



Ipsos MORI Scottish Public Opinion Monitor

November 2009

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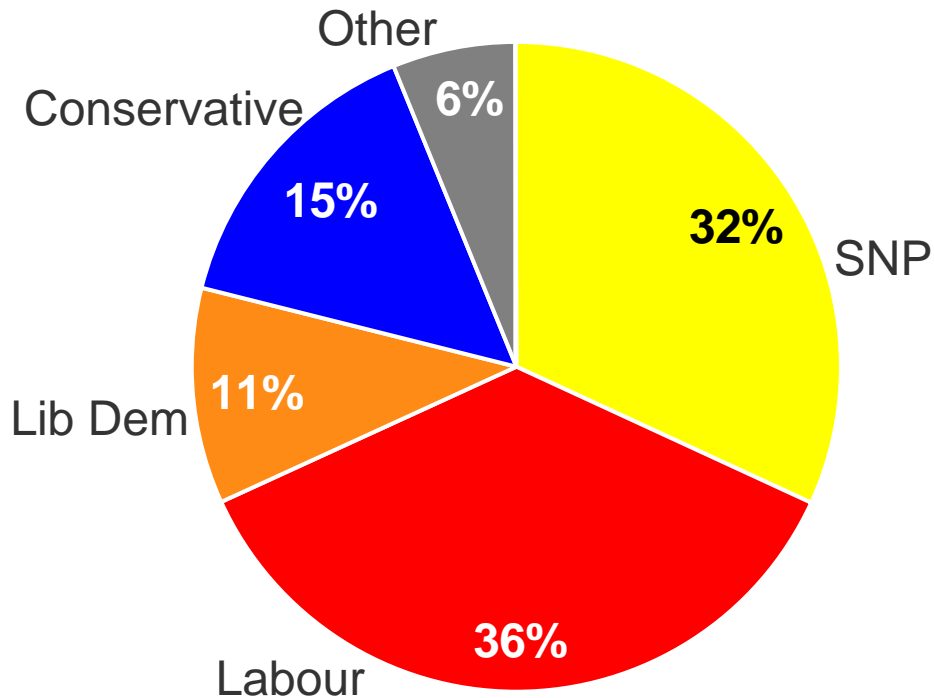
Ipsos MORI



Voting intention: all giving an opinion vs. those 'certain to vote'

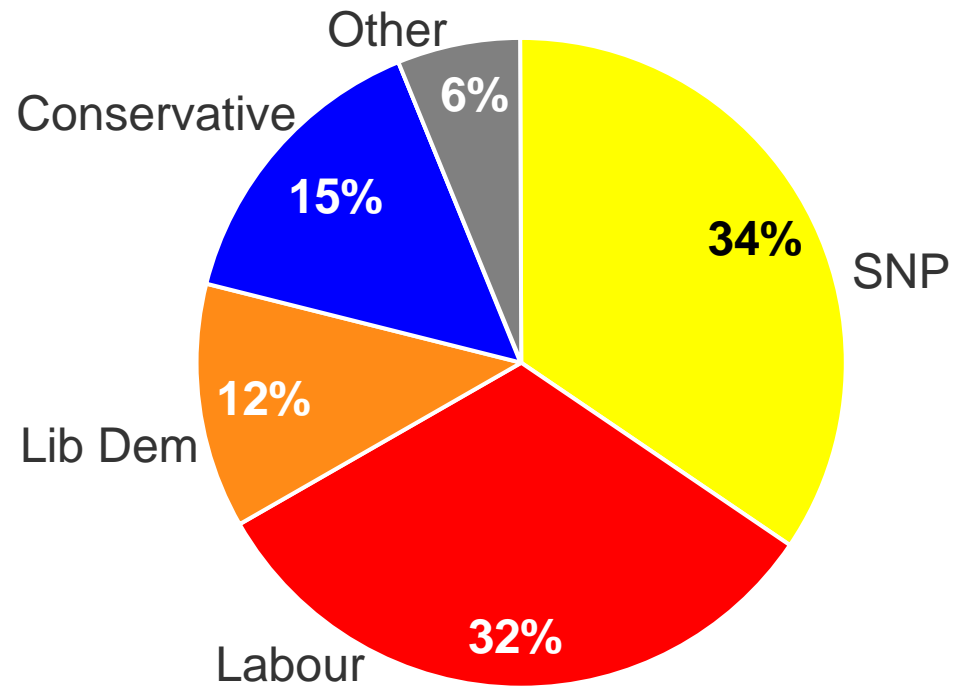
Q. How would you vote if there were a General Election tomorrow?

All giving a voting intention (83%)



Labour lead over Con = +21%

All who are certain to vote (57%)

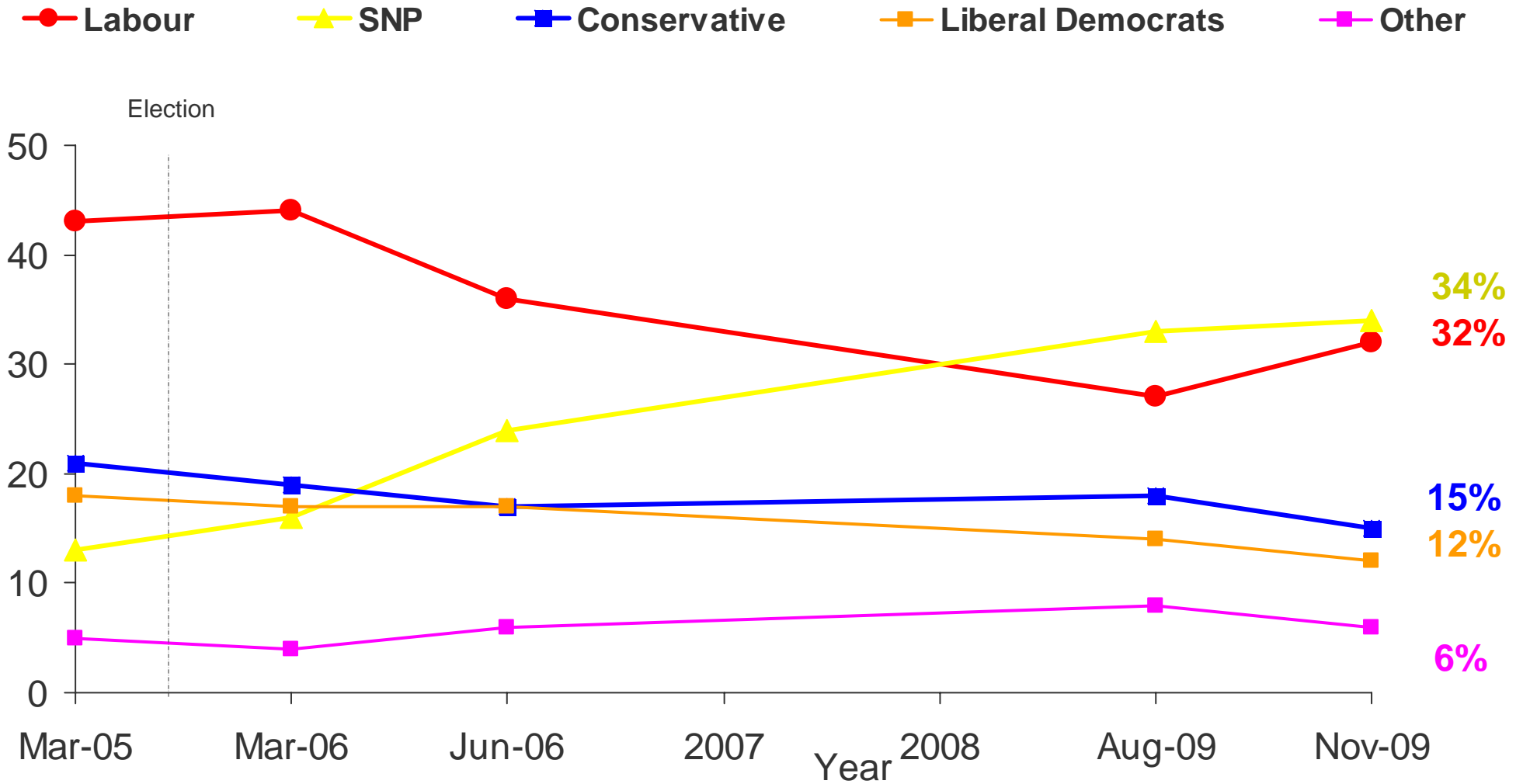


Labour lead over Con = +17%

Base: All giving a voting intention = 83% (825); all certain to vote = 57% (576).
Data collected among 1,009 Scottish adults 18+, 19-23 November 2009

Source: Ipsos MORI

Voting intention for a Westminster General Election – Trends



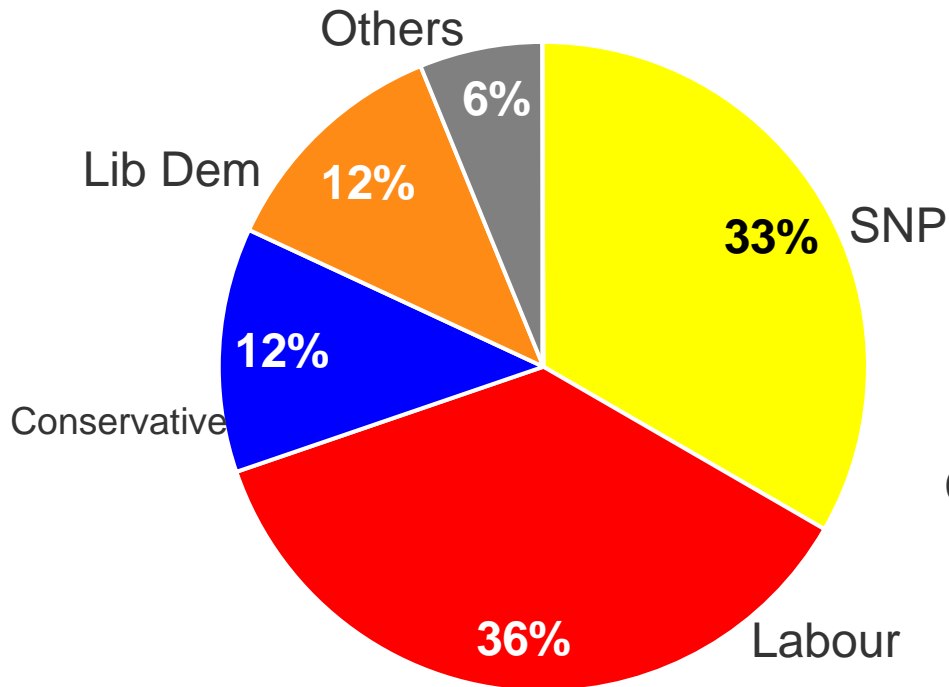
Base: All certain to vote – March 2005 (434); March 2006 (526); June 2006 (520); August (571); November 2009 (576).

Pre Aug 2009 – data collected among c.1,000 Scottish adults face-to-face; Post Aug 2009 - Data collected among c.1,000

Voting intention: all giving an opinion vs. those 'certain to vote'

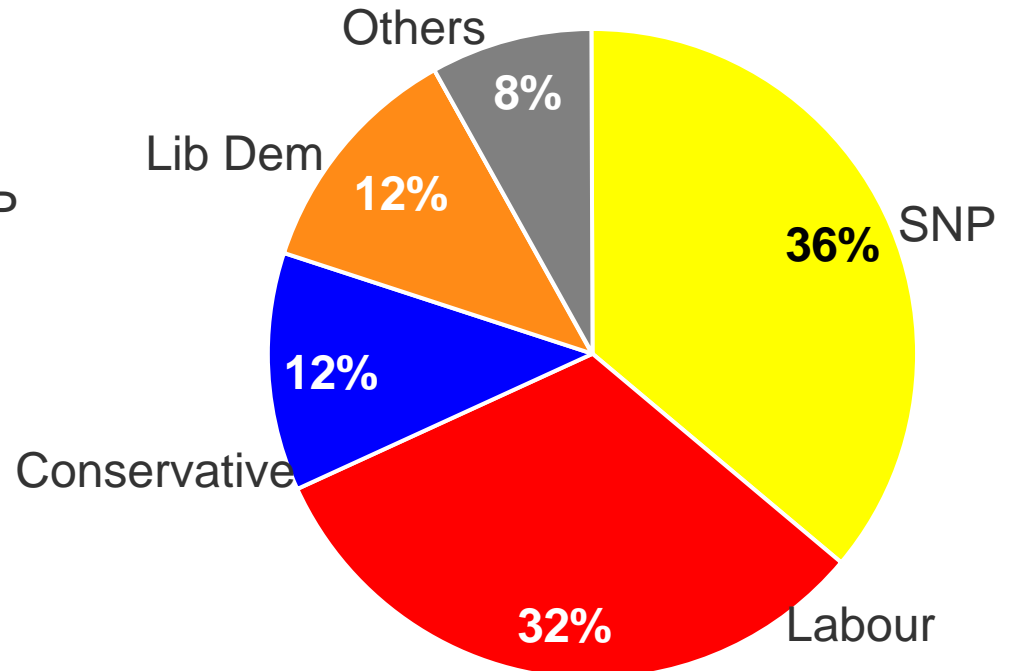
Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?

All giving a voting intention (85%)



SNP lead = -3%

All who are certain to vote (55%)



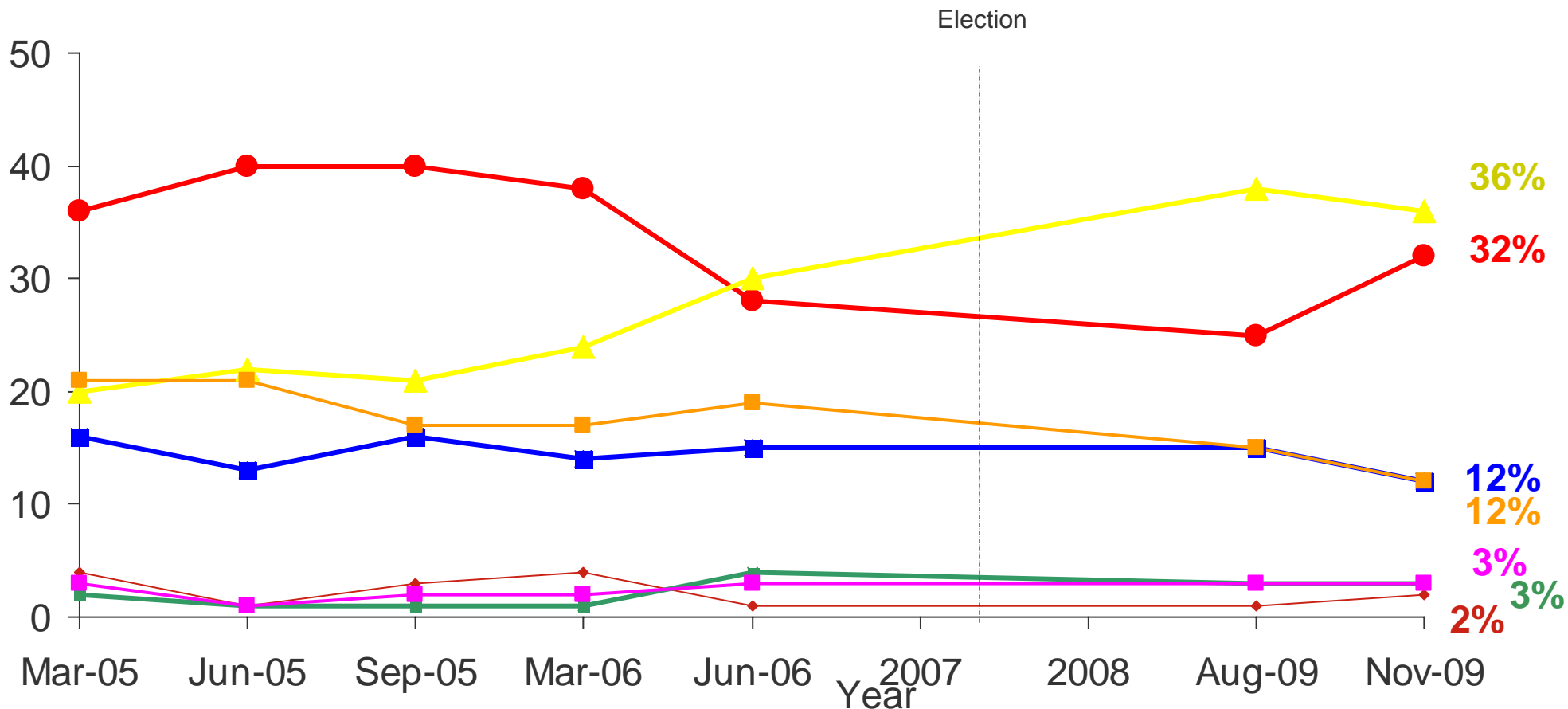
SNP lead = +4%

Base: All giving a voting intention = 85% (848); all certain to vote = 55% (546).
Data collected among 1,009 Scottish adults 18+, 19-23 November 2009

Source: Ipsos MORI

Voting intention for the Constituency element of a Scottish Parliament Election – Trends

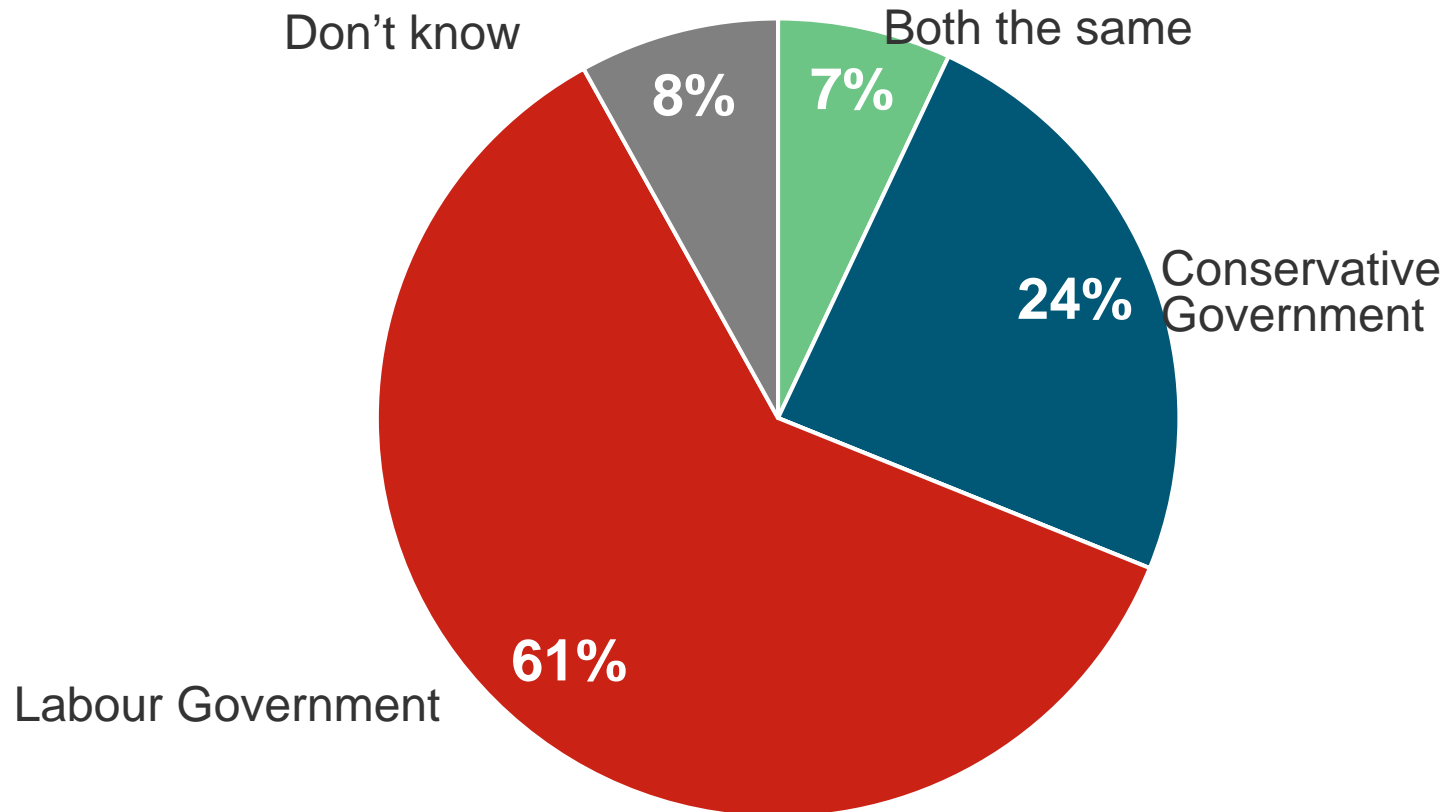
● Labour
 ▲ SNP
 ■ Conservative
 ■ Liberal Democrats
 ◆ SSP
 ■ Green
 ■ Other



Base: All certain to vote – March 2005 (436); June 2005 (500); Sep 2005 (544); March 2006 (491); June 2006 (444); August 2009 (533); November 2009 (546).

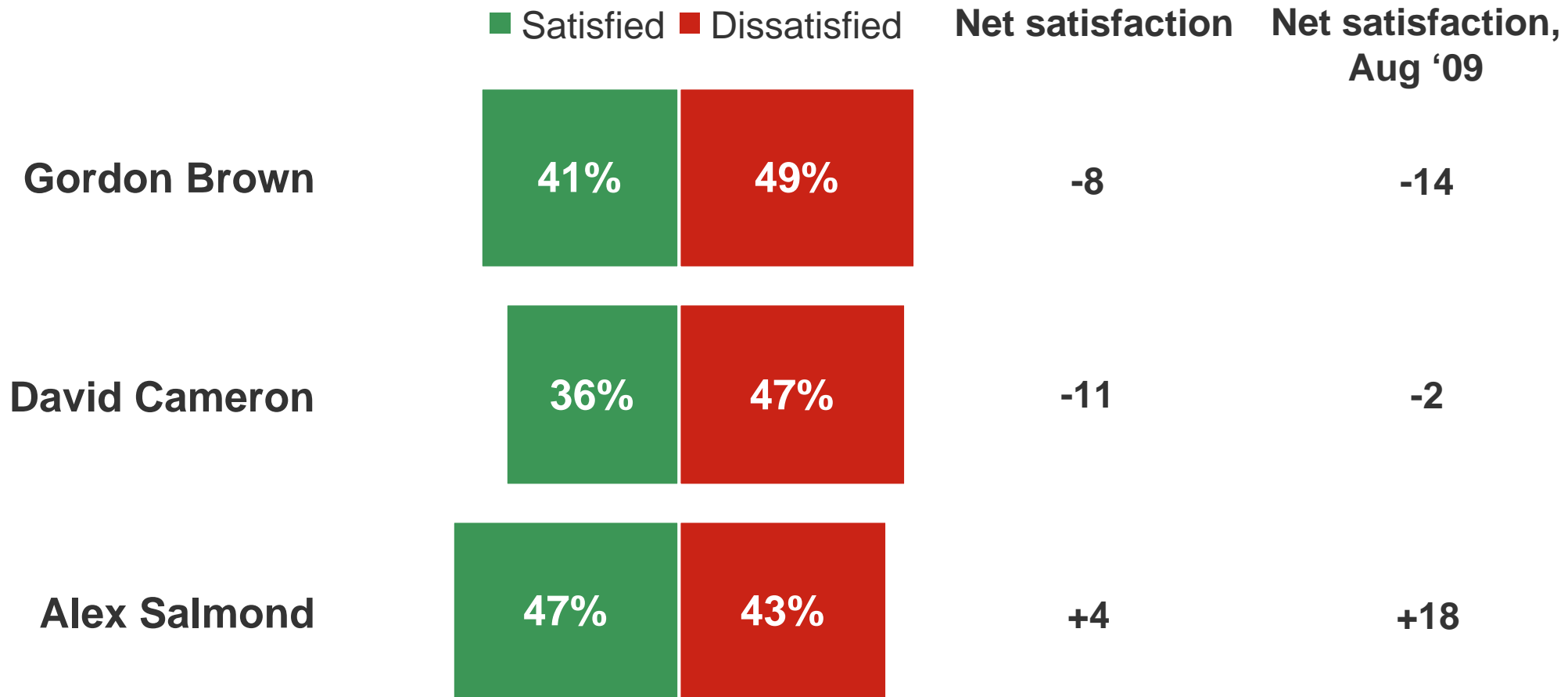
General Election outcome

Q The UK General Election next year is likely to result in either a Conservative or Labour government in Westminster. Regardless of how you intend to vote, which do you think would be best for Scotland, a Conservative government in Westminster, or a Labour Government?



Satisfaction with party leaders

Q. How satisfied or dissatisfied are you with the way ... is doing his job?



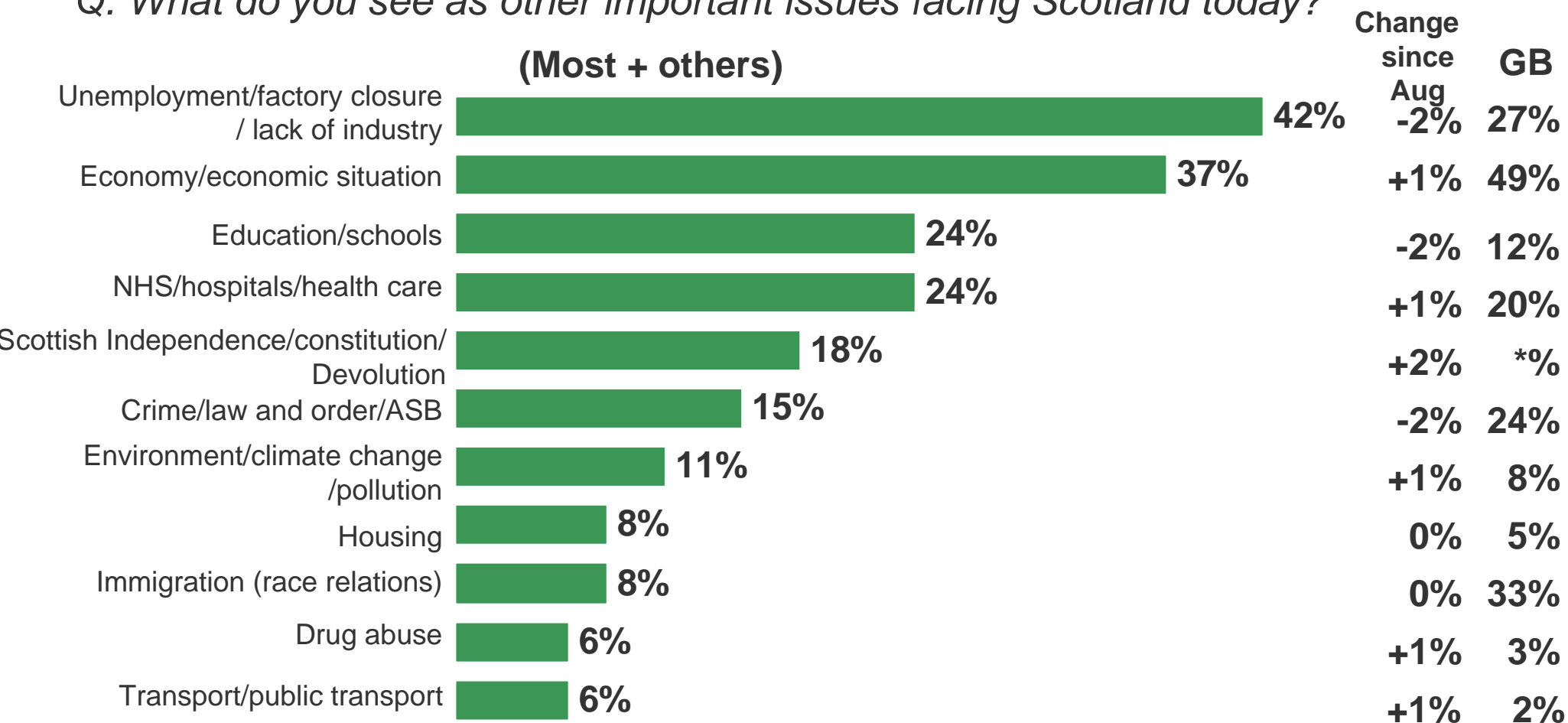
Base: 1,009 Scottish adults 18+, 19-23 November 2009

Source: Ipsos MORI

Issues facing Scotland

Q. What do you see as the most important issue facing Scotland today?

Q. What do you see as other important issues facing Scotland today?

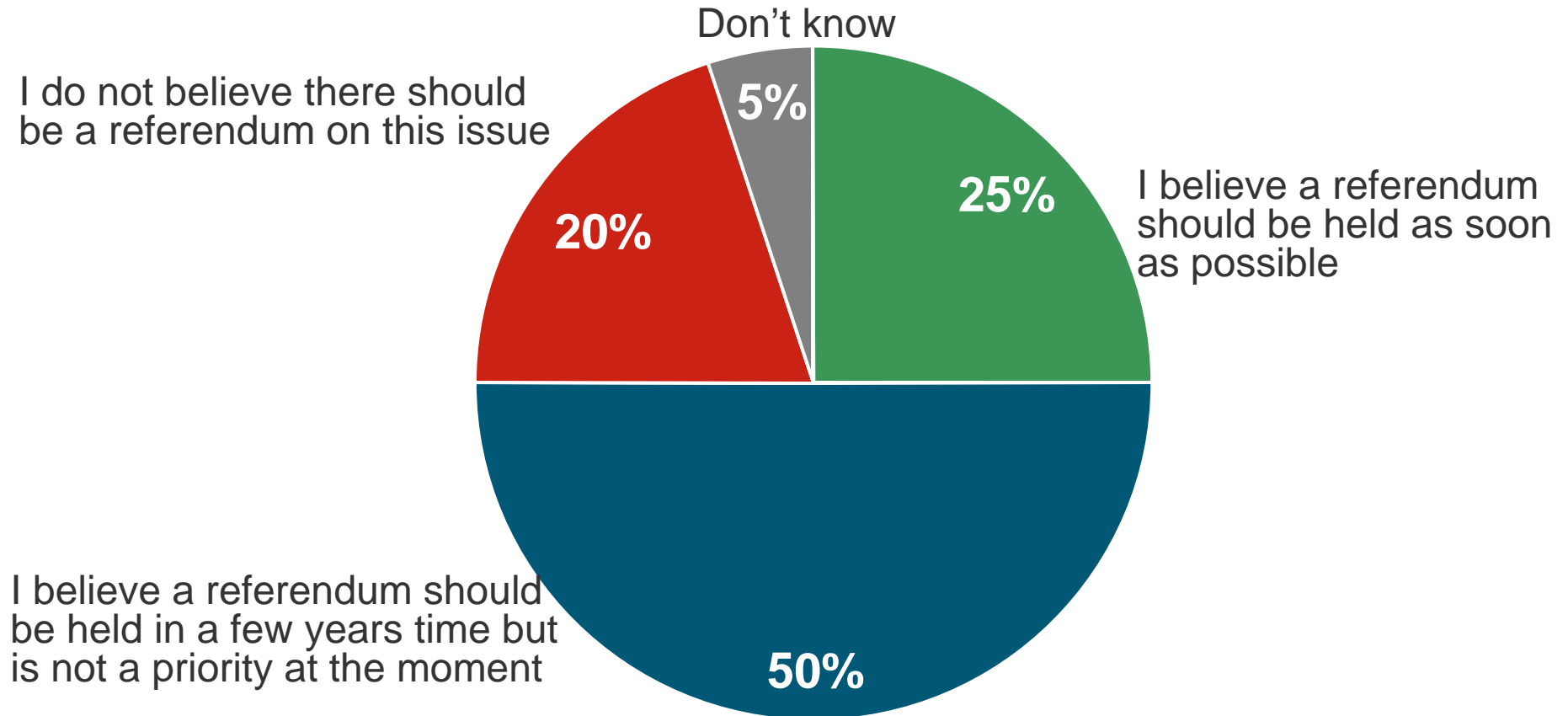


Base: 1,009 Scottish adults 18+, 19-23 November 2009;
 GB results: 968 British adults 18+, 13-19 November 2009

Source: Ipsos MORI

Views on a referendum 1

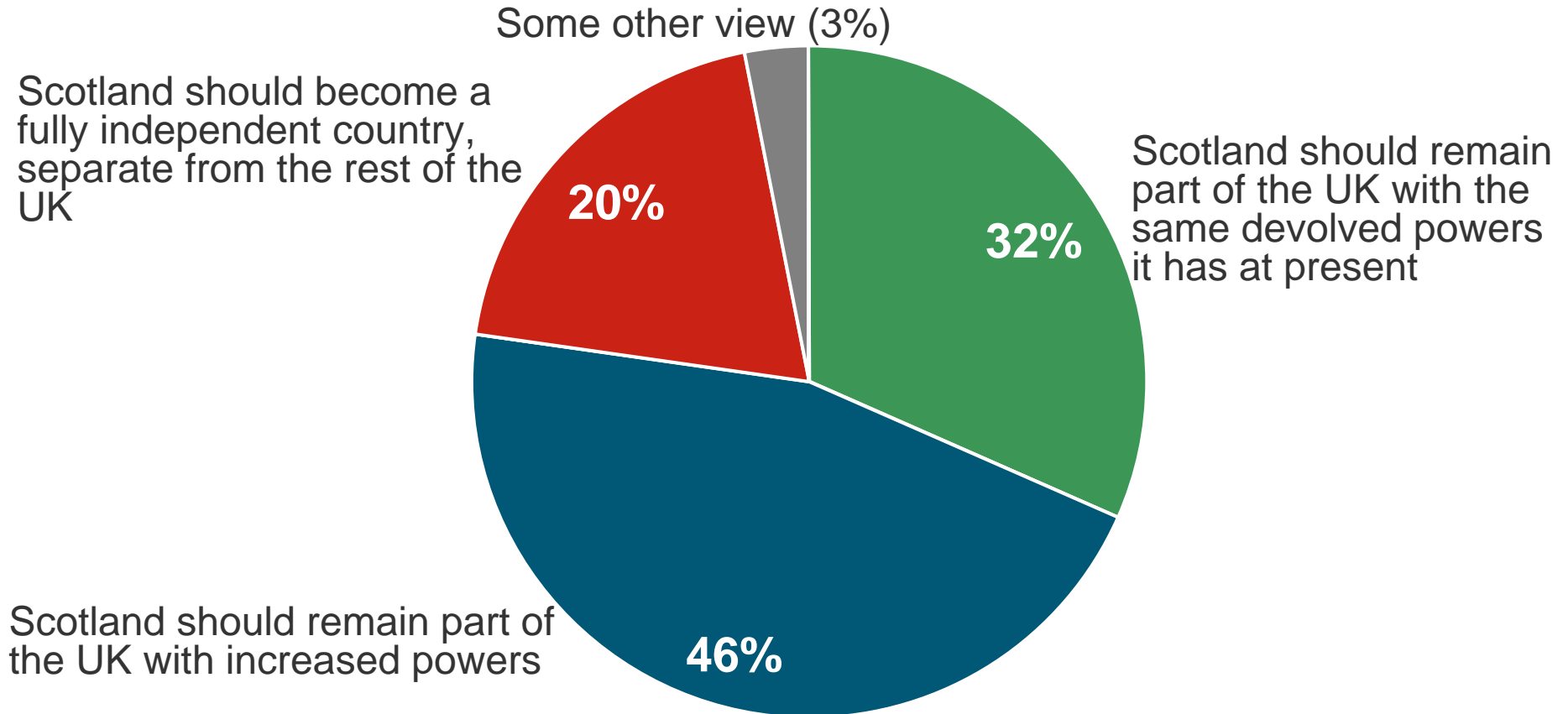
Q. The Scottish Government has proposed a referendum on Scotland's constitutional future. Which of the following statements comes closest to your own view about the referendum?



Base: All adults 18+ (1,009), 19th November – 23rd November 2009

Views on a referendum 2

Q. Which of the following statements, if any, comes closest to your own view?



Base: All adults 18+ (1,009), 19th November – 23rd November 2009