3	2	3	3	5	8	6	3	1	4	4	3	3	13

Nicola Sturgeon

Trust a lot	14	16	18	17	36	0	5	2	4	42	2	5	6	35	18	14	9	16	20	13	18	13	17	6	10
Trust a fair amount	21	21	22	22	41	4	1	12	13	41	2	14	18	35	25	17	18	24	24	18	19	23	23	13	16
TOTAL TRUST	35	37	40	39	77	4	6	14	17	83	4	19	24	70	43	31	27	40	44	31	37	36	40	19	26
Do not trust a lot	17	17	15	16	11	20	12	23	26	9	10	23	28	11	12	20	14	17	16	18	18	15	15	27	23
Do not trust at all	37	38	40	39	7	69	80	56	55	4	84	52	46	13	38	39	40	31	36	47	38	38	39	46	26
TOTAL DO NOT TRUST	54	55	55	55	18	89	92	79	81	13	94	75	74	24	50	59	54	48	52	65	56	53	54	73	49
Don't know	11	8	5	6	5	6	2	6	2	5	1	6	3	6	6	10	19	13	4	4	7	10	7	8	24

Alistair Darling

Trust a lot	8	6	6	6	0	11	12	11	5	2	14	9	3	3	8	3	3	6	4	9	7	4	5	6	10
Trust a fair amount	30	27	29	29	4	52	62	43	49	6	59	40	34	10	30	25	29	19	25	37	30	25	27	34	24
TOTAL TRUST	38	33	35	35	4	63	74	54	54	8	73	49	37	13	38	28	32	25	29	46	37	29	32	40	34
Do not trust a lot	24	27	25	26	29	23	16	28	28	28	18	25	35	29	23	30	22	31	26	27	26	27	26	30	28
Do not trust at all	28	34	36	34	64	8	7	13	16	61	9	21	21	51	36	32	34	35	40	25	30	37	36	26	20
TOTAL DO NOT TRUST	52	61	61	60	93	31	23	41	44	89	27	46	56	80	59	62	56	66	66	52	56	64	62	56	48
Don't know	9	6	4	4	3	6	2	5	2	3	0	5	6	6	4	9	13	9	5	2	6	7	6	4	18

David Cameron

Trust a lot	4	4	4	3	0	7	20	2	6	0	21	1	0	1	5	2	5	3	2	5	4	3	3	3	8
Trust a fair amount	20	19	20	20	2	36	57	22	44	5	54	19	36	8	20	18	20	13	15	29	22	17	18	25	24
TOTAL TRUST	24	23	24	23	2	43	77	24	50	5	75	20	36	9	25	20	25	16	17	34	26	20	21	28	32
Do not trust a lot	19	21	20	20	15	27	12	30	23	14	16	27	28	16	19	22	21	23	15	25	23	19	19	24	35
Do not trust at all	50	52	53	53	81	26	8	44	23	79	8	50	32	72	53	52	45	55	64	40	47	57	56	45	25
TOTAL DO NOT TRUST	69	73	73	73	96	53	20	74	46	93	24	77	60	88	72	74	66	78	79	65	70	76	75	69	60
Don't know	7	5	3	4	2	5	3	3	3	2	0	4	4	2	3	6	9	7	3	2	4	5	4	3	9

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

		Aug 12-15	Aug 28 - Sept 1																							
Ed Miliband																										
	Trust a lot	5	4	4	4	1	7	3	10	0	2	2	9	1	2	5	3	3	4	2	6	4	3	3	5	8
	Trust a fair amount	22	20	20	20	5	34	30	39	27	4	23	33	20	8	21	18	19	17	19	24	19	20	19	27	22
	TOTAL TRUST	27	24	24	24	6	41	33	49	27	6	25	42	21	10	26	21	22	21	21	30	23	23	22	32	30
	Do not trust a lot	28	30	29	30	28	32	37	32	60	24	40	32	44	24	29	30	32	27	29	30	32	28	30	29	29
	Do not trust at all	35	37	38	38	60	17	24	12	11	63	30	21	24	57	38	37	26	39	42	36	35	40	40	34	18
	TOTAL DO NOT TRUST	63	67	67	68	88	49	61	44	71	87	70	53	68	81	67	67	58	66	71	66	67	68	70	63	47
	Don't know	10	10	8	8	5	10	7	7	1	7	5	5	10	9	7	12	19	13	7	4	10	9	9	5	22
Johann Lamont																										
	Trust a lot	4	4	5	4	0	8	4	11	4	0	5	11	3	1	5	3	2	2	3	7	4	3	4	5	2
	Trust a fair amount	18	17	19	18	4	32	40	29	28	4	37	26	25	8	21	14	16	11	15	27	17	18	18	17	13
	TOTAL TRUST	22	21	24	22	4	40	44	40	32	4	42	37	28	9	26	17	18	13	18	34	21	21	22	22	15
	Do not trust a lot	20	22	22	23	24	21	24	26	25	19	25	25	28	19	19	26	17	25	22	24	23	21	23	19	16
	Do not trust at all	30	31	32	31	54	13	11	12	12	57	12	18	16	52	36	25	26	27	38	27	30	31	33	16	21
	TOTAL DO NOT TRUST	50	53	54	54	78	34	35	38	37	76	37	43	44	71	55	51	43	52	60	51	53	52	56	35	37
	Don't know	28	26	23	24	18	27	22	22	31	19	22	20	28	21	19	32	40	35	22	15	25	27	22	42	48
Willie Rennie																										
	Trust a lot	2	2	2	2	0	4	3	3	15	0	3	3	9	1	4	1	1	2	1	3	3	1	2	1	3
	Trust a fair amount	12	10	11	11	5	17	24	14	22	4	23	15	12	4	14	7	11	6	9	15	10	10	11	7	2
	TOTAL TRUST	14	12	13	13	5	21	27	17	37	4	26	18	21	5	18	8	12	8	10	18	13	11	13	8	5
	Do not trust a lot	20	21	21	22	22	21	23	24	20	21	21	26	27	21	21	22	12	19	23	28	21	22	22	20	20
	Do not trust at all	25	25	26	26	39	14	18	12	9	40	19	19	13	36	30	21	27	21	29	23	24	26	27	18	19
	TOTAL DO NOT TRUST	45	46	47	48	61	35	41	36	29	61	40	45	40	57	51	43	39	40	52	51	45	48	49	38	39
	Don't know	41	41	39	40	33	44	32	46	34	35	34	38	38	38	32	49	49	52	37	32	42	40	38	54	57
Ruth Davidson																										
	Trust a lot	3	4	4	4	0	7	14	6	0	0	14	3	1	2	6	2	6	4	2	4	5	3	4	5	1
	Trust a fair amount	16	15	16	16	6	25	41	19	38	6	40	18	31	8	18	12	13	11	13	23	17	13	16	12	16
	TOTAL TRUST	19	19	20	20	6	32	55	25	38	6	54	21	32	10	24	14	19	15	15	27	22	16	20	17	17
	Do not trust a lot	18	18	18	19	15	21	15	25	19	14	15	23	25	16	17	20	13	20	17	22	19	18	19	15	14
	Do not trust at all	31	32	33	33	55	14	10	19	10	54	11	27	15	51	37	28	27	26	41	30	30	35	35	20	23
	TOTAL DO NOT TRUST	49	50	51	52	70	35	25	44	29	68	26	50	40	67	54	48	40	46	58	52	49	53	54	35	37
	Don't know	32	30	28	29	24	33	20	32	33	26	21	30	28	24	22	38	41	40	27	21	30	31	27	48	46

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Gordon Brown																								
Trust a lot	7	8	8	1	14	7	18	0	3	5	18	2	4	8	7	7	7	6	9	9	5	7	5	10
Trust a fair amount	24	25	25	10	38	42	38	38	11	38	35	36	13	25	24	24	20	23	30	26	23	24	26	26
TOTAL TRUST	31	33	33	11	52	49	56	38	14	43	53	38	17	33	31	31	27	29	39	35	28	31	31	36
Do not trust a lot	22	22	22	23	22	20	23	50	16	26	21	32	18	20	24	24	25	20	21	23	21	22	22	22
Do not trust at all	35	36	36	59	16	23	13	6	63	27	19	25	55	40	31	25	33	43	34	32	38	37	35	21
TOTAL DO NOT TRUST	57	58	58	82	38	43	36	56	79	53	40	57	73	60	55	49	58	63	55	55	59	59	57	43
Don't know	11	8	9	7	10	7	7	5	7	4	7	5	11	7	14	19	14	8	6	9	12	10	12	20

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Thinking about the campaigns so far, do you think Alex Salmond has been the right person to lead the Yes campaign?

Yes, Alex Salmond has done better than anyone else could have at leading the Yes campaign	34	45	46	46	73	22	28	27	38	78	29	31	32	66	51	39	44	47	49	38	48	42	47	33	36
No, there are other people available who would have done a better job at leading the Yes campaign	45	37	38	38	18	56	54	54	37	13	53	50	45	23	34	41	38	36	35	42	36	39	37	42	40
Don't know	21	18	16	16	9	22	18	19	25	8	19	19	23	11	15	20	18	17	16	20	16	19	16	24	24

Thinking about the campaigns so far, do you think Alistair Darling has been the right person to lead the No campaign?

Yes, Alistair Darling has done better than anyone else could have at leading the No campaign	37	28	30	29	15	43	49	39	27	18	43	35	21	21	31	25	25	26	26	34	28	29	27	29	36
No, there are other people available who would have done a better job at leading the No campaign	36	52	54	54	68	41	38	46	53	65	43	48	56	61	56	49	55	52	55	48	54	50	54	48	37
Don't know	27	20	16	17	18	16	13	15	21	17	14	17	23	18	13	26	20	22	19	18	18	21	18	23	28

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

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	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
Weighted Sample 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 1063	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

Sample Size: 1063 Scottish Adults (16+)
Fieldwork: 28th August - 1st Sept 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
Weighted Sample 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 1063	923	1000	420	552	150	328	49	313	120	295	75	310	516	547	113	256	387	307	601	448	829	174	60
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

Weighted Sample Unweighted Sample		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
	1063	905	989	450	511	138	309	41	347	111	260	63	366	513	550	158	250	370	284	493	556	871	106	86
	1063	923	1000	420	552	150	328	49	313	120	295	75	310	516	547	113	256	387	307	601	448	829	174	60
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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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

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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