







Sample Size: 1268 Scottish Adults  
Fieldwork: 9th - 11th September 2014

	Ref		Holyrood Voting intention				Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace				
	Total	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
<b>Weighted Sample</b>	<b>1268</b>	<b>571</b>	<b>628</b>	<b>161</b>	<b>381</b>	<b>44</b>	<b>430</b>	<b>134</b>	<b>308</b>	<b>76</b>	<b>439</b>	<b>611</b>	<b>657</b>	<b>186</b>	<b>297</b>	<b>445</b>	<b>340</b>	<b>596</b>	<b>672</b>	<b>1040</b>	<b>127</b>	<b>101</b>	
<b>Unweighted Sample</b>	<b>1268</b>	<b>560</b>	<b>644</b>	<b>153</b>	<b>423</b>	<b>38</b>	<b>411</b>	<b>135</b>	<b>390</b>	<b>62</b>	<b>405</b>	<b>651</b>	<b>617</b>	<b>125</b>	<b>253</b>	<b>496</b>	<b>394</b>	<b>583</b>	<b>685</b>	<b>1071</b>	<b>139</b>	<b>58</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		Sept 2 - 5	Sept 9-11																					
<b>David Cameron</b>	Trust a lot	4	4	0	8	18	2	5	0	24	2	6	1	5	3	7	4	3	5	4	4	4	5	8
	Trust a fair amount	19	21	2	39	59	30	51	2	55	24	43	8	21	20	18	15	19	29	25	17	19	29	29
	<b>TOTAL TRUST</b>	<b>23</b>	<b>25</b>	<b>2</b>	<b>47</b>	<b>77</b>	<b>32</b>	<b>56</b>	<b>2</b>	<b>79</b>	<b>26</b>	<b>49</b>	<b>9</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>19</b>	<b>22</b>	<b>34</b>	<b>29</b>	<b>21</b>	<b>23</b>	<b>34</b>	<b>37</b>
	Do not trust a lot	20	20	11	28	13	29	27	13	12	24	23	15	15	25	18	20	20	21	21	19	20	17	26
	Do not trust at all	53	51	85	19	3	34	14	84	8	46	26	74	57	45	44	56	55	44	46	55	54	44	30
	<b>TOTAL DO NOT TRUST</b>	<b>73</b>	<b>71</b>	<b>96</b>	<b>47</b>	<b>16</b>	<b>63</b>	<b>41</b>	<b>97</b>	<b>20</b>	<b>70</b>	<b>49</b>	<b>89</b>	<b>72</b>	<b>70</b>	<b>62</b>	<b>76</b>	<b>75</b>	<b>65</b>	<b>67</b>	<b>74</b>	<b>74</b>	<b>61</b>	<b>56</b>
	Don't know	4	4	1	5	6	4	3	1	1	5	2	3	2	6	13	5	3	1	4	5	4	6	7
<b>Ed Miliband</b>	Trust a lot	3	3	0	7	1	10	2	0	3	11	3	0	4	3	4	2	2	5	4	3	3	5	1
	Trust a fair amount	20	21	6	36	26	45	29	4	31	35	25	11	22	21	19	20	21	25	22	21	20	24	33
	<b>TOTAL TRUST</b>	<b>23</b>	<b>24</b>	<b>6</b>	<b>43</b>	<b>27</b>	<b>55</b>	<b>31</b>	<b>4</b>	<b>34</b>	<b>46</b>	<b>28</b>	<b>11</b>	<b>26</b>	<b>24</b>	<b>23</b>	<b>22</b>	<b>23</b>	<b>30</b>	<b>26</b>	<b>24</b>	<b>23</b>	<b>29</b>	<b>34</b>
	Do not trust a lot	29	27	21	33	42	27	50	21	40	24	40	23	24	29	28	21	28	29	29	25	26	32	26
	Do not trust at all	38	42	70	18	25	14	13	73	24	24	26	62	47	38	37	47	45	37	41	43	44	34	32
	<b>TOTAL DO NOT TRUST</b>	<b>67</b>	<b>69</b>	<b>91</b>	<b>51</b>	<b>67</b>	<b>41</b>	<b>63</b>	<b>94</b>	<b>64</b>	<b>48</b>	<b>66</b>	<b>85</b>	<b>71</b>	<b>67</b>	<b>65</b>	<b>68</b>	<b>73</b>	<b>66</b>	<b>70</b>	<b>68</b>	<b>70</b>	<b>66</b>	<b>58</b>
	Don't know	9	6	3	6	6	5	6	2	2	6	6	5	3	9	12	9	4	3	5	7	6	5	7
<b>Johann Lamont</b>	Trust a lot	3	5	0	10	4	12	10	0	9	12	7	1	6	5	4	3	4	9	5	5	5	8	3
	Trust a fair amount	17	19	4	35	40	35	46	3	41	31	35	9	20	19	15	11	19	28	21	18	20	20	12
	<b>TOTAL TRUST</b>	<b>20</b>	<b>24</b>	<b>4</b>	<b>45</b>	<b>44</b>	<b>47</b>	<b>56</b>	<b>3</b>	<b>50</b>	<b>43</b>	<b>42</b>	<b>10</b>	<b>26</b>	<b>24</b>	<b>19</b>	<b>14</b>	<b>23</b>	<b>37</b>	<b>26</b>	<b>23</b>	<b>25</b>	<b>28</b>	<b>15</b>
	Do not trust a lot	20	20	16	23	25	23	22	15	28	17	27	17	20	19	14	16	20	24	20	19	19	19	28
	Do not trust at all	35	35	63	10	11	9	9	68	9	21	17	57	42	28	29	39	39	28	33	37	38	20	26
	<b>TOTAL DO NOT TRUST</b>	<b>55</b>	<b>55</b>	<b>79</b>	<b>33</b>	<b>36</b>	<b>32</b>	<b>31</b>	<b>83</b>	<b>37</b>	<b>38</b>	<b>44</b>	<b>74</b>	<b>62</b>	<b>47</b>	<b>43</b>	<b>55</b>	<b>59</b>	<b>52</b>	<b>53</b>	<b>56</b>	<b>57</b>	<b>39</b>	<b>54</b>
	Don't know	25	21	17	23	20	21	13	13	14	18	14	15	13	29	37	30	17	10	21	22	19	34	31
<b>Willie Rennie</b>	Trust a lot	1	3	0	5	4	4	20	0	5	4	12	0	3	2	3	1	2	5	3	2	3	4	0
	Trust a fair amount	12	12	5	20	25	19	36	4	25	19	25	6	15	9	9	7	11	19	14	11	12	11	9
	<b>TOTAL TRUST</b>	<b>13</b>	<b>15</b>	<b>5</b>	<b>25</b>	<b>29</b>	<b>23</b>	<b>56</b>	<b>4</b>	<b>30</b>	<b>23</b>	<b>37</b>	<b>6</b>	<b>18</b>	<b>11</b>	<b>12</b>	<b>8</b>	<b>13</b>	<b>24</b>	<b>17</b>	<b>13</b>	<b>15</b>	<b>15</b>	<b>9</b>
	Do not trust a lot	21	21	19	23	26	25	14	20	27	21	26	21	22	20	15	18	20	28	22	20	21	16	29
	Do not trust at all	26	29	45	14	11	14	8	49	13	20	15	42	37	20	28	24	34	25	26	31	30	21	20
	<b>TOTAL DO NOT TRUST</b>	<b>47</b>	<b>50</b>	<b>64</b>	<b>37</b>	<b>37</b>	<b>39</b>	<b>22</b>	<b>69</b>	<b>40</b>	<b>41</b>	<b>41</b>	<b>63</b>	<b>59</b>	<b>40</b>	<b>43</b>	<b>42</b>	<b>54</b>	<b>53</b>	<b>48</b>	<b>51</b>	<b>51</b>	<b>37</b>	<b>49</b>
	Don't know	39	36	30	38	34	39	22	28	30	36	22	31	22	48	45	49	33	23	36	36	34	49	42
<b>Ruth Davidson</b>	Trust a lot	3	6	0	11	19	6	26	0	19	5	18	2	7	4	9	3	4	7	6	5	6	6	3
	Trust a fair amount	18	17	4	29	41	28	29	3	42	23	24	8	17	16	8	12	18	24	19	15	17	16	16
	<b>TOTAL TRUST</b>	<b>21</b>	<b>23</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>34</b>	<b>55</b>	<b>3</b>	<b>61</b>	<b>28</b>	<b>42</b>	<b>10</b>	<b>24</b>	<b>20</b>	<b>17</b>	<b>15</b>	<b>22</b>	<b>31</b>	<b>25</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>19</b>
	Do not trust a lot	20	20	17	22	18	24	18	19	19	21	26	22	19	21	10	19	21	26	21	19	19	18	29
	Do not trust at all	33	34	59	13	6	18	12	61	7	28	20	51	42	27	33	34	38	30	32	36	37	24	20
	<b>TOTAL DO NOT TRUST</b>	<b>53</b>	<b>54</b>	<b>76</b>	<b>35</b>	<b>24</b>	<b>42</b>	<b>30</b>	<b>80</b>	<b>26</b>	<b>49</b>	<b>46</b>	<b>73</b>	<b>61</b>	<b>48</b>	<b>43</b>	<b>53</b>	<b>59</b>	<b>56</b>	<b>53</b>	<b>55</b>	<b>56</b>	<b>42</b>	<b>49</b>
	Don't know	25	24	20	24	18	24	15	17	13	24	12	18	15	32	41	32	18	14	22	25	21	35	32

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<b>Weighted Sample</b>	<b>1268</b>	<b>571</b>	<b>628</b>	<b>161</b>	<b>381</b>	<b>44</b>	<b>430</b>	<b>134</b>	<b>308</b>	<b>76</b>	<b>439</b>	<b>611</b>	<b>657</b>	<b>186</b>	<b>297</b>	<b>445</b>	<b>340</b>	<b>596</b>	<b>672</b>	<b>1040</b>	<b>127</b>	<b>101</b>	
<b>Unweighted Sample</b>	<b>1268</b>	<b>560</b>	<b>644</b>	<b>153</b>	<b>423</b>	<b>38</b>	<b>411</b>	<b>135</b>	<b>390</b>	<b>62</b>	<b>405</b>	<b>651</b>	<b>617</b>	<b>125</b>	<b>253</b>	<b>496</b>	<b>394</b>	<b>583</b>	<b>685</b>	<b>1071</b>	<b>139</b>	<b>58</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 2 - 5	Sept 9-11																					
<b>Gordon Brown</b>																							
Trust a lot	8	11	0	21	10	28	13	1	12	26	12	2	12	10	7	8	11	14	12	9	10	13	13
Trust a fair amount	24	24	10	38	42	40	42	8	41	31	32	16	24	25	21	22	23	30	26	23	24	28	24
<b>TOTAL TRUST</b>	<b>32</b>	<b>35</b>	<b>10</b>	<b>59</b>	<b>52</b>	<b>68</b>	<b>55</b>	<b>9</b>	<b>53</b>	<b>57</b>	<b>44</b>	<b>18</b>	<b>36</b>	<b>35</b>	<b>28</b>	<b>30</b>	<b>34</b>	<b>44</b>	<b>38</b>	<b>32</b>	<b>34</b>	<b>41</b>	<b>37</b>
Do not trust a lot	21	21	20	21	27	16	32	20	30	16	34	20	18	24	21	22	21	19	21	21	20	20	26
Do not trust at all	37	37	65	12	15	11	10	68	15	20	20	56	43	32	35	38	40	34	35	39	39	31	25
<b>TOTAL DO NOT TRUST</b>	<b>58</b>	<b>58</b>	<b>85</b>	<b>33</b>	<b>42</b>	<b>27</b>	<b>42</b>	<b>88</b>	<b>45</b>	<b>36</b>	<b>54</b>	<b>76</b>	<b>61</b>	<b>56</b>	<b>56</b>	<b>60</b>	<b>61</b>	<b>53</b>	<b>56</b>	<b>60</b>	<b>59</b>	<b>51</b>	<b>51</b>
Don't know	10	7	4	7	7	6	2	4	2	6	3	6	4	10	16	9	5	3	6	8	7	7	12

If Scotland votes YES, which two or three of these, if any, do you think would be the greatest advantages of independence?

Scotland would not have to implement policies decided in London that most Scots reject	48	70	29	21	36	20	70	22	41	26	65	48	48	48	57	49	40	52	45	50	39	43
Scotland would be a fairer society	25	50	3	4	10	12	49	3	17	16	41	30	20	29	27	27	18	26	24	27	13	15
Scotland would have full powers to decide how to use North Sea oil revenues	25	39	14	10	21	11	40	11	23	6	36	27	24	12	28	29	25	24	26	25	20	35
Scotland would no longer be forced to have a base for nuclear weapons	22	35	9	6	13	16	38	4	16	15	30	21	22	23	26	24	14	21	23	22	14	33
Scotland would be able to set its own tax rates	16	18	14	12	16	20	18	12	17	11	20	15	17	20	18	16	12	16	16	15	23	15
The NHS in Scotland would improve	12	22	3	3	7	2	21	2	10	7	18	12	11	10	12	14	9	9	13	12	8	8
Independence would increase the pride of Scottish people in their country.	10	13	8	7	11	11	10	4	10	7	10	10	10	11	11	12	7	10	10	10	7	15
Scottish children would have a better chance of having a decent job when they grow up	9	16	2	1	4	0	19	1	4	6	15	10	7	11	8	7	10	7	10	10	4	5
Scotland would have more influence in the rest of the world	3	6	1	1	2	5	5	1	2	3	5	4	2	3	3	4	2	3	3	3	2	2
Scottish schools would improve	2	3	1	0	2	0	3	0	1	0	2	2	2	4	1	1	3	2	2	2	2	0
None of these	27	1	53	62	42	47	1	62	36	47	8	25	28	26	16	24	41	28	26	27	36	14
Don't know	5	1	6	5	4	8	1	5	4	9	4	4	6	6	7	5	4	4	7	4	8	14

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<b>Weighted Sample</b>	<b>1268</b>	571	628	161	381	44	430	134	308	76	439	611	657	186	297	445	340	596	672	1040	127	101	
<b>Unweighted Sample</b>	1268	560	644	153	423	38	411	135	390	62	405	651	617	125	253	496	394	583	685	1071	139	58	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**If Scotland votes NO, which two or three of these, if any, do you think would be the greatest advantages of remaining within the United Kingdom?**

If Scotland faced financial problems, the UK would have the resources to help, as it did in the banking crisis in 2008.	<b>32</b>	14	50	57	44	49	10	59	42	36	17	28	36	34	31	28	38	36	29	32	38	25
Scotland would definitely be able to continue using the pound as its currency	<b>30</b>	17	41	43	35	51	15	45	31	47	19	28	31	31	28	26	35	32	28	29	35	28
Pensions and future pension rights are more likely to be protected if Scotland stays within the UK	<b>26</b>	4	46	46	42	41	6	51	36	29	15	24	27	20	14	24	40	27	24	26	34	12
Scotland would be safer as part of the UK within the NATO alliance	<b>16</b>	5	25	31	18	19	5	30	17	20	8	13	18	11	10	17	22	15	17	15	22	13
Being part of the UK is the best way to ensure that English and Scottish people can continue to live, study and work in each other's countries	<b>16</b>	5	28	27	23	29	7	24	19	24	9	12	20	18	14	14	21	18	15	15	20	26
Scotland would have more influence in the world as part of the UK	<b>14</b>	6	22	24	19	6	6	25	18	9	8	14	13	18	14	13	11	14	13	12	19	27
There are likely to be more jobs and more investment in Scotland	<b>13</b>	2	24	18	20	26	3	16	15	19	6	13	12	16	15	11	10	14	11	13	13	12
Interest rates are more likely to remain low	<b>12</b>	8	16	20	16	11	7	20	19	12	8	12	12	4	16	15	10	13	11	11	12	19
There would be much less of a risk of a crisis causing big public spending cuts	<b>11</b>	4	18	15	19	21	3	14	14	15	7	11	11	11	13	11	10	15	8	10	17	12
Scotland would definitely remain in the European Union in 2016	<b>7</b>	7	7	4	8	7	7	2	7	4	7	7	7	7	6	8	4	7	6	7	5	9
None of these	<b>26</b>	56	1	3	8	5	61	3	13	14	48	32	21	26	24	32	21	24	28	28	18	17
Don't know	<b>7</b>	8	3	1	3	5	5	0	5	7	8	6	8	9	10	7	5	4	10	7	7	11

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<b>Weighted Sample</b>	<b>1268</b>	<b>571</b>	<b>628</b>	<b>161</b>	<b>381</b>	<b>44</b>	<b>430</b>	<b>134</b>	<b>308</b>	<b>76</b>	<b>439</b>	<b>611</b>	<b>657</b>	<b>186</b>	<b>297</b>	<b>445</b>	<b>340</b>	<b>596</b>	<b>672</b>	<b>1040</b>	<b>127</b>	<b>101</b>	
<b>Unweighted Sample</b>	<b>1268</b>	<b>560</b>	<b>644</b>	<b>153</b>	<b>423</b>	<b>38</b>	<b>411</b>	<b>135</b>	<b>390</b>	<b>62</b>	<b>405</b>	<b>651</b>	<b>617</b>	<b>125</b>	<b>253</b>	<b>496</b>	<b>394</b>	<b>583</b>	<b>685</b>	<b>1071</b>	<b>139</b>	<b>58</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	Sept 2 - 5	Sept 9-11																					
<b>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</b>																							
Delivered leaflets or letters to your door	75	70	75	68	69	65	67	78	72	69	66	74	69	71	63	66	71	77	70	70	72	60	63
Put up posters or billboards in your area	33	33	38	31	36	29	22	39	44	32	15	34	37	30	44	40	32	24	34	33	34	28	31
Set up stalls or handed out leaflets in your area	31	29	39	22	20	25	19	40	23	27	15	36	31	28	38	32	27	25	29	30	31	29	15
Knocked on your door	14	16	22	11	12	11	12	24	14	14	14	18	18	14	14	16	17	15	17	15	16	15	11
Sent you an email or contacted you on social media	14	14	28	3	6	6	2	32	7	9	9	24	20	9	16	18	14	11	15	13	16	10	8
Phoned you	3	4	4	3	1	4	0	5	2	4	10	4	4	3	5	3	3	5	3	4	4	3	5
None of these	13	17	13	22	20	22	26	13	18	21	20	15	17	18	16	19	17	17	19	16	17	25	15
Don't know	2	3	1	2	2	1	2	0	0	1	2	2	3	2	7	3	2	1	2	3	2	4	7
<b>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</b>																							
Delivered leaflets or letters to your door	64	65	60	72	73	70	76	59	77	71	71	61	64	67	59	62	67	70	68	63	66	64	66
Put up posters or billboards in your area	20	20	16	23	28	22	15	16	33	26	11	15	22	18	22	23	18	18	19	20	20	23	15
Set up stalls or handed out leaflets in your area	14	13	9	18	16	20	24	9	17	17	15	11	14	12	17	14	10	14	15	12	13	16	11
Knocked on your door	10	11	10	13	11	15	9	9	14	17	11	10	11	11	13	10	9	14	10	12	11	14	9
Sent you an email or contacted you on social media	7	11	3	19	25	19	11	3	25	16	12	4	12	9	14	9	10	11	12	10	10	15	13
Phoned you	4	5	3	7	5	8	12	3	7	7	7	5	6	5	9	2	4	7	6	5	6	4	2
None of these	24	24	29	20	18	18	16	32	16	18	15	29	25	23	28	24	24	21	25	23	25	23	17
Don't know	3	2	2	1	2	0	3	1	0	1	4	2	2	2	5	3	2	0	1	3	2	3	5

## 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	63	94
Male 25-39	121	146
Male 40-59	264	217
Male 60+	203	155
Female 18-24	62	93
Female 25-39	132	151
Female 40-59	232	228
Female 60+	191	185
<b>Social Grade</b>		
AB	246	247
C1	337	349
C2	265	254
DE	420	418
<b>Newspaper Type</b>		
Express / Mail	161	152
Sun / Star	217	203
Mirror / Record	282	254
Guardian / Independent / Herald	74	76
FT / Times / Telegraph / Scotsman	83	76
Other Paper	156	254
No Paper	295	254
<b>Political Party Identification</b>		
Conservatives	135	134
Labour	390	308
Liberal Democrats	62	76
SNP	338	317
SNP (Holyrood) & Lab (Westminster)	67	122
Other	19	11
Don't know / No vote	257	299
<b>Birthplace</b>		
Scotland	1071	1040
Rest of the UK	139	127
Outside UK	58	101

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

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