



# *Ipsos MORI Scottish Public Opinion Monitor*

August 2010

Contacts:

[Mark.Diffley@ipsos.com](mailto:Mark.Diffley@ipsos.com)

0131 240 3269

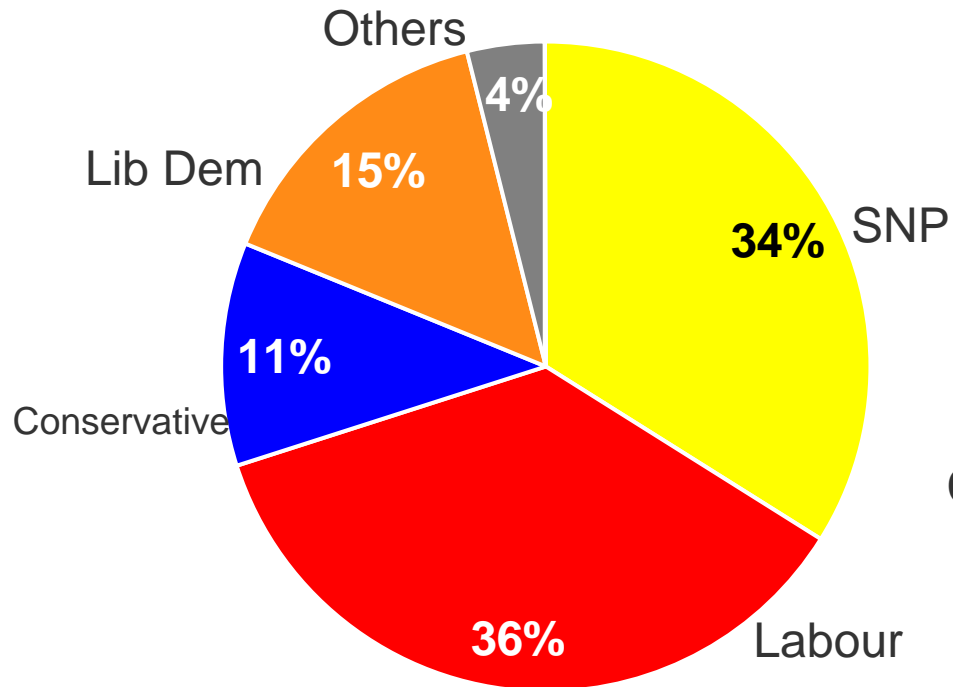
**Ipsos MORI**



# Voting intention: all giving an opinion vs. those 'certain to vote' – Constituency vote, Holyrood

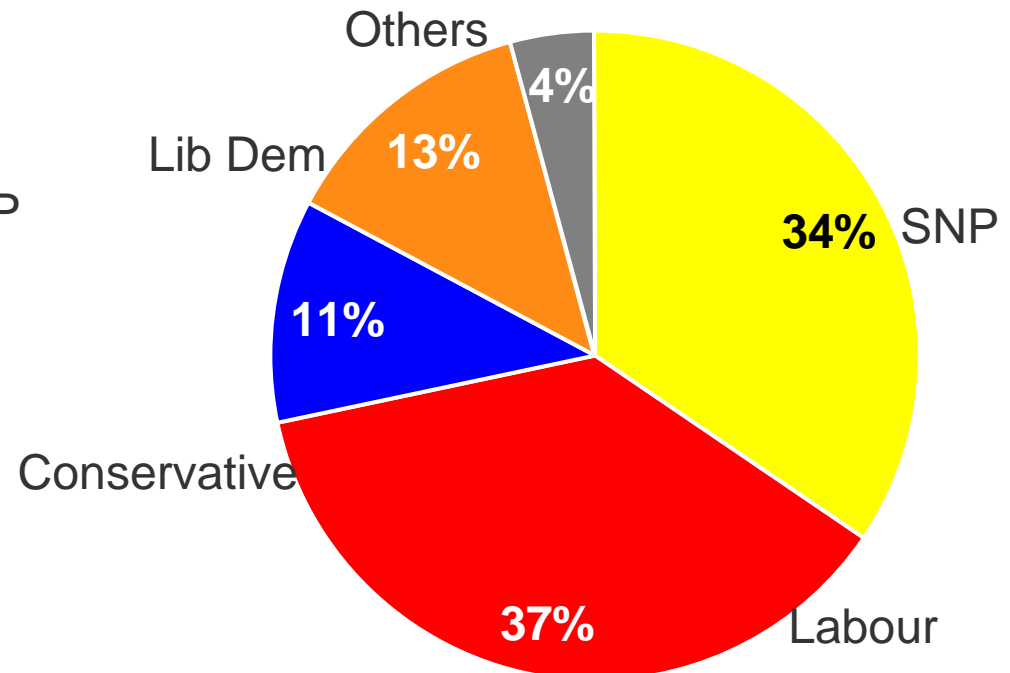
Q. If there were elections to the Scottish Parliament tomorrow, how would you use your first vote?

**All giving a voting intention (91%)**



Labour lead = +2%

**All who are certain to vote (67%)**

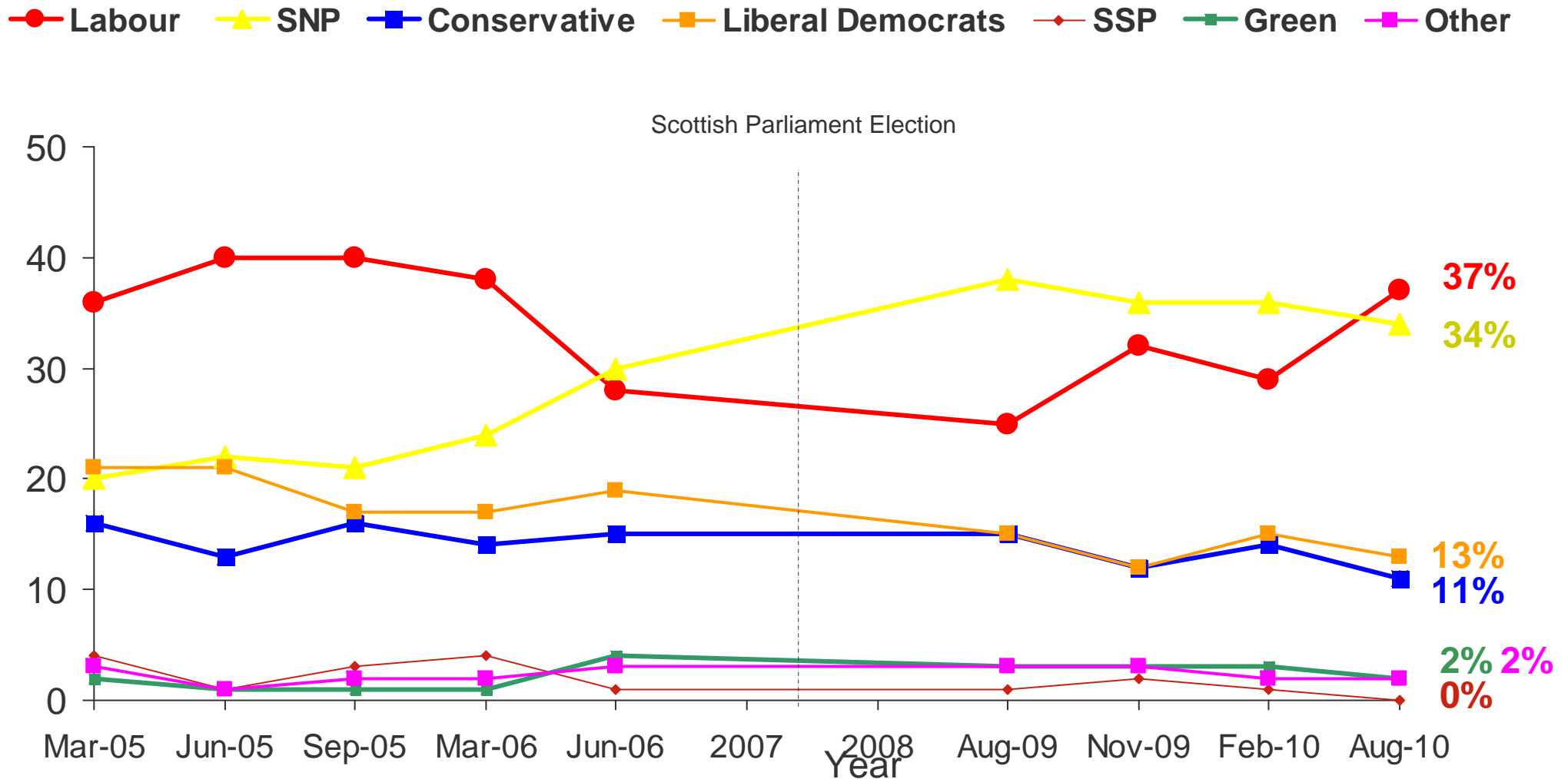


Labour lead = +3%

Base: All giving a voting intention = 91% (921); all certain to vote = 67% (677).  
Data collected among 1,013 Scottish adults 18+, 16-19 August 2010

Source: Ipsos MORI

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



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); February 2010 (581); August 2010 (677).

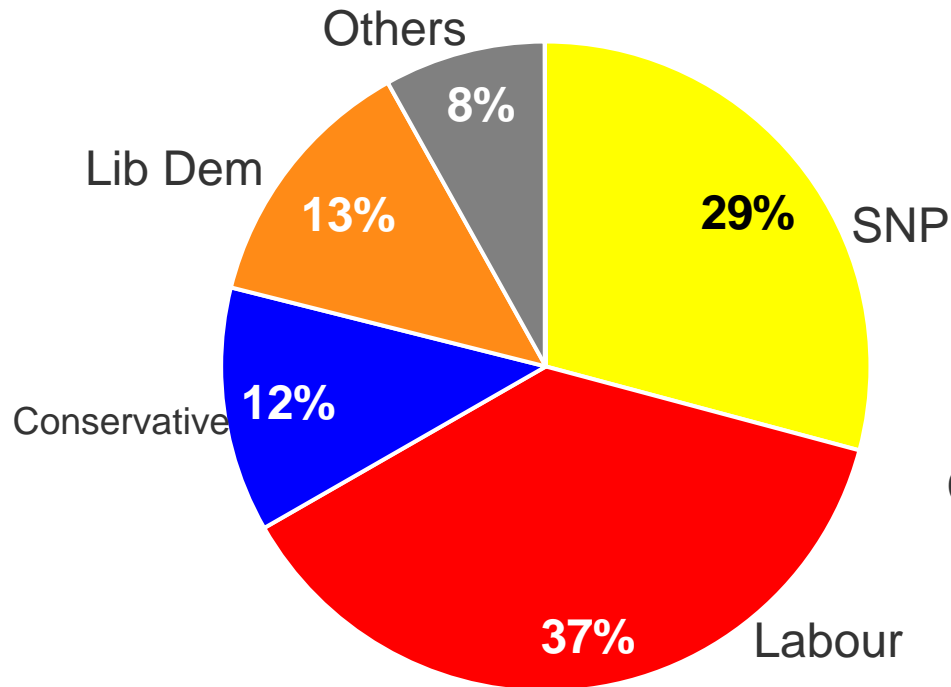
Ipsos MORI Pre Aug 2009 – data collected among c.1,000 Scottish adults face-to-face; Post Aug 2009 - Data collected among c.1,000 Scottish adults 18+ by telephone



# Voting intention: all giving an opinion vs. those 'certain to vote' – List vote, Holyrood

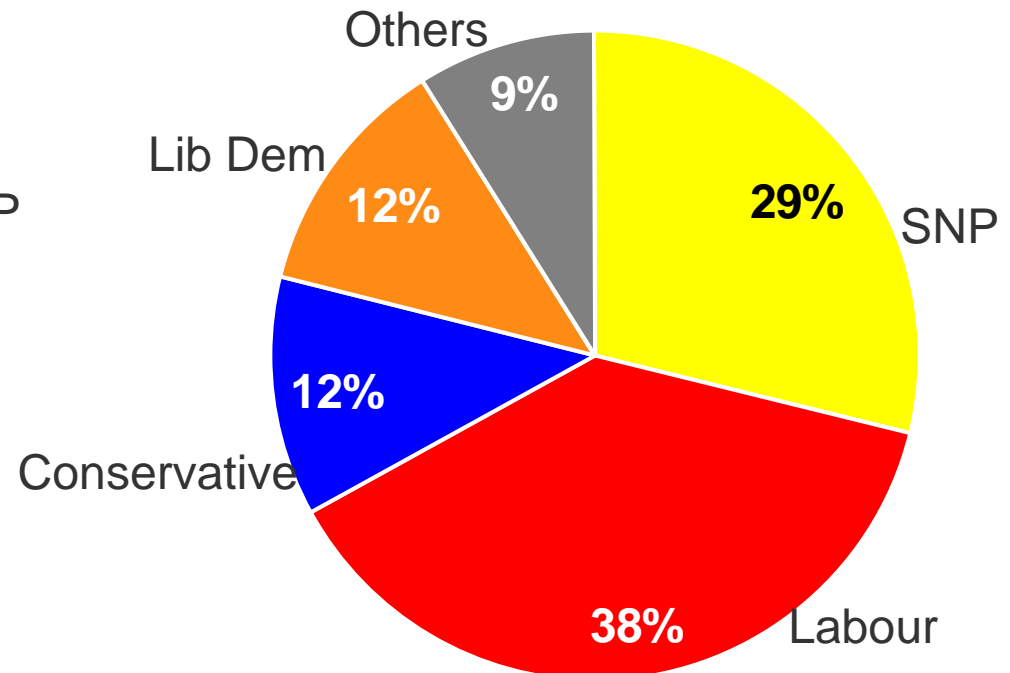
Q. If there were elections to the Scottish Parliament tomorrow, how would you use your second vote?

**All giving a voting intention (90%)**



Labour lead = +8%

**All who are certain to vote (67%)**



Labour lead = +9%

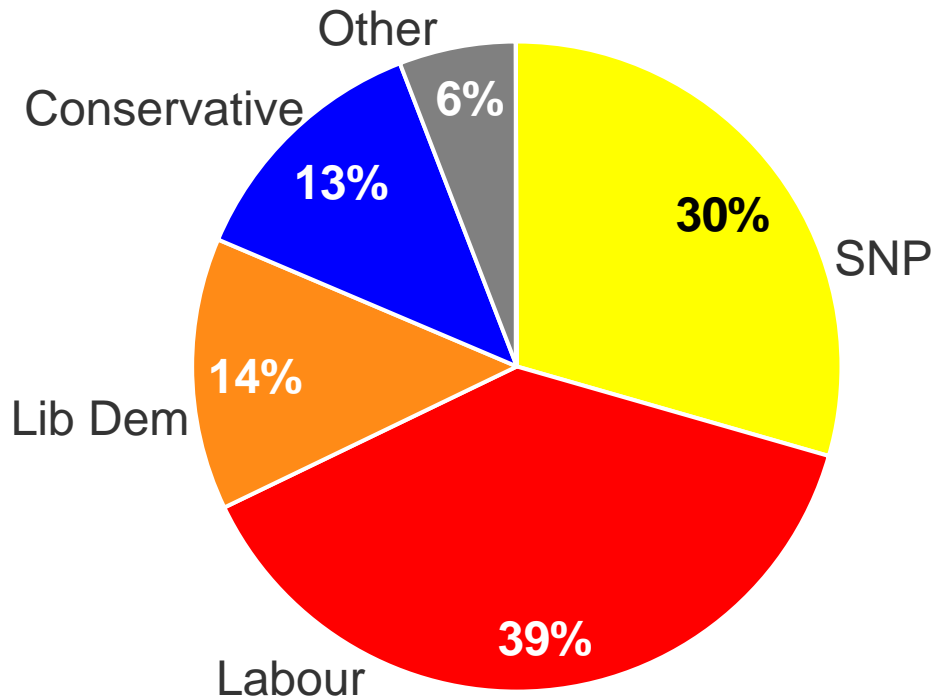
Base: All giving a voting intention = 91% (909); all certain to vote = 67% (677).  
Data collected among 1,013 Scottish adults 18+, 16-19 August 2010

Source: Ipsos MORI

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

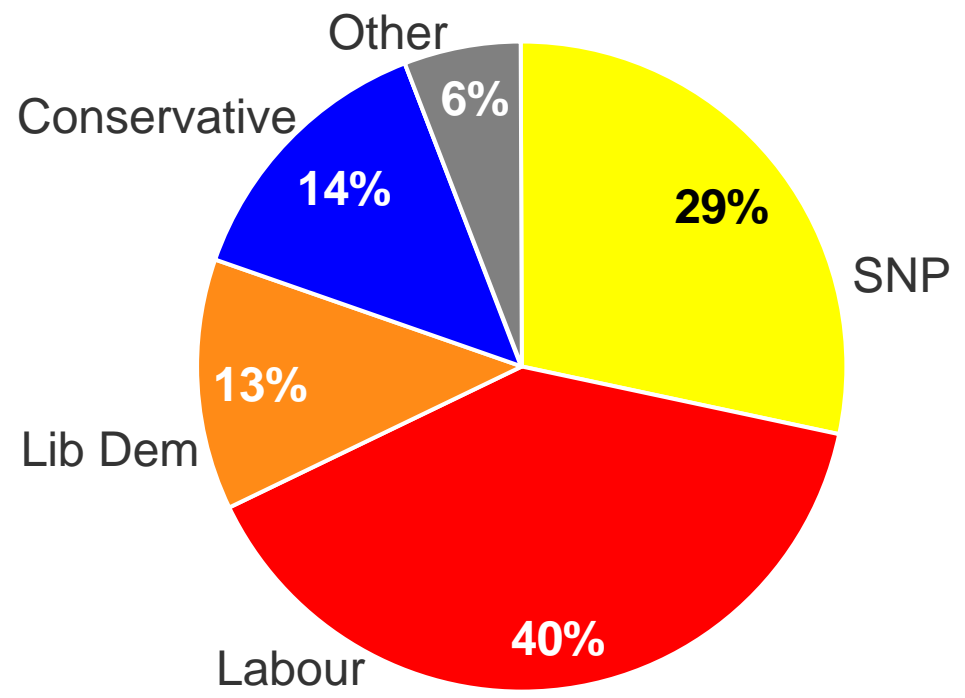
Q. How would you vote if there were a General Election tomorrow?

**All giving a voting intention (89%)**



Labour lead over Con = +26%

**All who are certain to vote (70%)**

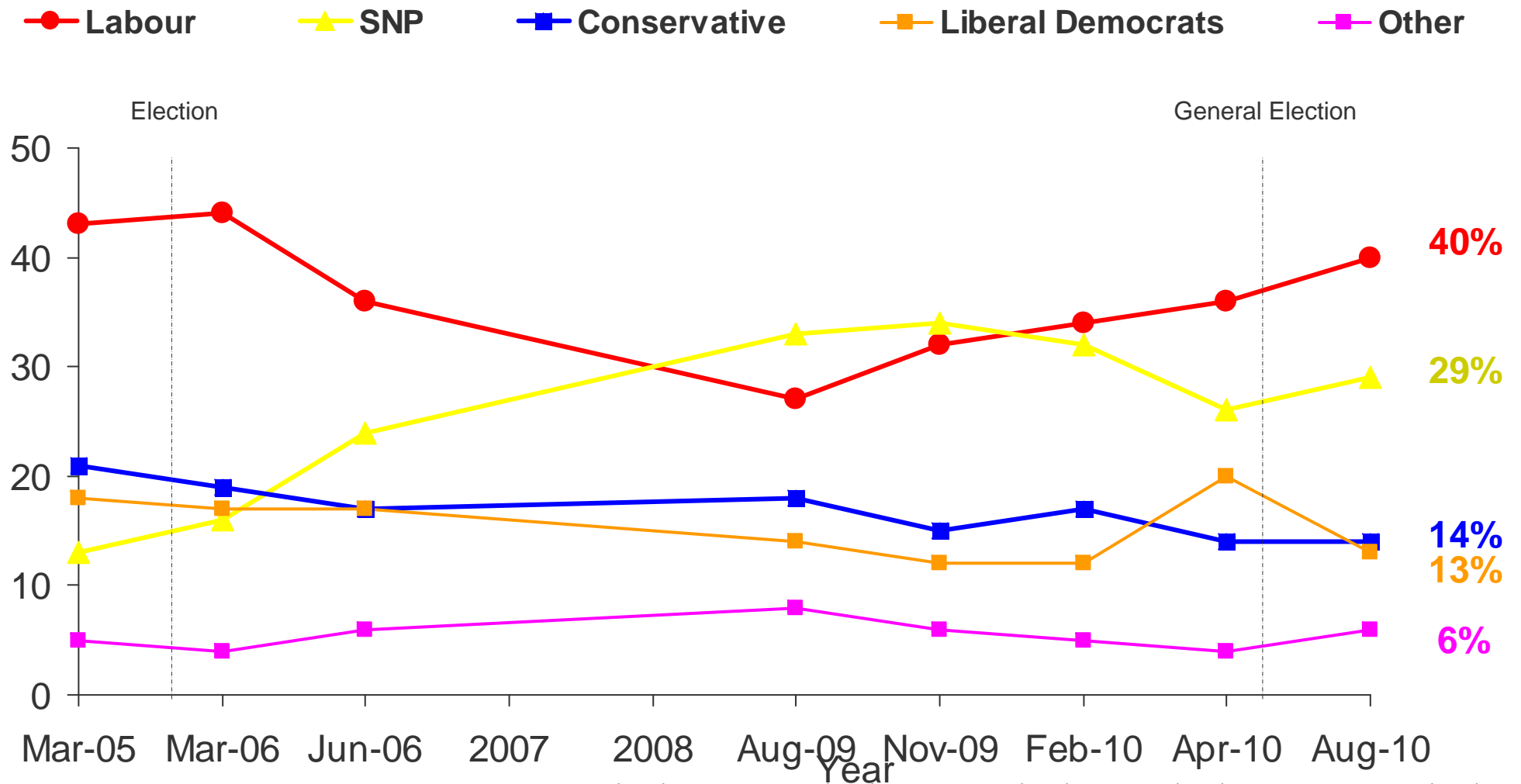


Labour lead over Con = +26%

Base: All giving a voting intention = 89% (896); all certain to vote = 70% (710).  
Data collected among 1,013 Scottish adults 18+, 16-19 August 2010

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); February 2010 (608); April 2010 (685); August (710).

Ipsos MORI Pre Aug 2009 – data collected among c.1,000 Scottish adults face-to-face; Post Aug 2009 - Data collected among c.1,000 Scottish adults 18+ by telephone

