

# YouGov / Scottish Mail on Sunday Survey Results

Sample Size: 1010 Scottish Adults

Fieldwork: 31st August - 3rd September 2010

	Scottish Constituency Vote				Scottish Regional Vote				Gender		Age			socgrade		
	Total	Con	Lab	Lib	SNP	Con	Lab	Lib	SNP	Male	Female	18-34	35-54	55+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1010</b>	135	325	96	240	127	308	102	228	479	531	279	363	368	455	555
Unweighted Sample	1010	168	297	101	259	165	271	97	240	491	519	212	365	433	622	388
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Scottish Constituency Vote</b>																
Labour	<b>39</b>	0	100	0	0	2	95	9	5	37	41	41	42	35	33	44
SNP	<b>29</b>	0	0	0	100	2	0	5	90	31	26	23	28	33	27	30
Conservative	<b>16</b>	100	0	0	0	90	2	5	3	16	16	13	16	18	20	13
Lib Dem	<b>11</b>	0	0	100	0	5	1	80	2	11	12	14	10	11	17	7
Other	<b>5</b>	0	0	0	0	1	1	0	0	5	4	8	5	2	3	6
<b>Scottish Constituency Non Voters</b>																
Wouldn't vote	<b>5</b>	0	0	0	0	0	0	0	2	4	7	9	6	2	4	7
Don't know	<b>12</b>	0	0	0	0	1	1	9	4	9	14	11	15	9	13	11
<b>Scottish Regional Vote</b>																
Labour	<b>36</b>	5	89	3	1	0	100	0	0	33	38	45	34	31	29	41
SNP	<b>26</b>	5	3	5	82	0	0	0	100	28	25	20	27	30	24	28
Conservative	<b>15</b>	85	1	7	1	100	0	0	0	15	14	12	14	17	19	11
Lib Dem	<b>12</b>	4	3	79	2	0	0	100	0	11	12	11	13	11	17	8
Other	<b>11</b>	0	4	7	15	0	0	0	0	12	10	12	12	11	11	11
<b>Scottish Regional Vote: Others</b>																
Green	<b>6</b>	0	3	7	6	0	0	0	0	6	5	8	6	4	6	5
Scottish Socialist Party	<b>3</b>	0	0	0	7	0	0	0	0	3	3	2	1	4	3	2
Solidarity	<b>1</b>	0	0	0	2	0	0	0	0	2	0	0	2	1	0	2
Other	<b>2</b>	0	1	0	0	0	0	0	0	1	2	1	2	2	2	2
<b>Scottish Regional Non Voters</b>																
Wouldn't vote	<b>5</b>	0	0	1	0	0	0	0	0	3	6	7	5	3	4	5
Don't know	<b>10</b>	2	0	0	2	0	0	0	0	7	12	14	12	5	10	10

## 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 and political party identification:

	Unweighted no.	Weighted no.
<b>Age and Gender</b>		
Male 18-24	20	61
Male 25-39	98	122
Male 40-54	138	132
Male 55+	235	163
Female 18-24	30	61
Female 25-39	146	122
Female 40-54	145	143
Female 55+	198	205
<b>Social Grade</b>		
ABC1	622	455
C2DE	388	555
<b>Newspaper Type</b>		
Express / Mail	161	131
Sun / Star	99	151
Mirror / Record	113	202
Guardian / Independent	88	20
FT / Times / Telegraph	90	50
Other Paper	311	302
No Paper	146	151
<b>Political Party Identification</b>		
Labour Loyal	244	272
Labour Disloyal	79	60
Conservative	157	112
Liberal Democrat	66	101
Scottish National Party	183	171
Others	19	20
None	240	248
Don't know	22	25

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