

YouGov / Scotland on Sunday Survey Results

Sample Size: 1008 Scottish Adults
Fieldwork: 24th - 26th March 2010

	Westminster voting intention				Scottish constituency vote				Gender		Age			Social grade		
	Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	18-34	35-54	55+	ABC1	C2DE
Weighted Sample	1008	152	311	118	202	115	263	118	283	479	529	285	356	367	454	554
Unweighted Sample	1008	159	369	116	188	122	318	117	266	559	449	228	337	443	631	377
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Knows and Wouldn't Votes]

Lab	37	0	100	0	0	1	98	13	12	34	42	35	45	32	35	40
SNP	24	0	0	0	100	1	1	1	72	27	22	23	20	30	23	25
Con	18	100	0	0	0	94	1	9	8	20	17	17	18	20	21	16
Lib Dem	14	0	0	100	0	4	0	77	7	14	14	18	13	13	17	12
Oth	6	0	0	0	0	0	0	0	2	6	6	8	5	5	5	7

Other Parties Voting Intention

BNP	1	0	0	0	0	0	0	0	0	1	1	3	1	1	1	1
Green	1	0	0	0	0	0	0	0	1	1	2	1	1	1	2	1
UKIP	1	0	0	0	0	0	0	0	1	0	2	0	2	0	0	2
Respect	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0
Other	2	0	0	0	0	0	0	0	0	3	1	4	0	3	1	3

Non Voters

Would Not Vote	7	0	0	0	0	0	0	0	1	3	9	12	6	3	4	8
Don't know	11	0	0	0	0	3	4	6	5	7	15	13	11	10	12	10

Scottish Constituency Vote

[Excluding Don't Knows and Wouldn't Votes]

SNP	34	15	11	16	97	0	0	0	100	37	31	38	30	34	32	35
Labour	31	2	83	1	1	0	100	0	0	29	34	27	37	30	28	35
Lib Dem	14	7	5	75	1	0	0	100	0	14	14	16	12	14	18	11
Conservative	14	75	0	4	1	100	0	0	0	15	13	9	16	15	16	12
Other	7	1	1	5	0	0	0	0	0	5	9	10	5	7	6	8

Scottish Constituency Non Voters

Wouldn't vote	8	5	0	0	2	0	0	0	0	5	10	14	6	4	4	10
Don't know	9	3	2	3	0	0	0	0	0	6	11	11	9	7	9	8

Scottish Regional Vote

[Excluding Don't Knows and Wouldn't Votes]

Labour	31	2	76	6	1	1	91	5	2	27	35	26	37	28	26	35
SNP	30	14	12	12	84	5	3	3	84	32	29	34	27	31	27	34
Conservative	14	75	1	4	0	90	1	3	2	15	14	10	14	18	17	12
Lib Dem	13	7	6	63	5	2	4	77	4	14	12	14	14	11	18	9
Other	12	2	5	15	10	1	1	13	7	12	11	15	8	12	12	11

Scottish Regional Vote: Others

Green	5	2	3	15	2	1	1	12	2	5	6	6	5	5	7	4
Scottish Socialist Party	3	0	1	0	6	0	0	1	4	4	1	3	1	4	2	3
Solidarity	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	4	1	0	0	2	0	0	0	1	3	4	7	2	3	3	4

Scottish Regional Non Voters

Wouldn't vote	7	1	0	0	1	0	0	0	1	5	9	11	6	4	4	9
Don't know	10	5	3	6	2	1	2	7	3	5	15	13	9	9	11	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	Weighted no.
Age and Gender		
Male 18 to 24	32	61
Male 25 to 39	139	122
Male 40 to 54	145	132
Male 55 +	243	163
Female 18 to 24	30	61
Female 25 to 39	108	122
Female 40 to 54	111	142
Female 55 +	200	204
Social Grade		
ABC1	631	454
C2DE	377	554
Newspaper Type		
Express / Mail	159	131
Sun / Star	116	151
Mirror / Record	125	202
Guardian / Independent	100	20
FT / Times / Telegraph	90	50
Other Paper	312	302
No Paper	106	151
Political Party Identification		
Labour Loyal	360	272
Labour Disloyal	85	60
Conservative	118	111
Liberal Democrat	67	101
Scottish National Party	154	171
Others	10	20
None	198	247
Don't know	16	25

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