

YouGov Survey Results

Sample Size: 1300 Scottish Adults
Fieldwork: 15th - 18th March 2011

	Scottish constituency vote				Scottish regional vote					Are you male or female?		Age				Social Grade		
	Total	Con	Lab	Lib	SNP	Con	Lab	Lib	SNP	Green	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1300	101	406	59	383	108	398	57	322	53	618	680	153	315	464	368	611	689
Unweighted Sample	1300	113	387	59	396	128	369	49	333	77	627	671	63	342	594	301	854	446
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Scottish Constituency Vote

[Excluding Don't Know and Wouldn't Vote]

Conservative	10	100	0	0	0	88	1	9	1	0	10	10	7	9	10	12	15	6
Labour	41	0	100	0	0	1	95	0	4	28	45	36	49	49	45	29	37	44
Lib Dem	6	0	0	100	0	5	0	76	1	12	5	7	0	9	4	8	7	5
SNP	38	0	0	0	100	6	4	15	95	15	36	41	37	30	36	48	37	40
Other	5	0	0	0	0	0	0	0	0	45	4	5	7	4	6	4	5	5

Scottish Constituency Non Voters

Wouldn't vote	6	0	0	0	0	0	0	0	0	0	5	6	12	8	4	3	6	6
Don't know	18	0	0	0	0	5	1	2	3	10	12	23	33	20	20	7	20	16

Scottish Regional Vote

[Excluding Don't Know and Wouldn't Vote]

Conservative	11	90	0	8	2	100	0	0	0	0	10	11	8	8	10	13	15	7
Labour	39	2	93	3	4	0	100	0	0	0	41	37	51	43	43	30	35	43
Lib Dem	6	5	0	75	2	0	0	100	0	0	4	7	2	9	3	8	7	5
SNP	32	2	3	4	78	0	0	0	100	0	33	31	28	27	33	34	28	35
Other	13	1	4	10	14	0	0	0	0	100	12	13	12	12	11	15	15	11

Scottish Regional Vote: Others

Green	5	0	3	10	2	0	0	0	0	100	6	5	9	10	5	1	8	3
Scottish Socialist Party	4	0	0	0	11	0	0	0	0	0	4	5	2	1	3	9	4	5
Solidarity	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	3	1	1	0	0	0	0	0	0	0	2	3	1	2	2	4	2	3

Scottish Regional Non Voters

Wouldn't vote	6	0	0	0	0	0	0	0	0	0	5	6	12	8	4	3	5	6
Don't know	16	0	1	2	1	0	0	0	0	0	11	22	29	18	19	7	18	15

If you had to choose, which of the following do you think would make the better First Minister of Scotland?

Alex Salmond (SNP)	42	37	9	28	93	38	10	37	92	37	45	40	31	36	43	53	45	40
Iain Gray (Scottish Labour Party)	29	23	68	43	1	20	68	41	1	26	34	24	29	29	31	25	24	33
Don't know	29	40	23	30	6	42	22	22	7	37	21	36	40	35	26	22	31	27

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.
Age and Gender		
Male 18-24	27	78
Male 25-39	148	155
Male 40-59	292	225
Male 60+	160	161
Female 18-24	36	75
Female 25-39	194	160
Female 40-59	302	239
Female 60+	141	207
Social Grade		
AB	506	254
C1	348	358
C2	190	260
DE	256	429
Newspaper Type		
Express / Mail	188	156
Sun / Star	115	208
Mirror / Record	128	260
Guardian / Independent / Herald	194	78
FT / Times / Telegraph / Scotsman	150	78
Other Paper	158	260
No Paper	367	260
Political Party Identification		
Labour	492	494
Conservative	162	169
Liberal Democrat	87	130
Scottish National Party	230	208
Others	74	26
None / Don't know	255	273

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