

# POLL ON SCOTTISH INDEPENDENCE

*Published 2<sup>nd</sup> February 2014*

As the leading supplier of opinion polls within Scotland for over 30 years, TNS was commissioned to conduct a poll on behalf of Scottish Independence Open Democracy into the issues facing voters ahead of the independence referendum.

The first results of this poll were published on 2<sup>nd</sup> February 2014.

TNS is a member of the British Polling Council (BPC) and abides by its rules. We also operate within the Code of Conduct of the Market Research Society (MRS). In accordance with these rules the following information is provided:

Sample size	1,054
Sampling points	67 Scottish parliament constituencies
Fieldwork dates	14 <sup>th</sup> – 20 <sup>th</sup> January 2014
Interview method	Face-to-face, in-home CAPI
Population sampled	All adults aged 16+ in Scotland
Sampling method	The poll was conducted as an ad-hoc survey. For this survey, sampling points were selected to be representative of Scotland demographically and geographically. Within each sampling point, a quota sampling method was used for respondent selection.
Data weighting	Data is weighted to the profile of all adults aged 16+ in Scotland, based on population profile estimates from the BARB (Broadcasters' Audience Research Board) Establishment Report 2011, Mid year population estimates 2011 and the 2001 Census. Weighting is carried out in relation to working status within gender, age, social grade and electoral region. Data is also weighted by recalled vote to match turnout and share of constituency vote from the 2011 Holyrood election, as recorded in SPICe Briefing 11-29 2011 Scottish Parliament Election Results. Unweighted and weighted bases are shown at the top of each data table.
Questions	The data tables show the question wording in full
Further enquiries	Alastair.graham@tnsglobal.com

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**S1. There will be a referendum on Scottish Independence on the 18th of September 2014.**

**How do you intend to vote in response to the question:**

**Should Scotland be an independent country?**

**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE								SEG				SEG		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
Yes	304	170	134	52	56	43	61	43	48	108	105	91	57	87	56	104	145	159
	29%	34%	24%	34%	34%	25%	33%	27%	22%	34%	29%	24%	25%	29%	26%	33%	27%	30%
No	444	211	232	63	57	59	71	75	118	120	130	194	113	132	87	112	245	199
	42%	42%	42%	41%	34%	34%	38%	47%	55%	38%	36%	51%	50%	44%	41%	36%	47%	38%
Don't know	307	124	182	37	53	70	56	42	50	89	126	91	57	80	71	99	136	170
	29%	25%	33%	24%	32%	41%	30%	26%	23%	28%	35%	24%	25%	27%	33%	32%	26%	32%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**S1. There will be a referendum on Scottish Independence on the 18th of September 2014.**

**How do you intend to vote in response to the question:**

**Should Scotland be an independent country?**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
Yes	304	142	93	69	21	44	43	33	50	35	37	41	304	-	-
	29%	30%	29%	27%	25%	32%	31%	24%	34%	26%	27%	30%	100%	-	-
No	444	208	129	108	33	60	43	58	67	63	61	58	-	444	-
	42%	44%	40%	42%	40%	44%	31%	42%	45%	46%	45%	42%	-	100%	-
Don't know	307	121	104	81	30	33	51	46	31	39	38	39	-	-	307
	29%	26%	32%	32%	35%	24%	38%	34%	21%	28%	28%	28%	-	-	100%

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**S1. There will be a referendum on Scottish Independence on the 18th of September 2014.**

**How do you intend to vote in response to the question:**

**Should Scotland be an independent country?**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
Yes	304 29%	-	53 15%	237 92%	169 38%	133 22%	214 29%	90 29%	56 37%	158 26%
No	444 42%	258 79%	177 49%	-	234 52%	207 35%	356 48%	87 29%	71 47%	285 48%
Don't know	307 29%	69 21%	134 37%	19 8%	45 10%	250 42%	178 24%	128 42%	25 16%	153 26%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**S1. There will be a referendum on Scottish Independence on the 18th of September 2014.**

**How do you intend to vote in response to the question:**

**Should Scotland be an independent country?**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING					VOTE IN 2011							
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
Yes	304	264	223	41	20	14	5	99	2	28	2	145	1	26
	29%	32%	32%	31%	18%	20%	11%	27%	3%	17%	5%	60%	19%	17%
No	444	378	338	40	25	28	13	142	61	100	30	42	4	63
	42%	46%	49%	30%	23%	38%	28%	38%	83%	59%	72%	18%	69%	43%
Don't know	307	182	128	53	66	30	29	132	10	40	10	54	1	59
	29%	22%	19%	40%	59%	42%	62%	35%	14%	24%	23%	22%	12%	40%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**S1A. Thinking more generally about the future of Scotland, which of these three options would you support the most:**

**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
Keep the current arrangement of a Scottish Parliament with its existing powers	327 31%	146 29%	181 33%	45 30%	47 28%	46 27%	65 35%	47 29%	76 35%	92 29%	112 31%	123 33%	73 32%	83 28%	73 34%	98 31%	156 30%	171 32%
Transfer more powers from Westminster to the Scottish Parliament, including tax and welfare but excluding defence and foreign affairs	364 35%	182 36%	183 33%	56 37%	59 36%	66 38%	48 26%	61 38%	74 34%	115 36%	114 32%	135 36%	92 40%	119 40%	72 34%	82 26%	210 40%	154 29%
Full independence for Scotland	256 24%	144 28%	112 20%	42 28%	42 26%	38 22%	54 29%	34 21%	46 21%	84 27%	92 25%	80 21%	44 20%	75 25%	49 23%	87 28%	119 23%	137 26%
Don't know	107 10%	35 7%	72 13%	8 6%	17 11%	22 13%	21 11%	17 11%	20 9%	26 8%	43 12%	38 10%	17 7%	23 8%	19 9%	48 15%	40 8%	67 13%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**S1A. Thinking more generally about the future of Scotland, which of these three options would you support the most:**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
Keep the current arrangement of a Scottish Parliament with its existing powers	327 31%	156 33%	96 30%	75 29%	27 32%	37 27%	34 25%	37 27%	53 36%	45 33%	45 33%	49 36%	- -	258 58%	69 22%
Transfer more powers from Westminster to the Scottish Parliament, including tax and welfare but excluding defence and foreign affairs	364 35%	161 34%	106 33%	97 38%	30 36%	53 38%	41 30%	55 40%	46 31%	46 33%	53 38%	43 31%	53 18%	177 40%	134 44%
Full independence for Scotland	256 24%	117 25%	82 25%	57 22%	20 24%	33 24%	41 30%	31 22%	39 26%	31 22%	33 24%	28 21%	237 78%	- -	19 6%
Don't know	107 10%	37 8%	40 12%	29 11%	7 8%	14 10%	21 15%	15 11%	10 6%	16 12%	7 5%	17 12%	14 5%	9 2%	84 27%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**S1A. Thinking more generally about the future of Scotland, which of these three options would you support the most:**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
Keep the current arrangement of a Scottish Parliament with its existing powers	327 31%	327 100%	- -	- -	157 35%	167 28%	233 31%	93 31%	42 28%	192 32%
Transfer more powers from Westminster to the Scottish Parliament, including tax and welfare but excluding defence and foreign affairs	364 35%	- -	364 100%	- -	119 27%	243 41%	273 36%	91 30%	55 36%	218 37%
Full independence for Scotland	256 24%	- -	- -	256 100%	147 33%	107 18%	187 25%	69 23%	49 32%	138 23%
Don't know	107 10%	- -	- -	- -	25 6%	73 12%	55 7%	52 17%	6 4%	49 8%



**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**S1A. Thinking more generally about the future of Scotland, which of these three options would you support the most:**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING					VOTE IN 2011							
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
Keep the current arrangement of a Scottish Parliament with its existing powers	327 31%	253 31%	220 32%	33 24%	28 25%	27 38%	19 41%	129 35%	41 56%	67 40%	13 30%	16 6%	2 39%	59 40%
Transfer more powers from Westminster to the Scottish Parliament, including tax and welfare but excluding defence and foreign affairs	364 35%	296 36%	232 34%	64 48%	41 37%	15 20%	12 26%	120 32%	29 39%	65 39%	24 57%	79 33%	3 46%	45 31%
Full independence for Scotland	256 24%	228 28%	202 29%	27 20%	17 15%	11 15%	- -	80 21%	2 3%	23 14%	1 3%	133 55%	1 15%	15 10%
Don't know	107 10%	46 6%	36 5%	10 8%	26 24%	19 26%	15 33%	45 12%	1 2%	13 8%	4 10%	14 6%	- -	29 19%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q6. To what extent do you feel that you have enough knowledge about the issues related to Scottish independence to decide how to vote in the referendum?**

**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Have enough knowledge (Net)</b>	<b>448</b>	<b>245</b>	<b>203</b>	<b>57</b>	<b>65</b>	<b>68</b>	<b>83</b>	<b>68</b>	<b>108</b>	<b>122</b>	<b>151</b>	<b>175</b>	<b>113</b>	<b>132</b>	<b>87</b>	<b>117</b>	<b>244</b>	<b>204</b>
	<b>43%</b>	<b>48%</b>	<b>37%</b>	<b>38%</b>	<b>39%</b>	<b>39%</b>	<b>44%</b>	<b>42%</b>	<b>50%</b>	<b>38%</b>	<b>42%</b>	<b>47%</b>	<b>50%</b>	<b>44%</b>	<b>41%</b>	<b>37%</b>	<b>46%</b>	<b>39%</b>
Definitely have enough knowledge (4)	135	78	57	4	8	24	21	27	51	12	45	77	40	41	25	29	81	54
	13%	16%	10%	3%	5%	14%	11%	17%	23%	4%	13%	21%	18%	14%	12%	9%	15%	10%
Probably have enough knowledge (3)	313	167	146	53	57	43	62	41	57	110	105	98	73	90	62	88	163	150
	30%	33%	27%	35%	34%	25%	33%	26%	26%	35%	29%	26%	32%	30%	29%	28%	31%	28%
<b>Do not have enough knowledge (Net)</b>	<b>590</b>	<b>259</b>	<b>331</b>	<b>92</b>	<b>99</b>	<b>100</b>	<b>104</b>	<b>91</b>	<b>104</b>	<b>191</b>	<b>204</b>	<b>195</b>	<b>111</b>	<b>166</b>	<b>124</b>	<b>189</b>	<b>277</b>	<b>312</b>
	<b>56%</b>	<b>51%</b>	<b>60%</b>	<b>60%</b>	<b>60%</b>	<b>58%</b>	<b>55%</b>	<b>57%</b>	<b>48%</b>	<b>60%</b>	<b>57%</b>	<b>52%</b>	<b>49%</b>	<b>56%</b>	<b>58%</b>	<b>60%</b>	<b>53%</b>	<b>59%</b>
Probably do not have enough knowledge (2)	367	165	202	63	70	65	56	57	57	133	120	114	67	114	75	111	181	186
	35%	33%	37%	41%	42%	38%	29%	36%	26%	42%	33%	30%	30%	38%	35%	35%	34%	35%
Definitely do not have enough knowledge (1)	222	94	128	29	29	35	48	33	47	58	83	81	44	52	49	78	96	126
	21%	19%	23%	19%	18%	21%	26%	21%	22%	18%	23%	21%	19%	17%	23%	25%	18%	24%
Don't know	16	2	14	3	2	4	2	2	4	5	6	6	3	2	3	9	5	12
	2%	*	3%	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	3%	1%	2%
Mean	2.348	2.456	2.247	2.218	2.269	2.339	2.299	2.387	2.523	2.245	2.318	2.465	2.486	2.406	2.299	2.225	2.440	2.255
Std. Dev.	0.957	0.966	0.938	0.785	0.812	0.970	0.978	1.001	1.086	0.798	0.973	1.051	1.004	0.932	0.955	0.935	0.963	0.943
Std. Error	0.030	0.043	0.040	0.081	0.071	0.081	0.075	0.076	0.060	0.053	0.055	0.047	0.065	0.054	0.062	0.056	0.042	0.042
Error Variance	0.001	0.002	0.002	0.007	0.005	0.007	0.006	0.006	0.004	0.003	0.003	0.002	0.004	0.003	0.004	0.003	0.002	0.002

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q6. To what extent do you feel that you have enough knowledge about the issues related to Scottish independence to decide how to vote in the referendum?**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Have enough knowledge (Net)</b>	<b>448</b>	<b>207</b>	<b>145</b>	<b>97</b>	<b>35</b>	<b>57</b>	<b>44</b>	<b>63</b>	<b>67</b>	<b>65</b>	<b>55</b>	<b>62</b>	<b>169</b>	<b>234</b>	<b>45</b>
	<b>43%</b>	<b>44%</b>	<b>45%</b>	<b>37%</b>	<b>41%</b>	<b>41%</b>	<b>32%</b>	<b>46%</b>	<b>46%</b>	<b>47%</b>	<b>40%</b>	<b>45%</b>	<b>56%</b>	<b>53%</b>	<b>15%</b>
Definitely have enough knowledge (4)	135	66	39	30	10	18	17	16	28	20	15	11	57	72	7
	13%	14%	12%	12%	12%	13%	12%	12%	19%	15%	11%	8%	19%	16%	2%
Probably have enough knowledge (3)	313	141	106	66	25	39	27	47	40	45	40	51	112	163	38
	30%	30%	33%	26%	29%	28%	20%	34%	27%	33%	29%	37%	37%	37%	12%
<b>Do not have enough knowledge (Net)</b>	<b>590</b>	<b>259</b>	<b>172</b>	<b>158</b>	<b>49</b>	<b>77</b>	<b>88</b>	<b>74</b>	<b>79</b>	<b>71</b>	<b>81</b>	<b>71</b>	<b>133</b>	<b>207</b>	<b>250</b>
	<b>56%</b>	<b>55%</b>	<b>53%</b>	<b>61%</b>	<b>59%</b>	<b>56%</b>	<b>64%</b>	<b>54%</b>	<b>53%</b>	<b>52%</b>	<b>59%</b>	<b>52%</b>	<b>44%</b>	<b>47%</b>	<b>81%</b>
Probably do not have enough knowledge (2)	367	152	116	100	35	45	54	46	46	45	48	49	96	131	140
	35%	32%	36%	39%	41%	33%	39%	34%	31%	33%	35%	36%	32%	29%	46%
Definitely do not have enough knowledge (1)	222	108	56	58	14	32	34	28	33	26	33	22	36	77	109
	21%	23%	17%	23%	17%	24%	25%	20%	22%	19%	24%	16%	12%	17%	36%
Don't know	16	5	8	3	-	3	5	*	2	2	1	4	2	2	12
	2%	1%	3%	1%	-	2%	4%	*	1%	1%	1%	3%	1%	*	4%
Mean	2.348	2.355	2.402	2.269	2.364	2.318	2.210	2.379	2.422	2.437	2.272	2.379	2.629	2.519	1.804
Std. Dev.	0.957	0.988	0.918	0.946	0.911	0.990	0.970	0.940	1.041	0.962	0.955	0.858	0.924	0.961	0.744
Std. Error	0.030	0.045	0.052	0.059	0.088	0.085	0.092	0.087	0.090	0.082	0.081	0.068	0.055	0.043	0.046
Error Variance	0.001	0.002	0.003	0.003	0.008	0.007	0.009	0.008	0.008	0.007	0.007	0.005	0.003	0.002	0.002

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q6. To what extent do you feel that you have enough knowledge about the issues related to Scottish independence to decide how to vote in the referendum?**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Have enough knowledge (Net)</b>	<b>448</b> <b>43%</b>	<b>157</b> <b>48%</b>	<b>119</b> <b>33%</b>	<b>147</b> <b>57%</b>	<b>448</b> <b>100%</b>	<b>-</b> <b>-</b>	<b>356</b> <b>47%</b>	<b>93</b> <b>30%</b>	<b>98</b> <b>64%</b>	<b>258</b> <b>43%</b>
Definitely have enough knowledge (4)	135 13%	52 16%	23 6%	55 21%	135 30%	- -	122 16%	13 4%	46 31%	76 13%
Probably have enough knowledge (3)	313 30%	105 32%	96 26%	92 36%	313 70%	- -	234 31%	79 26%	51 34%	182 31%
<b>Do not have enough knowledge (Net)</b>	<b>590</b> <b>56%</b>	<b>167</b> <b>51%</b>	<b>243</b> <b>67%</b>	<b>107</b> <b>42%</b>	<b>-</b> <b>-</b>	<b>590</b> <b>100%</b>	<b>387</b> <b>52%</b>	<b>202</b> <b>66%</b>	<b>54</b> <b>35%</b>	<b>334</b> <b>56%</b>
Probably do not have enough knowledge (2)	367 35%	98 30%	162 44%	73 28%	- -	367 62%	253 34%	114 37%	33 22%	220 37%
Definitely do not have enough knowledge (1)	222 21%	69 21%	81 22%	34 13%	- -	222 38%	134 18%	88 29%	20 13%	114 19%
Don't know	16 2%	2 1%	3 1%	2 1%	- -	- -	6 1%	11 4%	* *	5 1%
Mean	2.348	2.435	2.170	2.659	3.302	1.623	2.462	2.062	2.819	2.370
Std. Dev.	0.957	0.998	0.848	0.966	0.460	0.485	0.970	0.863	1.017	0.936
Std. Error	0.030	0.055	0.044	0.062	0.021	0.020	0.034	0.056	0.078	0.037
Error Variance	0.001	0.003	0.002	0.004	*	*	0.001	0.003	0.006	0.001

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q6. To what extent do you feel that you have enough knowledge about the issues related to Scottish independence to decide how to vote in the referendum?**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING						VOTE IN 2011						
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Have enough knowledge (Net)</b>	<b>448</b> <b>43%</b>	<b>389</b> <b>47%</b>	<b>341</b> <b>49%</b>	<b>47</b> <b>35%</b>	<b>24</b> <b>21%</b>	<b>29</b> <b>40%</b>	<b>7</b> <b>15%</b>	<b>134</b> <b>36%</b>	<b>35</b> <b>48%</b>	<b>72</b> <b>43%</b>	<b>18</b> <b>42%</b>	<b>128</b> <b>53%</b>	<b>4</b> <b>63%</b>	<b>56</b> <b>38%</b>
Definitely have enough knowledge (4)	135 13%	122 15%	116 17%	6 4%	5 5%	5 6%	4 8%	23 6%	18 25%	24 14%	5 12%	49 20%	1 19%	15 10%
Probably have enough knowledge (3)	313 30%	267 32%	225 33%	42 31%	18 16%	24 34%	3 7%	111 30%	17 23%	48 29%	13 30%	79 33%	3 44%	42 28%
<b>Do not have enough knowledge (Net)</b>	<b>590</b> <b>56%</b>	<b>429</b> <b>52%</b>	<b>344</b> <b>50%</b>	<b>85</b> <b>63%</b>	<b>86</b> <b>77%</b>	<b>40</b> <b>56%</b>	<b>35</b> <b>75%</b>	<b>231</b> <b>62%</b>	<b>38</b> <b>52%</b>	<b>95</b> <b>56%</b>	<b>24</b> <b>58%</b>	<b>111</b> <b>46%</b>	<b>2</b> <b>32%</b>	<b>88</b> <b>59%</b>
Probably do not have enough knowledge (2)	367 35%	279 34%	220 32%	59 44%	53 47%	21 28%	15 32%	139 37%	24 32%	54 32%	18 42%	76 31%	1 9%	56 38%
Definitely do not have enough knowledge (1)	222 21%	150 18%	124 18%	26 19%	33 29%	20 27%	20 43%	92 25%	15 20%	41 24%	7 15%	35 14%	1 24%	32 22%
Don't know	16 2%	6 1%	4 1%	2 1%	3 2%	3 4%	5 10%	8 2%	- -	1 1%	- -	2 1%	* 4%	4 3%
Mean	2.348	2.441	2.486	2.207	1.962	2.202	1.777	2.178	2.527	2.335	2.394	2.595	2.616	2.269
Std. Dev.	0.957	0.955	0.976	0.803	0.814	0.936	0.932	0.881	1.074	1.002	0.903	0.973	1.162	0.922
Std. Error	0.030	0.032	0.035	0.077	0.093	0.131	0.179	0.059	0.106	0.063	0.106	0.059	0.274	0.092
Error Variance	0.001	0.001	0.001	0.006	0.009	0.017	0.032	0.003	0.011	0.004	0.011	0.004	0.075	0.008

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q7. The Scottish Government white paper on Scotland's independence (called "Scotland's Future") was launched on 26th November.**

**Had you heard of the white paper before today, and if so have you read any of it?**

**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE								SEG				SEG		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Aware (Net)</b>	<b>749</b>	<b>386</b>	<b>362</b>	<b>76</b>	<b>92</b>	<b>116</b>	<b>144</b>	<b>146</b>	<b>175</b>	<b>167</b>	<b>261</b>	<b>321</b>	<b>196</b>	<b>239</b>	<b>140</b>	<b>174</b>	<b>435</b>	<b>314</b>
	<b>71%</b>	<b>76%</b>	<b>66%</b>	<b>50%</b>	<b>55%</b>	<b>68%</b>	<b>77%</b>	<b>91%</b>	<b>81%</b>	<b>53%</b>	<b>72%</b>	<b>85%</b>	<b>87%</b>	<b>80%</b>	<b>66%</b>	<b>55%</b>	<b>83%</b>	<b>59%</b>
<b>Read (Net)</b>	<b>152</b>	<b>90</b>	<b>62</b>	<b>15</b>	<b>18</b>	<b>28</b>	<b>31</b>	<b>31</b>	<b>28</b>	<b>33</b>	<b>59</b>	<b>60</b>	<b>59</b>	<b>49</b>	<b>25</b>	<b>19</b>	<b>108</b>	<b>44</b>
	<b>14%</b>	<b>18%</b>	<b>11%</b>	<b>10%</b>	<b>11%</b>	<b>16%</b>	<b>16%</b>	<b>20%</b>	<b>13%</b>	<b>10%</b>	<b>16%</b>	<b>16%</b>	<b>26%</b>	<b>16%</b>	<b>12%</b>	<b>6%</b>	<b>21%</b>	<b>8%</b>
Yes, read all of it	10	8	3	-	4	2	1	1	2	4	3	3	3	4	1	2	7	3
	1%	2%	*	-	3%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%
Yes, read some of it	141	82	59	15	13	26	30	31	26	29	56	57	56	45	24	17	101	41
	13%	16%	11%	10%	8%	15%	16%	19%	12%	9%	15%	15%	25%	15%	11%	5%	19%	8%
Aware of the white paper, but not read any of it	597	296	301	60	74	88	113	115	147	134	202	261	137	189	115	155	327	270
	57%	59%	55%	40%	45%	51%	60%	72%	68%	42%	56%	69%	61%	63%	54%	49%	62%	51%
Not aware of the white paper	303	120	183	76	73	56	44	14	40	149	100	54	30	59	73	140	90	213
	29%	24%	33%	50%	44%	32%	23%	9%	19%	47%	28%	14%	13%	20%	34%	44%	17%	40%
Don't know	2	-	2	-	1	-	-	-	1	1	-	1	-	1	-	1	1	1
	*	-	*	-	1%	-	-	-	*	*	-	*	-	*	-	*	*	*

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q7. The Scottish Government white paper on Scotland's independence (called "Scotland's Future") was launched on 26th November.**

**Had you heard of the white paper before today, and if so have you read any of it?**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Aware (Net)</b>	<b>749</b>	<b>364</b>	<b>227</b>	<b>157</b>	<b>55</b>	<b>87</b>	<b>86</b>	<b>100</b>	<b>107</b>	<b>107</b>	<b>114</b>	<b>92</b>	<b>214</b>	<b>356</b>	<b>178</b>
	<b>71%</b>	<b>77%</b>	<b>70%</b>	<b>61%</b>	<b>65%</b>	<b>64%</b>	<b>63%</b>	<b>73%</b>	<b>73%</b>	<b>78%</b>	<b>83%</b>	<b>67%</b>	<b>70%</b>	<b>80%</b>	<b>58%</b>
<b>Read (Net)</b>	<b>152</b>	<b>76</b>	<b>44</b>	<b>31</b>	<b>12</b>	<b>14</b>	<b>16</b>	<b>21</b>	<b>24</b>	<b>25</b>	<b>19</b>	<b>20</b>	<b>56</b>	<b>71</b>	<b>25</b>
	<b>14%</b>	<b>16%</b>	<b>14%</b>	<b>12%</b>	<b>15%</b>	<b>10%</b>	<b>12%</b>	<b>15%</b>	<b>16%</b>	<b>19%</b>	<b>14%</b>	<b>14%</b>	<b>18%</b>	<b>16%</b>	<b>8%</b>
Yes, read all of it	10	2	2	6	1	2	3	1	1	1	-	2	4	6	-
	1%	*	1%	2%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	-
Yes, read some of it	141	74	42	25	11	13	13	20	23	25	19	18	51	65	25
	13%	16%	13%	10%	14%	9%	9%	15%	15%	18%	14%	13%	17%	15%	8%
Aware of the white paper, but not read any of it	597	288	183	126	42	73	70	79	84	82	95	73	158	285	153
	57%	61%	56%	49%	50%	53%	51%	58%	57%	60%	69%	53%	52%	64%	50%
Not aware of the white paper	303	107	95	101	30	50	51	37	40	30	23	42	89	86	128
	29%	23%	29%	39%	35%	36%	37%	27%	27%	22%	17%	31%	29%	19%	42%
Don't know	2	-	2	-	-	-	-	-	-	-	-	2	1	1	-
	*	-	1%	-	-	-	-	-	-	-	-	2%	*	*	-

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q7. The Scottish Government white paper on Scotland's independence (called "Scotland's Future") was launched on 26th November.**

**Had you heard of the white paper before today, and if so have you read any of it?**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Aware (Net)</b>	<b>749</b>	<b>233</b>	<b>273</b>	<b>187</b>	<b>356</b>	<b>387</b>	<b>749</b>	-	<b>152</b>	<b>597</b>
	<b>71%</b>	<b>71%</b>	<b>75%</b>	<b>73%</b>	<b>79%</b>	<b>66%</b>	<b>100%</b>	-	<b>100%</b>	<b>100%</b>
<b>Read (Net)</b>	<b>152</b>	<b>42</b>	<b>55</b>	<b>49</b>	<b>98</b>	<b>54</b>	<b>152</b>	-	<b>152</b>	-
	<b>14%</b>	<b>13%</b>	<b>15%</b>	<b>19%</b>	<b>22%</b>	<b>9%</b>	<b>20%</b>	-	<b>100%</b>	-
Yes, read all of it	10	2	4	4	9	1	10	-	10	-
	1%	1%	1%	2%	2%	*	1%	-	7%	-
Yes, read some of it	141	40	51	44	89	52	141	-	141	-
	13%	12%	14%	17%	20%	9%	19%	-	93%	-
Aware of the white paper, but not read any of it	597	192	218	138	258	334	597	-	-	597
	57%	59%	60%	54%	58%	57%	80%	-	-	100%
Not aware of the white paper	303	92	91	68	92	201	-	303	-	-
	29%	28%	25%	26%	20%	34%	-	99%	-	-
Don't know	2	1	-	1	1	1	-	2	-	-
	*	*	-	1%	*	*	-	1%	-	-



**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q7. The Scottish Government white paper on Scotland's independence (called "Scotland's Future") was launched on 26th November.  
Had you heard of the white paper before today, and if so have you read any of it?**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING					VOTE IN 2011							
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Aware (Net)</b>	<b>749</b>	<b>648</b>	<b>575</b>	<b>73</b>	<b>56</b>	<b>24</b>	<b>20</b>	<b>191</b>	<b>66</b>	<b>131</b>	<b>37</b>	<b>209</b>	<b>6</b>	<b>109</b>
	<b>71%</b>	<b>79%</b>	<b>83%</b>	<b>55%</b>	<b>50%</b>	<b>34%</b>	<b>44%</b>	<b>51%</b>	<b>89%</b>	<b>78%</b>	<b>87%</b>	<b>87%</b>	<b>95%</b>	<b>73%</b>
<b>Read (Net)</b>	<b>152</b>	<b>143</b>	<b>132</b>	<b>11</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>28</b>	<b>17</b>	<b>26</b>	<b>11</b>	<b>57</b>	<b>2</b>	<b>12</b>
	<b>14%</b>	<b>17%</b>	<b>19%</b>	<b>8%</b>	<b>4%</b>	<b>3%</b>	<b>6%</b>	<b>7%</b>	<b>23%</b>	<b>15%</b>	<b>25%</b>	<b>24%</b>	<b>28%</b>	<b>8%</b>
Yes, read all of it	10	10	9	1	-	-	-	2	-	2	1	6	*	-
	1%	1%	1%	1%	-	-	-	1%	-	1%	2%	2%	4%	-
Yes, read some of it	141	132	123	10	4	2	3	26	17	24	10	51	2	12
	13%	16%	18%	7%	4%	3%	6%	7%	23%	14%	23%	21%	24%	8%
Aware of the white paper, but not read any of it	597	506	443	62	51	22	17	164	49	105	26	152	4	97
	57%	61%	64%	47%	46%	31%	38%	44%	66%	62%	62%	63%	68%	65%
Not aware of the white paper	303	174	114	60	55	48	26	180	8	38	5	32	*	40
	29%	21%	17%	45%	49%	66%	56%	48%	11%	22%	13%	13%	5%	27%
Don't know	2	1	-	1	1	-	-	2	-	-	-	-	-	-
	*	*	-	1%	1%	-	-	1%	-	-	-	-	-	-

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10b. To what extent do you agree or disagree that: The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK**  
**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Agree (Net)</b>	<b>342</b>	<b>157</b>	<b>185</b>	<b>63</b>	<b>50</b>	<b>38</b>	<b>57</b>	<b>49</b>	<b>85</b>	<b>113</b>	<b>96</b>	<b>134</b>	<b>65</b>	<b>107</b>	<b>76</b>	<b>94</b>	<b>172</b>	<b>170</b>
	<b>32%</b>	<b>31%</b>	<b>34%</b>	<b>41%</b>	<b>30%</b>	<b>22%</b>	<b>30%</b>	<b>30%</b>	<b>39%</b>	<b>36%</b>	<b>27%</b>	<b>36%</b>	<b>29%</b>	<b>36%</b>	<b>36%</b>	<b>30%</b>	<b>33%</b>	<b>32%</b>
Agree strongly (2)	119	58	61	17	15	11	21	21	34	33	32	55	24	33	29	34	57	63
	11%	11%	11%	11%	9%	6%	11%	13%	16%	10%	9%	15%	10%	11%	14%	11%	11%	12%
Agree slightly (1)	223	99	124	46	35	28	37	28	51	80	64	79	42	74	47	60	115	108
	21%	20%	23%	30%	21%	16%	19%	17%	24%	25%	18%	21%	18%	25%	22%	19%	22%	20%
Neither agree nor disagree (0)	264	119	145	41	49	59	43	29	43	91	101	72	54	82	49	79	136	128
	25%	23%	26%	27%	30%	34%	23%	18%	20%	29%	28%	19%	24%	27%	23%	25%	26%	24%
<b>Disagree (Net)</b>	<b>347</b>	<b>200</b>	<b>147</b>	<b>28</b>	<b>45</b>	<b>57</b>	<b>75</b>	<b>70</b>	<b>72</b>	<b>72</b>	<b>132</b>	<b>142</b>	<b>98</b>	<b>96</b>	<b>68</b>	<b>85</b>	<b>194</b>	<b>153</b>
	<b>33%</b>	<b>40%</b>	<b>27%</b>	<b>18%</b>	<b>27%</b>	<b>33%</b>	<b>40%</b>	<b>44%</b>	<b>33%</b>	<b>23%</b>	<b>37%</b>	<b>38%</b>	<b>43%</b>	<b>32%</b>	<b>32%</b>	<b>27%</b>	<b>37%</b>	<b>29%</b>
Disagree slightly (-1)	170	86	84	19	26	23	38	30	33	45	61	63	50	38	39	43	87	82
	16%	17%	15%	12%	16%	13%	20%	19%	15%	14%	17%	17%	22%	13%	18%	14%	17%	16%
Disagree strongly (-2)	177	114	63	9	18	34	37	40	39	27	71	79	49	58	29	41	107	71
	17%	23%	12%	6%	11%	20%	19%	25%	18%	9%	20%	21%	21%	19%	14%	13%	20%	13%
Don't know	101	30	71	20	22	18	14	12	16	42	31	28	9	15	19	58	24	77
	10%	6%	13%	13%	13%	10%	7%	8%	7%	13%	9%	7%	4%	5%	9%	18%	5%	15%
Mean	-0.066	-0.209	0.077	0.332	0.017	-0.278	-0.190	-0.275	0.039	0.168	-0.231	-0.094	-0.266	-0.048	0.036	0.007	-0.142	0.019
Std. Dev.	1.286	1.340	1.215	1.091	1.168	1.194	1.310	1.411	1.372	1.141	1.256	1.395	1.298	1.296	1.286	1.256	1.300	1.267
Std. Error	0.041	0.061	0.055	0.119	0.109	0.103	0.103	0.110	0.077	0.081	0.073	0.064	0.085	0.077	0.086	0.081	0.057	0.059
Error Variance	0.002	0.004	0.003	0.014	0.012	0.011	0.011	0.012	0.006	0.007	0.005	0.004	0.007	0.006	0.007	0.007	0.003	0.003

## SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014

Q10b. To what extent do you agree or disagree that: The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK  
 BASE: All adults aged 16+ in Scotland

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Agree (Net)</b>	<b>342</b>	<b>142</b>	<b>106</b>	<b>94</b>	<b>28</b>	<b>49</b>	<b>45</b>	<b>51</b>	<b>40</b>	<b>49</b>	<b>39</b>	<b>43</b>	<b>58</b>	<b>213</b>	<b>71</b>
	<b>32%</b>	<b>30%</b>	<b>33%</b>	<b>37%</b>	<b>33%</b>	<b>36%</b>	<b>33%</b>	<b>37%</b>	<b>27%</b>	<b>36%</b>	<b>29%</b>	<b>31%</b>	<b>19%</b>	<b>48%</b>	<b>23%</b>
Agree strongly (2)	119	54	35	30	10	13	17	16	14	21	16	13	15	81	24
	11%	11%	11%	12%	11%	9%	13%	12%	9%	15%	11%	10%	5%	18%	8%
Agree slightly (1)	223	88	71	64	18	36	27	34	26	28	24	29	44	132	47
	21%	19%	22%	25%	22%	26%	20%	25%	18%	20%	17%	21%	14%	30%	15%
Neither agree nor disagree (0)	264	117	79	67	20	32	39	27	33	31	39	42	63	98	102
	25%	25%	24%	26%	23%	24%	29%	20%	23%	22%	28%	31%	21%	22%	33%
<b>Disagree (Net)</b>	<b>347</b>	<b>168</b>	<b>107</b>	<b>72</b>	<b>30</b>	<b>39</b>	<b>40</b>	<b>50</b>	<b>50</b>	<b>49</b>	<b>51</b>	<b>39</b>	<b>150</b>	<b>120</b>	<b>77</b>
	<b>33%</b>	<b>36%</b>	<b>33%</b>	<b>28%</b>	<b>35%</b>	<b>28%</b>	<b>29%</b>	<b>36%</b>	<b>34%</b>	<b>36%</b>	<b>37%</b>	<b>28%</b>	<b>49%</b>	<b>27%</b>	<b>25%</b>
Disagree slightly (-1)	170	77	53	40	12	23	18	26	20	26	20	25	54	74	41
	16%	16%	16%	15%	14%	17%	13%	19%	13%	19%	15%	18%	18%	17%	13%
Disagree strongly (-2)	177	91	54	32	18	16	23	24	30	23	31	14	96	45	36
	17%	19%	17%	12%	21%	11%	17%	18%	20%	17%	22%	10%	32%	10%	12%
Don't know	101	44	32	24	7	17	13	9	25	9	8	13	32	13	56
	10%	9%	10%	9%	8%	12%	9%	7%	17%	6%	6%	10%	10%	3%	18%
Mean	-0.066	-0.149	-0.070	0.091	-0.123	0.055	-0.008	-0.055	-0.213	-0.018	-0.208	0.028	-0.636	0.298	-0.071
Std. Dev.	1.286	1.314	1.283	1.229	1.343	1.203	1.292	1.325	1.328	1.336	1.321	1.153	1.260	1.251	1.146
Std. Error	0.041	0.062	0.075	0.079	0.134	0.107	0.128	0.126	0.123	0.116	0.115	0.093	0.077	0.057	0.075
Error Variance	0.002	0.004	0.006	0.006	0.018	0.011	0.016	0.016	0.015	0.013	0.013	0.009	0.006	0.003	0.006

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10b. To what extent do you agree or disagree that: The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK**  
**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Agree (Net)</b>	<b>342</b>	<b>142</b>	<b>133</b>	<b>49</b>	<b>177</b>	<b>165</b>	<b>255</b>	<b>87</b>	<b>50</b>	<b>206</b>
	<b>32%</b>	<b>43%</b>	<b>37%</b>	<b>19%</b>	<b>40%</b>	<b>28%</b>	<b>34%</b>	<b>28%</b>	<b>33%</b>	<b>34%</b>
Agree strongly (2)	119	65	32	16	64	56	85	34	19	66
	11%	20%	9%	6%	14%	9%	11%	11%	13%	11%
Agree slightly (1)	223	77	101	33	114	109	170	53	31	140
	21%	24%	28%	13%	25%	19%	23%	17%	20%	23%
Neither agree nor disagree (0)	264	89	91	49	91	165	164	99	23	141
	25%	27%	25%	19%	20%	28%	22%	32%	15%	24%
<b>Disagree (Net)</b>	<b>347</b>	<b>68</b>	<b>119</b>	<b>136</b>	<b>166</b>	<b>179</b>	<b>300</b>	<b>46</b>	<b>79</b>	<b>222</b>
	<b>33%</b>	<b>21%</b>	<b>33%</b>	<b>53%</b>	<b>37%</b>	<b>30%</b>	<b>40%</b>	<b>15%</b>	<b>52%</b>	<b>37%</b>
Disagree slightly (-1)	170	47	65	48	74	94	140	30	31	109
	16%	14%	18%	19%	17%	16%	19%	10%	21%	18%
Disagree strongly (-2)	177	21	54	89	91	85	161	17	47	113
	17%	6%	15%	35%	20%	14%	21%	6%	31%	19%
Don't know	101	28	21	22	14	81	28	73	-	28
	10%	8%	6%	9%	3%	14%	4%	24%	-	5%
Mean	-0.066	0.394	-0.022	-0.682	-0.037	-0.085	-0.168	0.249	-0.378	-0.111
Std. Dev.	1.286	1.188	1.223	1.296	1.365	1.225	1.330	1.084	1.425	1.299
Std. Error	0.041	0.067	0.064	0.085	0.064	0.055	0.048	0.078	0.109	0.053
Error Variance	0.002	0.005	0.004	0.007	0.004	0.003	0.002	0.006	0.012	0.003

## SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014

Q10b. To what extent do you agree or disagree that: The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK  
 BASE: All adults aged 16+ in Scotland

	Total	LIKELIHOOD OF VOTING					VOTE IN 2011							
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Agree (Net)</b>	<b>342</b>	<b>290</b>	<b>242</b>	<b>48</b>	<b>25</b>	<b>20</b>	<b>7</b>	<b>119</b>	<b>35</b>	<b>67</b>	<b>21</b>	<b>52</b>	<b>2</b>	<b>47</b>
	<b>32%</b>	<b>35%</b>	<b>35%</b>	<b>36%</b>	<b>23%</b>	<b>28%</b>	<b>14%</b>	<b>32%</b>	<b>48%</b>	<b>40%</b>	<b>49%</b>	<b>21%</b>	<b>28%</b>	<b>31%</b>
Agree strongly (2)	119	96	87	9	8	13	2	38	18	29	5	19	*	10
	11%	12%	13%	7%	7%	18%	5%	10%	24%	17%	13%	8%	3%	7%
Agree slightly (1)	223	194	155	39	17	7	4	80	17	39	15	32	2	37
	21%	24%	23%	29%	16%	10%	9%	22%	24%	23%	37%	13%	24%	25%
Neither agree nor disagree (0)	264	185	139	46	46	15	17	107	12	33	9	46	1	56
	25%	22%	20%	34%	41%	21%	37%	29%	16%	20%	22%	19%	12%	38%
<b>Disagree (Net)</b>	<b>347</b>	<b>309</b>	<b>283</b>	<b>26</b>	<b>16</b>	<b>13</b>	<b>9</b>	<b>82</b>	<b>25</b>	<b>56</b>	<b>12</b>	<b>134</b>	<b>4</b>	<b>34</b>
	<b>33%</b>	<b>38%</b>	<b>41%</b>	<b>19%</b>	<b>15%</b>	<b>18%</b>	<b>19%</b>	<b>22%</b>	<b>34%</b>	<b>33%</b>	<b>29%</b>	<b>56%</b>	<b>60%</b>	<b>23%</b>
Disagree slightly (-1)	170	146	133	13	11	10	2	47	15	36	6	47	2	17
	16%	18%	19%	9%	10%	14%	4%	13%	20%	21%	15%	19%	25%	12%
Disagree strongly (-2)	177	163	150	13	5	2	7	35	10	20	6	88	2	16
	17%	20%	22%	10%	4%	3%	15%	9%	14%	12%	14%	36%	36%	11%
Don't know	101	39	25	14	24	24	14	66	1	11	-	10	-	12
	10%	5%	4%	11%	21%	34%	30%	18%	2%	7%	-	4%	-	8%
Mean	-0.066	-0.109	-0.156	0.156	0.137	0.363	-0.212	0.133	0.248	0.123	0.185	-0.651	-0.649	0.046
Std. Dev.	1.286	1.322	1.356	1.078	0.955	1.236	1.144	1.162	1.402	1.309	1.258	1.331	1.393	1.085
Std. Error	0.041	0.045	0.049	0.107	0.120	0.206	0.244	0.085	0.140	0.084	0.148	0.082	0.320	0.111
Error Variance	0.002	0.002	0.002	0.012	0.014	0.042	0.060	0.007	0.020	0.007	0.022	0.007	0.102	0.012

## SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014

Q10c. To what extent do you agree or disagree that: The Better Together (No) campaign needs to be seen and heard more in the debate

BASE: All adults aged 16+ in Scotland

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Agree (Net)</b>	<b>678</b>	<b>331</b>	<b>347</b>	<b>90</b>	<b>103</b>	<b>114</b>	<b>124</b>	<b>105</b>	<b>142</b>	<b>193</b>	<b>237</b>	<b>248</b>	<b>143</b>	<b>202</b>	<b>145</b>	<b>188</b>	<b>345</b>	<b>333</b>
	<b>64%</b>	<b>65%</b>	<b>63%</b>	<b>59%</b>	<b>62%</b>	<b>66%</b>	<b>66%</b>	<b>66%</b>	<b>66%</b>	<b>61%</b>	<b>66%</b>	<b>66%</b>	<b>63%</b>	<b>67%</b>	<b>68%</b>	<b>60%</b>	<b>66%</b>	<b>63%</b>
Agree strongly (2)	371	172	199	36	56	62	62	67	87	92	124	154	84	106	69	112	190	182
	35%	34%	36%	24%	34%	36%	33%	42%	40%	29%	35%	41%	37%	35%	33%	36%	36%	34%
Agree slightly (1)	307	159	148	54	47	51	61	38	55	101	113	93	59	96	75	76	156	151
	29%	31%	27%	35%	28%	30%	33%	24%	25%	32%	31%	25%	26%	32%	35%	24%	30%	29%
Neither agree nor disagree (0)	191	95	96	32	31	32	36	22	38	63	68	60	52	50	38	52	102	89
	18%	19%	17%	21%	19%	19%	19%	14%	17%	20%	19%	16%	23%	17%	18%	16%	19%	17%
<b>Disagree (Net)</b>	<b>105</b>	<b>57</b>	<b>48</b>	<b>16</b>	<b>12</b>	<b>15</b>	<b>20</b>	<b>22</b>	<b>21</b>	<b>28</b>	<b>35</b>	<b>43</b>	<b>25</b>	<b>36</b>	<b>17</b>	<b>26</b>	<b>62</b>	<b>43</b>
	<b>10%</b>	<b>11%</b>	<b>9%</b>	<b>10%</b>	<b>7%</b>	<b>9%</b>	<b>11%</b>	<b>14%</b>	<b>10%</b>	<b>9%</b>	<b>10%</b>	<b>11%</b>	<b>11%</b>	<b>12%</b>	<b>8%</b>	<b>8%</b>	<b>12%</b>	<b>8%</b>
Disagree slightly (-1)	68	37	31	15	7	9	15	13	9	22	24	22	14	25	10	20	38	29
	6%	7%	6%	10%	4%	5%	8%	8%	4%	7%	7%	6%	6%	8%	5%	6%	7%	6%
Disagree strongly (-2)	37	20	17	1	6	6	5	9	12	6	11	20	12	11	8	6	23	14
	4%	4%	3%	*	3%	3%	3%	5%	6%	2%	3%	5%	5%	4%	4%	2%	4%	3%
Don't know	80	22	57	14	19	11	9	11	15	33	21	26	6	11	13	49	17	63
	8%	4%	10%	9%	12%	7%	5%	7%	7%	11%	6%	7%	3%	4%	6%	16%	3%	12%
Mean	0.931	0.880	0.981	0.795	0.970	0.970	0.898	0.951	0.980	0.885	0.932	0.968	0.859	0.904	0.948	1.007	0.884	0.982
Std. Dev.	1.094	1.107	1.079	0.967	1.062	1.065	1.060	1.213	1.159	1.019	1.062	1.181	1.155	1.112	1.037	1.063	1.130	1.052
Std. Error	0.035	0.050	0.048	0.104	0.098	0.090	0.083	0.094	0.065	0.071	0.061	0.054	0.075	0.066	0.069	0.068	0.050	0.048
Error Variance	0.001	0.003	0.002	0.011	0.010	0.008	0.007	0.009	0.004	0.005	0.004	0.003	0.006	0.004	0.005	0.005	0.002	0.002

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10c. To what extent do you agree or disagree that: The Better Together (No) campaign needs to be seen and heard more in the debate**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Agree (Net)</b>	<b>678</b>	<b>298</b>	<b>210</b>	<b>170</b>	<b>60</b>	<b>77</b>	<b>93</b>	<b>100</b>	<b>92</b>	<b>85</b>	<b>94</b>	<b>77</b>	<b>143</b>	<b>358</b>	<b>177</b>
	<b>64%</b>	<b>63%</b>	<b>65%</b>	<b>66%</b>	<b>71%</b>	<b>57%</b>	<b>68%</b>	<b>73%</b>	<b>62%</b>	<b>62%</b>	<b>69%</b>	<b>57%</b>	<b>47%</b>	<b>81%</b>	<b>58%</b>
Agree strongly (2)	371	170	111	90	33	39	49	49	55	51	53	43	63	222	86
	35%	36%	34%	35%	39%	29%	36%	35%	37%	37%	39%	32%	21%	50%	28%
Agree slightly (1)	307	128	99	80	27	38	44	52	37	34	41	34	80	136	91
	29%	27%	31%	31%	33%	28%	32%	38%	25%	25%	30%	25%	26%	31%	30%
Neither agree nor disagree (0)	191	86	49	56	16	38	14	15	27	24	25	32	66	50	75
	18%	18%	15%	22%	19%	28%	10%	11%	18%	17%	18%	23%	22%	11%	25%
<b>Disagree (Net)</b>	<b>105</b>	<b>52</b>	<b>39</b>	<b>14</b>	<b>5</b>	<b>8</b>	<b>19</b>	<b>14</b>	<b>14</b>	<b>21</b>	<b>10</b>	<b>15</b>	<b>68</b>	<b>25</b>	<b>12</b>
	<b>10%</b>	<b>11%</b>	<b>12%</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>	<b>14%</b>	<b>10%</b>	<b>9%</b>	<b>15%</b>	<b>7%</b>	<b>11%</b>	<b>22%</b>	<b>6%</b>	<b>4%</b>
Disagree slightly (-1)	68	32	27	9	2	6	12	11	5	19	3	11	42	18	8
	6%	7%	8%	3%	2%	4%	9%	8%	3%	14%	2%	8%	14%	4%	3%
Disagree strongly (-2)	37	19	12	6	3	2	7	3	9	2	6	4	26	7	4
	4%	4%	4%	2%	3%	2%	5%	2%	6%	1%	5%	3%	9%	2%	1%
Don't know	80	36	26	18	3	13	11	7	15	8	9	13	27	11	42
	8%	8%	8%	7%	4%	9%	8%	5%	10%	6%	6%	10%	9%	2%	14%
Mean	0.931	0.912	0.902	1.001	1.050	0.854	0.910	1.010	0.931	0.874	1.024	0.831	0.404	1.268	0.931
Std. Dev.	1.094	1.130	1.125	0.982	1.009	0.988	1.189	1.032	1.177	1.134	1.081	1.097	1.254	0.930	0.937
Std. Error	0.035	0.053	0.066	0.062	0.099	0.086	0.116	0.098	0.106	0.098	0.094	0.089	0.076	0.042	0.060
Error Variance	0.001	0.003	0.004	0.004	0.010	0.007	0.013	0.010	0.011	0.010	0.009	0.008	0.006	0.002	0.004

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10c. To what extent do you agree or disagree that: The Better Together (No) campaign needs to be seen and heard more in the debate**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Agree (Net)</b>	<b>678</b> <b>64%</b>	<b>242</b> <b>74%</b>	<b>262</b> <b>72%</b>	<b>121</b> <b>47%</b>	<b>301</b> <b>67%</b>	<b>373</b> <b>63%</b>	<b>524</b> <b>70%</b>	<b>154</b> <b>50%</b>	<b>106</b> <b>70%</b>	<b>418</b> <b>70%</b>
Agree strongly (2)	371 35%	148 45%	145 40%	55 21%	169 38%	203 34%	301 40%	70 23%	76 50%	225 38%
Agree slightly (1)	307 29%	94 29%	118 32%	67 26%	132 30%	171 29%	223 30%	84 28%	29 19%	193 32%
Neither agree nor disagree (0)	191 18%	51 16%	68 19%	50 19%	71 16%	113 19%	120 16%	71 23%	19 13%	101 17%
<b>Disagree (Net)</b>	<b>105</b> <b>10%</b>	<b>14</b> <b>4%</b>	<b>25</b> <b>7%</b>	<b>63</b> <b>25%</b>	<b>63</b> <b>14%</b>	<b>42</b> <b>7%</b>	<b>87</b> <b>12%</b>	<b>18</b> <b>6%</b>	<b>26</b> <b>17%</b>	<b>61</b> <b>10%</b>
Disagree slightly (-1)	68 6%	10 3%	18 5%	37 15%	44 10%	24 4%	51 7%	17 6%	17 11%	34 6%
Disagree strongly (-2)	37 4%	5 1%	6 2%	26 10%	19 4%	18 3%	37 5%	1 *	9 6%	28 5%
Don't know	80 8%	20 6%	10 3%	22 9%	13 3%	61 10%	17 2%	63 20%	1 1%	16 3%
Mean	0.931	1.209	1.060	0.374	0.891	0.975	0.959	0.846	0.975	0.955
Std. Dev.	1.094	0.931	0.982	1.296	1.156	1.044	1.142	0.930	1.277	1.106
Std. Error	0.035	0.052	0.051	0.085	0.054	0.046	0.041	0.065	0.098	0.044
Error Variance	0.001	0.003	0.003	0.007	0.003	0.002	0.002	0.004	0.010	0.002



**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10c. To what extent do you agree or disagree that: The Better Together (No) campaign needs to be seen and heard more in the debate**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING						VOTE IN 2011						
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Agree (Net)</b>	<b>678</b>	<b>562</b>	<b>480</b>	<b>82</b>	<b>57</b>	<b>39</b>	<b>20</b>	<b>219</b>	<b>59</b>	<b>123</b>	<b>35</b>	<b>151</b>	<b>4</b>	<b>88</b>
	<b>64%</b>	<b>68%</b>	<b>70%</b>	<b>61%</b>	<b>51%</b>	<b>54%</b>	<b>43%</b>	<b>59%</b>	<b>79%</b>	<b>73%</b>	<b>82%</b>	<b>63%</b>	<b>60%</b>	<b>60%</b>
Agree strongly (2)	371	321	286	35	27	14	10	122	36	75	18	83	3	33
	35%	39%	41%	26%	24%	19%	21%	33%	49%	44%	43%	35%	55%	23%
Agree slightly (1)	307	241	194	47	31	25	10	97	23	48	17	67	*	55
	29%	29%	28%	35%	27%	34%	22%	26%	31%	28%	39%	28%	5%	37%
Neither agree nor disagree (0)	191	133	99	34	30	16	12	74	9	20	5	39	2	42
	18%	16%	14%	25%	27%	22%	25%	20%	12%	12%	12%	16%	33%	28%
<b>Disagree (Net)</b>	<b>105</b>	<b>97</b>	<b>89</b>	<b>8</b>	<b>5</b>	<b>-</b>	<b>3</b>	<b>24</b>	<b>5</b>	<b>18</b>	<b>2</b>	<b>48</b>	<b>*</b>	<b>7</b>
	<b>10%</b>	<b>12%</b>	<b>13%</b>	<b>6%</b>	<b>4%</b>	<b>-</b>	<b>7%</b>	<b>6%</b>	<b>7%</b>	<b>11%</b>	<b>5%</b>	<b>20%</b>	<b>7%</b>	<b>5%</b>
Disagree slightly (-1)	68	62	55	7	4	-	2	19	3	12	1	30	*	3
	6%	8%	8%	5%	4%	-	4%	5%	4%	7%	3%	12%	3%	2%
Disagree strongly (-2)	37	35	34	1	1	-	2	5	3	6	1	18	*	4
	4%	4%	5%	1%	1%	-	3%	1%	3%	4%	3%	7%	4%	3%
Don't know	80	31	21	10	19	18	12	56	1	8	*	3	-	11
	8%	4%	3%	8%	17%	24%	25%	15%	1%	5%	1%	1%	-	7%
Mean	0.931	0.949	0.963	0.872	0.846	0.964	0.705	0.987	1.186	1.078	1.179	0.706	1.039	0.803
Std. Dev.	1.094	1.132	1.167	0.921	0.924	0.743	1.083	0.996	1.033	1.115	0.941	1.272	1.271	0.940
Std. Error	0.035	0.038	0.042	0.090	0.114	0.118	0.231	0.072	0.103	0.071	0.112	0.078	0.292	0.096
Error Variance	0.001	0.001	0.002	0.008	0.013	0.014	0.053	0.005	0.011	0.005	0.012	0.006	0.085	0.009

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10e. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent**

**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Agree (Net)</b>	<b>360</b>	<b>193</b>	<b>167</b>	<b>63</b>	<b>67</b>	<b>57</b>	<b>71</b>	<b>45</b>	<b>57</b>	<b>129</b>	<b>128</b>	<b>102</b>	<b>74</b>	<b>112</b>	<b>70</b>	<b>103</b>	<b>187</b>	<b>173</b>
	<b>34%</b>	<b>38%</b>	<b>30%</b>	<b>41%</b>	<b>40%</b>	<b>33%</b>	<b>38%</b>	<b>28%</b>	<b>27%</b>	<b>41%</b>	<b>36%</b>	<b>27%</b>	<b>33%</b>	<b>38%</b>	<b>33%</b>	<b>33%</b>	<b>36%</b>	<b>33%</b>
Agree strongly (2)	139	71	69	22	20	19	30	18	29	42	49	47	27	42	33	38	69	71
	13%	14%	13%	15%	12%	11%	16%	11%	14%	13%	14%	13%	12%	14%	16%	12%	13%	13%
Agree slightly (1)	220	123	98	40	47	38	40	27	28	87	79	55	47	71	37	65	118	102
	21%	24%	18%	26%	28%	22%	21%	17%	13%	27%	22%	15%	21%	24%	17%	21%	22%	19%
Neither agree nor disagree (0)	220	96	123	39	44	44	36	25	32	82	80	57	47	61	49	62	108	111
	21%	19%	23%	26%	26%	26%	19%	15%	15%	26%	22%	15%	21%	20%	23%	20%	21%	21%
<b>Disagree (Net)</b>	<b>391</b>	<b>193</b>	<b>198</b>	<b>34</b>	<b>41</b>	<b>53</b>	<b>72</b>	<b>80</b>	<b>111</b>	<b>75</b>	<b>125</b>	<b>191</b>	<b>98</b>	<b>114</b>	<b>81</b>	<b>99</b>	<b>211</b>	<b>179</b>
	<b>37%</b>	<b>38%</b>	<b>36%</b>	<b>22%</b>	<b>25%</b>	<b>31%</b>	<b>38%</b>	<b>50%</b>	<b>51%</b>	<b>24%</b>	<b>35%</b>	<b>51%</b>	<b>43%</b>	<b>38%</b>	<b>38%</b>	<b>31%</b>	<b>40%</b>	<b>34%</b>
Disagree slightly (-1)	171	79	92	23	20	28	27	32	41	43	56	72	43	52	34	43	94	77
	16%	16%	17%	15%	12%	17%	14%	20%	19%	14%	15%	19%	19%	17%	16%	14%	18%	15%
Disagree strongly (-2)	220	114	105	11	21	25	44	49	70	32	69	119	55	62	47	56	117	103
	21%	23%	19%	7%	13%	14%	24%	30%	33%	10%	19%	32%	24%	21%	22%	18%	22%	19%
Don't know	84	24	60	17	14	18	10	10	15	31	28	25	7	12	13	52	19	65
	8%	5%	11%	11%	9%	10%	5%	6%	7%	10%	8%	7%	3%	4%	6%	16%	4%	12%
Mean	-0.115	-0.091	-0.139	0.297	0.165	-0.011	-0.082	-0.441	-0.470	0.228	-0.049	-0.458	-0.233	-0.077	-0.120	-0.055	-0.145	-0.083
Std. Dev.	1.369	1.395	1.343	1.174	1.226	1.255	1.434	1.410	1.456	1.201	1.353	1.434	1.363	1.368	1.396	1.354	1.367	1.371
Std. Error	0.044	0.063	0.060	0.127	0.111	0.108	0.112	0.109	0.082	0.083	0.078	0.065	0.090	0.081	0.093	0.086	0.060	0.063
Error Variance	0.002	0.004	0.004	0.016	0.012	0.012	0.013	0.012	0.007	0.007	0.006	0.004	0.008	0.007	0.009	0.007	0.004	0.004

## SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014

Q10e. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent

BASE: All adults aged 16+ in Scotland

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Agree (Net)</b>	<b>360</b>	<b>166</b>	<b>113</b>	<b>80</b>	<b>36</b>	<b>42</b>	<b>49</b>	<b>49</b>	<b>34</b>	<b>62</b>	<b>50</b>	<b>38</b>	<b>177</b>	<b>102</b>	<b>81</b>
	<b>34%</b>	<b>35%</b>	<b>35%</b>	<b>31%</b>	<b>42%</b>	<b>30%</b>	<b>36%</b>	<b>36%</b>	<b>23%</b>	<b>46%</b>	<b>37%</b>	<b>28%</b>	<b>58%</b>	<b>23%</b>	<b>26%</b>
Agree strongly (2)	139	64	42	33	15	18	18	15	18	22	21	12	87	26	27
	13%	14%	13%	13%	18%	13%	13%	11%	12%	16%	15%	9%	29%	6%	9%
Agree slightly (1)	220	102	71	47	20	24	31	33	16	40	29	26	90	76	54
	21%	22%	22%	18%	24%	17%	23%	24%	11%	29%	21%	19%	30%	17%	18%
Neither agree nor disagree (0)	220	96	67	57	19	29	27	29	32	23	27	34	47	78	95
	21%	20%	21%	22%	23%	21%	19%	21%	22%	17%	20%	25%	16%	18%	31%
<b>Disagree (Net)</b>	<b>391</b>	<b>179</b>	<b>115</b>	<b>97</b>	<b>26</b>	<b>52</b>	<b>48</b>	<b>48</b>	<b>65</b>	<b>44</b>	<b>55</b>	<b>52</b>	<b>53</b>	<b>254</b>	<b>84</b>
	<b>37%</b>	<b>38%</b>	<b>35%</b>	<b>38%</b>	<b>31%</b>	<b>38%</b>	<b>35%</b>	<b>35%</b>	<b>44%</b>	<b>32%</b>	<b>40%</b>	<b>38%</b>	<b>17%</b>	<b>57%</b>	<b>27%</b>
Disagree slightly (-1)	171	85	39	47	7	24	24	16	26	23	28	22	34	91	47
	16%	18%	12%	18%	9%	17%	17%	12%	18%	17%	21%	16%	11%	20%	15%
Disagree strongly (-2)	220	94	75	50	19	28	25	32	39	21	27	30	19	163	37
	21%	20%	23%	19%	22%	20%	18%	23%	26%	15%	20%	22%	6%	37%	12%
Don't know	84	30	30	24	3	15	13	11	17	7	5	12	27	10	47
	8%	6%	9%	9%	4%	11%	10%	8%	12%	5%	4%	9%	9%	2%	15%
Mean	-0.115	-0.095	-0.121	-0.146	0.077	-0.164	-0.050	-0.127	-0.400	0.147	-0.085	-0.253	0.690	-0.668	-0.052
Std. Dev.	1.369	1.362	1.399	1.346	1.431	1.371	1.348	1.374	1.381	1.348	1.374	1.303	1.229	1.299	1.173
Std. Error	0.044	0.064	0.082	0.086	0.140	0.121	0.132	0.131	0.126	0.116	0.119	0.105	0.075	0.059	0.076
Error Variance	0.002	0.004	0.007	0.007	0.020	0.015	0.017	0.017	0.016	0.014	0.014	0.011	0.006	0.003	0.006

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10e. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Agree (Net)</b>	<b>360</b>	<b>70</b>	<b>108</b>	<b>156</b>	<b>203</b>	<b>156</b>	<b>289</b>	<b>71</b>	<b>70</b>	<b>219</b>
	<b>34%</b>	<b>22%</b>	<b>30%</b>	<b>61%</b>	<b>45%</b>	<b>27%</b>	<b>39%</b>	<b>23%</b>	<b>46%</b>	<b>37%</b>
Agree strongly (2)	139	25	25	83	92	47	116	23	37	80
	13%	8%	7%	32%	20%	8%	16%	7%	24%	13%
Agree slightly (1)	220	46	83	73	111	109	173	48	33	139
	21%	14%	23%	28%	25%	18%	23%	16%	22%	23%
Neither agree nor disagree (0)	220	72	88	34	70	143	128	92	14	114
	21%	22%	24%	13%	16%	24%	17%	30%	9%	19%
<b>Disagree (Net)</b>	<b>391</b>	<b>166</b>	<b>154</b>	<b>44</b>	<b>158</b>	<b>230</b>	<b>314</b>	<b>77</b>	<b>65</b>	<b>249</b>
	<b>37%</b>	<b>51%</b>	<b>42%</b>	<b>17%</b>	<b>35%</b>	<b>39%</b>	<b>42%</b>	<b>25%</b>	<b>43%</b>	<b>42%</b>
Disagree slightly (-1)	171	58	73	27	65	104	127	44	16	111
	16%	18%	20%	11%	14%	18%	17%	14%	11%	19%
Disagree strongly (-2)	220	108	81	17	93	126	187	32	49	138
	21%	33%	22%	6%	21%	21%	25%	11%	32%	23%
Don't know	84	19	15	22	17	60	17	66	3	14
	8%	6%	4%	9%	4%	10%	2%	22%	2%	2%
Mean	-0.115	-0.579	-0.291	0.762	0.102	-0.289	-0.131	-0.065	-0.051	-0.152
Std. Dev.	1.369	1.315	1.255	1.250	1.455	1.279	1.435	1.144	1.628	1.382
Std. Error	0.044	0.074	0.065	0.082	0.068	0.056	0.051	0.081	0.126	0.055
Error Variance	0.002	0.005	0.004	0.007	0.005	0.003	0.003	0.007	0.016	0.003

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10e. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING					VOTE IN 2011							
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Agree (Net)</b>	<b>360</b>	<b>306</b>	<b>259</b>	<b>48</b>	<b>27</b>	<b>18</b>	<b>8</b>	<b>118</b>	<b>13</b>	<b>48</b>	<b>12</b>	<b>131</b>	<b>1</b>	<b>36</b>
	<b>34%</b>	<b>37%</b>	<b>38%</b>	<b>36%</b>	<b>24%</b>	<b>25%</b>	<b>17%</b>	<b>32%</b>	<b>18%</b>	<b>29%</b>	<b>28%</b>	<b>54%</b>	<b>12%</b>	<b>24%</b>
Agree strongly (2)	139	124	112	13	5	7	4	38	5	20	4	62	*	11
	13%	15%	16%	9%	4%	9%	9%	10%	6%	12%	10%	26%	4%	7%
Agree slightly (1)	220	182	147	35	22	12	4	80	9	28	8	69	1	25
	21%	22%	21%	26%	20%	16%	8%	21%	12%	17%	18%	29%	8%	17%
Neither agree nor disagree (0)	220	147	107	40	40	16	16	92	13	35	8	30	1	41
	21%	18%	15%	30%	36%	22%	35%	25%	17%	21%	18%	13%	17%	28%
<b>Disagree (Net)</b>	<b>391</b>	<b>336</b>	<b>300</b>	<b>35</b>	<b>25</b>	<b>18</b>	<b>13</b>	<b>108</b>	<b>45</b>	<b>78</b>	<b>22</b>	<b>70</b>	<b>4</b>	<b>63</b>
	<b>37%</b>	<b>41%</b>	<b>44%</b>	<b>26%</b>	<b>22%</b>	<b>25%</b>	<b>27%</b>	<b>29%</b>	<b>62%</b>	<b>46%</b>	<b>52%</b>	<b>29%</b>	<b>71%</b>	<b>42%</b>
Disagree slightly (-1)	171	146	125	21	11	8	5	47	15	31	8	35	1	33
	16%	18%	18%	16%	10%	12%	11%	13%	21%	18%	19%	15%	21%	22%
Disagree strongly (-2)	220	190	175	14	13	9	7	60	30	47	14	35	3	30
	21%	23%	25%	11%	12%	13%	16%	16%	41%	28%	34%	15%	49%	20%
Don't know	84	34	24	11	20	20	10	56	2	8	*	9	-	8
	8%	4%	3%	8%	18%	28%	21%	15%	3%	5%	1%	4%	-	6%
Mean	-0.115	-0.120	-0.158	0.088	-0.068	-0.051	-0.223	-0.040	-0.802	-0.356	-0.482	0.376	-1.046	-0.321
Std. Dev.	1.369	1.412	1.453	1.152	1.073	1.279	1.224	1.281	1.284	1.384	1.403	1.412	1.257	1.216
Std. Error	0.044	0.048	0.053	0.114	0.132	0.202	0.250	0.092	0.129	0.088	0.167	0.087	0.288	0.123
Error Variance	0.002	0.002	0.003	0.013	0.017	0.041	0.062	0.009	0.017	0.008	0.028	0.008	0.083	0.015

## SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014

Q10f. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate

BASE: All adults aged 16+ in Scotland

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Agree (Net)</b>	<b>587</b>	<b>298</b>	<b>289</b>	<b>74</b>	<b>93</b>	<b>101</b>	<b>111</b>	<b>95</b>	<b>113</b>	<b>167</b>	<b>211</b>	<b>208</b>	<b>102</b>	<b>171</b>	<b>117</b>	<b>196</b>	<b>273</b>	<b>314</b>
	<b>56%</b>	<b>59%</b>	<b>53%</b>	<b>49%</b>	<b>56%</b>	<b>59%</b>	<b>59%</b>	<b>59%</b>	<b>52%</b>	<b>53%</b>	<b>59%</b>	<b>55%</b>	<b>45%</b>	<b>57%</b>	<b>55%</b>	<b>62%</b>	<b>52%</b>	<b>59%</b>
Agree strongly (2)	330	161	169	26	46	59	70	51	78	72	129	129	52	94	66	117	146	183
	31%	32%	31%	17%	28%	34%	37%	32%	36%	23%	36%	34%	23%	31%	31%	37%	28%	35%
Agree slightly (1)	257	137	120	48	47	42	40	44	35	96	82	79	50	77	51	79	126	130
	24%	27%	22%	32%	29%	25%	21%	28%	16%	30%	23%	21%	22%	26%	24%	25%	24%	25%
Neither agree nor disagree (0)	204	99	105	41	30	35	33	21	44	71	68	65	57	55	46	47	112	93
	19%	20%	19%	27%	18%	21%	17%	13%	21%	22%	19%	17%	25%	18%	22%	15%	21%	18%
<b>Disagree (Net)</b>	<b>200</b>	<b>90</b>	<b>109</b>	<b>24</b>	<b>31</b>	<b>28</b>	<b>37</b>	<b>37</b>	<b>44</b>	<b>55</b>	<b>64</b>	<b>80</b>	<b>61</b>	<b>67</b>	<b>38</b>	<b>34</b>	<b>128</b>	<b>71</b>
	<b>19%</b>	<b>18%</b>	<b>20%</b>	<b>16%</b>	<b>18%</b>	<b>16%</b>	<b>20%</b>	<b>23%</b>	<b>20%</b>	<b>17%</b>	<b>18%</b>	<b>21%</b>	<b>27%</b>	<b>22%</b>	<b>18%</b>	<b>11%</b>	<b>24%</b>	<b>14%</b>
Disagree slightly (-1)	106	52	55	15	21	16	18	17	20	36	34	37	34	40	18	14	74	32
	10%	10%	10%	10%	12%	9%	9%	11%	9%	11%	9%	10%	15%	14%	8%	5%	14%	6%
Disagree strongly (-2)	93	39	55	9	10	12	19	20	24	19	31	43	28	26	20	19	54	39
	9%	8%	10%	6%	6%	7%	10%	12%	11%	6%	9%	12%	12%	9%	9%	6%	10%	7%
Don't know	63	19	45	12	12	8	9	8	15	24	17	23	7	7	12	39	13	50
	6%	4%	8%	8%	7%	5%	5%	5%	7%	8%	5%	6%	3%	2%	5%	12%	2%	10%
Mean	0.629	0.676	0.584	0.482	0.638	0.733	0.695	0.589	0.613	0.564	0.713	0.603	0.297	0.588	0.628	0.940	0.463	0.808
Std. Dev.	1.296	1.253	1.336	1.108	1.223	1.245	1.355	1.385	1.390	1.170	1.302	1.386	1.325	1.306	1.292	1.196	1.321	1.246
Std. Error	0.041	0.057	0.059	0.118	0.111	0.105	0.105	0.106	0.078	0.081	0.074	0.063	0.087	0.077	0.086	0.075	0.058	0.057
Error Variance	0.002	0.003	0.003	0.014	0.012	0.011	0.011	0.011	0.006	0.007	0.006	0.004	0.008	0.006	0.007	0.006	0.003	0.003

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10f. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Agree (Net)</b>	<b>587</b>	<b>274</b>	<b>165</b>	<b>147</b>	<b>48</b>	<b>76</b>	<b>84</b>	<b>70</b>	<b>85</b>	<b>80</b>	<b>82</b>	<b>60</b>	<b>222</b>	<b>189</b>	<b>176</b>
	<b>56%</b>	<b>58%</b>	<b>51%</b>	<b>57%</b>	<b>57%</b>	<b>56%</b>	<b>61%</b>	<b>51%</b>	<b>58%</b>	<b>58%</b>	<b>60%</b>	<b>44%</b>	<b>73%</b>	<b>43%</b>	<b>57%</b>
Agree strongly (2)	330	154	102	74	31	30	52	39	54	41	47	35	142	92	96
	31%	33%	31%	29%	37%	22%	38%	28%	37%	30%	35%	25%	47%	21%	31%
Agree slightly (1)	257	120	64	73	17	46	32	31	31	39	35	25	81	96	80
	24%	25%	20%	28%	20%	34%	23%	23%	21%	29%	26%	18%	27%	22%	26%
Neither agree nor disagree (0)	204	84	71	49	14	30	28	24	25	24	25	34	41	99	65
	19%	18%	22%	19%	17%	22%	20%	18%	17%	17%	19%	25%	14%	22%	21%
<b>Disagree (Net)</b>	<b>200</b>	<b>91</b>	<b>64</b>	<b>45</b>	<b>16</b>	<b>22</b>	<b>17</b>	<b>36</b>	<b>27</b>	<b>28</b>	<b>25</b>	<b>28</b>	<b>21</b>	<b>148</b>	<b>30</b>
	<b>19%</b>	<b>19%</b>	<b>20%</b>	<b>17%</b>	<b>19%</b>	<b>16%</b>	<b>13%</b>	<b>26%</b>	<b>19%</b>	<b>21%</b>	<b>19%</b>	<b>20%</b>	<b>7%</b>	<b>33%</b>	<b>10%</b>
Disagree slightly (-1)	106	46	34	27	12	15	6	18	15	18	7	16	16	69	21
	10%	10%	10%	11%	14%	11%	4%	13%	10%	13%	5%	11%	5%	16%	7%
Disagree strongly (-2)	93	46	30	17	4	7	11	18	12	10	18	12	6	79	9
	9%	10%	9%	7%	5%	5%	8%	13%	8%	7%	13%	9%	2%	18%	3%
Don't know	63	22	24	17	6	9	7	7	10	5	4	16	19	8	36
	6%	5%	8%	6%	7%	7%	5%	5%	7%	4%	3%	12%	6%	2%	12%
Mean	0.629	0.647	0.577	0.662	0.758	0.611	0.829	0.426	0.725	0.623	0.643	0.452	1.183	0.123	0.862
Std. Dev.	1.296	1.315	1.324	1.227	1.268	1.130	1.257	1.397	1.325	1.268	1.375	1.298	1.005	1.394	1.086
Std. Error	0.041	0.061	0.077	0.077	0.126	0.098	0.121	0.132	0.118	0.109	0.118	0.106	0.061	0.063	0.070
Error Variance	0.002	0.004	0.006	0.006	0.016	0.010	0.015	0.017	0.014	0.012	0.014	0.011	0.004	0.004	0.005

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10f. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Agree (Net)</b>	<b>587</b>	<b>139</b>	<b>203</b>	<b>193</b>	<b>242</b>	<b>341</b>	<b>416</b>	<b>171</b>	<b>70</b>	<b>346</b>
	<b>56%</b>	<b>43%</b>	<b>56%</b>	<b>75%</b>	<b>54%</b>	<b>58%</b>	<b>56%</b>	<b>56%</b>	<b>46%</b>	<b>58%</b>
Agree strongly (2)	330	68	100	127	136	193	243	87	41	202
	31%	21%	27%	50%	30%	33%	32%	28%	27%	34%
Agree slightly (1)	257	71	103	66	106	148	173	84	29	145
	24%	22%	28%	26%	24%	25%	23%	27%	19%	24%
Neither agree nor disagree (0)	204	70	78	33	82	117	144	60	25	119
	19%	21%	21%	13%	18%	20%	19%	20%	16%	20%
<b>Disagree (Net)</b>	<b>200</b>	<b>100</b>	<b>74</b>	<b>16</b>	<b>112</b>	<b>86</b>	<b>175</b>	<b>24</b>	<b>57</b>	<b>118</b>
	<b>19%</b>	<b>30%</b>	<b>20%</b>	<b>6%</b>	<b>25%</b>	<b>15%</b>	<b>23%</b>	<b>8%</b>	<b>38%</b>	<b>20%</b>
Disagree slightly (-1)	106	41	48	12	57	48	92	14	26	67
	10%	13%	13%	5%	13%	8%	12%	5%	17%	11%
Disagree strongly (-2)	93	58	26	4	55	38	83	11	31	51
	9%	18%	7%	2%	12%	6%	11%	3%	21%	9%
Don't know	63	18	9	14	12	46	13	50	-	13
	6%	6%	2%	6%	3%	8%	2%	16%	-	2%
Mean	0.629	0.161	0.568	1.240	0.484	0.755	0.545	0.872	0.145	0.650
Std. Dev.	1.296	1.409	1.236	0.983	1.377	1.222	1.355	1.074	1.503	1.295
Std. Error	0.041	0.079	0.064	0.064	0.064	0.053	0.048	0.074	0.115	0.052
Error Variance	0.002	0.006	0.004	0.004	0.004	0.003	0.002	0.005	0.013	0.003



**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10f. To what extent do you agree or disagree that: The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING						VOTE IN 2011						
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Agree (Net)</b>	<b>587</b>	<b>482</b>	<b>406</b>	<b>76</b>	<b>51</b>	<b>34</b>	<b>19</b>	<b>204</b>	<b>33</b>	<b>91</b>	<b>16</b>	<b>176</b>	<b>3</b>	<b>63</b>
	<b>56%</b>	<b>59%</b>	<b>59%</b>	<b>57%</b>	<b>45%</b>	<b>47%</b>	<b>42%</b>	<b>55%</b>	<b>45%</b>	<b>54%</b>	<b>37%</b>	<b>73%</b>	<b>42%</b>	<b>43%</b>
Agree strongly (2)	330	278	243	35	24	18	9	98	17	59	6	112	2	35
	31%	34%	35%	26%	22%	25%	20%	26%	23%	35%	15%	46%	38%	24%
Agree slightly (1)	257	204	163	41	26	16	10	107	16	32	9	64	*	28
	24%	25%	24%	31%	24%	22%	22%	29%	22%	19%	22%	27%	4%	19%
Neither agree nor disagree (0)	204	143	108	36	39	13	10	74	13	27	8	30	2	52
	19%	17%	16%	27%	35%	18%	21%	20%	17%	16%	20%	12%	28%	35%
<b>Disagree (Net)</b>	<b>200</b>	<b>176</b>	<b>161</b>	<b>15</b>	<b>8</b>	<b>9</b>	<b>5</b>	<b>54</b>	<b>27</b>	<b>45</b>	<b>17</b>	<b>32</b>	<b>2</b>	<b>23</b>
	<b>19%</b>	<b>21%</b>	<b>23%</b>	<b>11%</b>	<b>7%</b>	<b>13%</b>	<b>12%</b>	<b>14%</b>	<b>36%</b>	<b>26%</b>	<b>41%</b>	<b>13%</b>	<b>30%</b>	<b>16%</b>
Disagree slightly (-1)	106	96	83	13	3	5	2	31	11	21	8	22	1	13
	10%	12%	12%	10%	3%	7%	4%	8%	14%	12%	19%	9%	9%	9%
Disagree strongly (-2)	93	80	78	2	5	4	4	22	16	24	9	10	1	10
	9%	10%	11%	2%	4%	6%	8%	6%	22%	14%	22%	4%	21%	7%
Don't know	63	22	15	7	14	16	12	42	1	6	1	3	-	10
	6%	3%	2%	5%	12%	22%	25%	11%	2%	4%	3%	1%	-	7%
Mean	0.629	0.628	0.608	0.735	0.635	0.680	0.562	0.682	0.093	0.504	-0.107	1.031	0.285	0.474
Std. Dev.	1.296	1.330	1.378	1.035	1.056	1.237	1.259	1.183	1.490	1.458	1.407	1.167	1.690	1.179
Std. Error	0.041	0.045	0.050	0.100	0.128	0.193	0.268	0.084	0.149	0.092	0.169	0.071	0.388	0.120
Error Variance	0.002	0.002	0.002	0.010	0.016	0.037	0.072	0.007	0.022	0.009	0.029	0.005	0.150	0.014

## SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014

Q10g. To what extent do you agree or disagree that: There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)

BASE: All adults aged 16+ in Scotland

	Total	SEX		AGE								SEG				SEG		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Agree (Net)</b>	<b>701</b>	<b>325</b>	<b>376</b>	<b>113</b>	<b>114</b>	<b>130</b>	<b>127</b>	<b>103</b>	<b>114</b>	<b>228</b>	<b>256</b>	<b>217</b>	<b>136</b>	<b>215</b>	<b>140</b>	<b>210</b>	<b>351</b>	<b>350</b>
	<b>67%</b>	<b>64%</b>	<b>69%</b>	<b>75%</b>	<b>69%</b>	<b>75%</b>	<b>67%</b>	<b>64%</b>	<b>53%</b>	<b>72%</b>	<b>71%</b>	<b>58%</b>	<b>60%</b>	<b>72%</b>	<b>66%</b>	<b>67%</b>	<b>67%</b>	<b>66%</b>
Agree strongly (2)	507	237	270	69	68	101	97	78	94	137	197	172	92	155	102	157	247	260
	48%	47%	49%	45%	41%	59%	51%	49%	44%	43%	55%	46%	41%	52%	48%	50%	47%	49%
Agree slightly (1)	195	89	106	44	46	29	30	25	20	91	59	45	44	59	38	53	104	91
	18%	18%	19%	29%	28%	17%	16%	15%	9%	29%	16%	12%	20%	20%	18%	17%	20%	17%
Neither agree nor disagree (0)	124	53	71	19	24	19	25	11	26	42	45	37	27	21	24	52	48	76
	12%	11%	13%	12%	14%	11%	13%	7%	12%	13%	12%	10%	12%	7%	11%	17%	9%	14%
<b>Disagree (Net)</b>	<b>180</b>	<b>112</b>	<b>68</b>	<b>10</b>	<b>17</b>	<b>16</b>	<b>31</b>	<b>40</b>	<b>67</b>	<b>26</b>	<b>46</b>	<b>107</b>	<b>60</b>	<b>54</b>	<b>37</b>	<b>29</b>	<b>114</b>	<b>66</b>
	<b>17%</b>	<b>22%</b>	<b>12%</b>	<b>7%</b>	<b>10%</b>	<b>9%</b>	<b>16%</b>	<b>25%</b>	<b>31%</b>	<b>8%</b>	<b>13%</b>	<b>28%</b>	<b>26%</b>	<b>18%</b>	<b>17%</b>	<b>9%</b>	<b>22%</b>	<b>13%</b>
Disagree slightly (-1)	57	30	27	3	5	7	14	13	14	8	21	27	22	17	9	9	39	18
	5%	6%	5%	2%	3%	4%	8%	8%	7%	3%	6%	7%	10%	6%	4%	3%	7%	3%
Disagree strongly (-2)	123	82	41	7	11	9	16	27	53	18	25	80	38	37	28	20	75	48
	12%	16%	7%	5%	7%	5%	9%	17%	24%	6%	7%	21%	17%	12%	13%	6%	14%	9%
Don't know	49	15	34	10	11	7	6	7	8	21	13	15	3	10	12	24	13	35
	5%	3%	6%	6%	7%	4%	3%	4%	4%	7%	4%	4%	2%	3%	6%	7%	3%	7%
Mean	0.900	0.749	1.045	1.165	1.001	1.249	0.967	0.740	0.427	1.080	1.101	0.560	0.585	0.964	0.880	1.091	0.799	1.005
Std. Dev.	1.395	1.511	1.260	1.062	1.180	1.151	1.338	1.565	1.681	1.126	1.259	1.638	1.513	1.413	1.437	1.208	1.468	1.309
Std. Error	0.044	0.068	0.055	0.112	0.106	0.097	0.104	0.120	0.093	0.077	0.072	0.073	0.099	0.083	0.095	0.074	0.064	0.059
Error Variance	0.002	0.005	0.003	0.013	0.011	0.009	0.011	0.014	0.009	0.006	0.005	0.005	0.010	0.007	0.009	0.005	0.004	0.003

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10g. To what extent do you agree or disagree that: There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Agree (Net)</b>	<b>701</b>	<b>325</b>	<b>206</b>	<b>170</b>	<b>55</b>	<b>94</b>	<b>94</b>	<b>89</b>	<b>100</b>	<b>96</b>	<b>94</b>	<b>79</b>	<b>228</b>	<b>266</b>	<b>208</b>
	<b>67%</b>	<b>69%</b>	<b>64%</b>	<b>66%</b>	<b>65%</b>	<b>69%</b>	<b>69%</b>	<b>65%</b>	<b>68%</b>	<b>70%</b>	<b>69%</b>	<b>58%</b>	<b>75%</b>	<b>60%</b>	<b>68%</b>
Agree strongly (2)	507	243	148	116	41	64	68	55	82	76	63	58	169	188	150
	48%	52%	45%	45%	48%	47%	50%	40%	55%	56%	46%	42%	56%	42%	49%
Agree slightly (1)	195	81	59	55	14	30	26	34	18	20	31	21	59	78	58
	18%	17%	18%	21%	17%	22%	19%	25%	12%	14%	23%	15%	19%	18%	19%
Neither agree nor disagree (0)	124	54	36	34	8	14	16	14	18	16	12	26	33	46	45
	12%	11%	11%	13%	10%	10%	12%	10%	12%	12%	9%	19%	11%	10%	15%
<b>Disagree (Net)</b>	<b>180</b>	<b>76</b>	<b>63</b>	<b>41</b>	<b>18</b>	<b>19</b>	<b>19</b>	<b>27</b>	<b>21</b>	<b>23</b>	<b>28</b>	<b>24</b>	<b>26</b>	<b>124</b>	<b>30</b>
	<b>17%</b>	<b>16%</b>	<b>19%</b>	<b>16%</b>	<b>22%</b>	<b>14%</b>	<b>14%</b>	<b>20%</b>	<b>15%</b>	<b>17%</b>	<b>20%</b>	<b>18%</b>	<b>9%</b>	<b>28%</b>	<b>10%</b>
Disagree slightly (-1)	57	30	16	11	5	3	7	7	8	11	9	8	12	33	13
	5%	6%	5%	4%	5%	3%	5%	5%	5%	8%	7%	6%	4%	7%	4%
Disagree strongly (-2)	123	46	47	30	14	16	12	21	14	13	19	16	15	91	17
	12%	10%	15%	11%	16%	11%	9%	15%	9%	9%	14%	12%	5%	21%	6%
Don't know	49	16	19	14	3	10	8	7	9	2	3	8	17	8	24
	5%	3%	6%	5%	3%	7%	6%	5%	6%	1%	2%	6%	6%	2%	8%
Mean	0.900	0.978	0.799	0.881	0.784	0.969	1.021	0.733	1.054	1.007	0.830	0.750	1.239	0.547	1.100
Std. Dev.	1.395	1.355	1.472	1.368	1.522	1.359	1.305	1.451	1.353	1.359	1.440	1.409	1.130	1.588	1.185
Std. Error	0.044	0.063	0.085	0.086	0.148	0.118	0.126	0.137	0.120	0.116	0.123	0.112	0.068	0.072	0.074
Error Variance	0.002	0.004	0.007	0.007	0.022	0.014	0.016	0.019	0.014	0.013	0.015	0.013	0.005	0.005	0.006

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10g. To what extent do you agree or disagree that: There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Agree (Net)</b>	<b>701</b>	<b>185</b>	<b>271</b>	<b>189</b>	<b>279</b>	<b>420</b>	<b>509</b>	<b>192</b>	<b>97</b>	<b>412</b>
	<b>67%</b>	<b>57%</b>	<b>74%</b>	<b>74%</b>	<b>62%</b>	<b>71%</b>	<b>68%</b>	<b>63%</b>	<b>64%</b>	<b>69%</b>
Agree strongly (2)	507	123	194	147	210	295	380	126	82	299
	48%	38%	53%	57%	47%	50%	51%	41%	54%	50%
Agree slightly (1)	195	62	78	41	69	125	129	66	16	113
	18%	19%	21%	16%	15%	21%	17%	22%	10%	19%
Neither agree nor disagree (0)	124	53	21	30	59	58	72	52	9	63
	12%	16%	6%	12%	13%	10%	10%	17%	6%	11%
<b>Disagree (Net)</b>	<b>180</b>	<b>77</b>	<b>70</b>	<b>25</b>	<b>98</b>	<b>81</b>	<b>154</b>	<b>26</b>	<b>46</b>	<b>108</b>
	<b>17%</b>	<b>24%</b>	<b>19%</b>	<b>10%</b>	<b>22%</b>	<b>14%</b>	<b>21%</b>	<b>8%</b>	<b>30%</b>	<b>18%</b>
Disagree slightly (-1)	57	18	26	9	28	27	48	9	10	38
	5%	6%	7%	4%	6%	5%	6%	3%	7%	6%
Disagree strongly (-2)	123	59	44	15	70	53	106	17	36	70
	12%	18%	12%	6%	16%	9%	14%	6%	24%	12%
Don't know	49	12	2	13	12	31	14	35	-	14
	5%	4%	1%	5%	3%	5%	2%	11%	-	2%
Mean	0.900	0.546	0.970	1.215	0.739	1.040	0.856	1.020	0.638	0.913
Std. Dev.	1.395	1.507	1.403	1.187	1.500	1.299	1.469	1.167	1.697	1.400
Std. Error	0.044	0.084	0.072	0.077	0.070	0.056	0.052	0.078	0.130	0.056
Error Variance	0.002	0.007	0.005	0.006	0.005	0.003	0.003	0.006	0.017	0.003

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10g. To what extent do you agree or disagree that: There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING					VOTE IN 2011							
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Agree (Net)</b>	<b>701</b>	<b>570</b>	<b>476</b>	<b>94</b>	<b>75</b>	<b>33</b>	<b>24</b>	<b>241</b>	<b>40</b>	<b>118</b>	<b>22</b>	<b>190</b>	<b>3</b>	<b>88</b>
	<b>67%</b>	<b>69%</b>	<b>69%</b>	<b>70%</b>	<b>67%</b>	<b>45%</b>	<b>51%</b>	<b>64%</b>	<b>55%</b>	<b>70%</b>	<b>53%</b>	<b>79%</b>	<b>42%</b>	<b>59%</b>
Agree strongly (2)	507	425	369	55	51	12	19	148	29	93	17	158	2	60
	48%	52%	54%	41%	46%	17%	40%	39%	39%	55%	40%	66%	35%	41%
Agree slightly (1)	195	145	107	38	23	20	5	93	11	25	6	32	*	27
	18%	18%	16%	29%	21%	28%	11%	25%	15%	15%	13%	13%	6%	18%
Neither agree nor disagree (0)	124	77	56	21	17	16	14	56	8	9	3	16	1	31
	12%	9%	8%	16%	15%	22%	29%	15%	11%	5%	8%	7%	10%	21%
<b>Disagree (Net)</b>	<b>180</b>	<b>162</b>	<b>150</b>	<b>12</b>	<b>8</b>	<b>6</b>	<b>3</b>	<b>42</b>	<b>25</b>	<b>37</b>	<b>15</b>	<b>33</b>	<b>3</b>	<b>25</b>
	<b>17%</b>	<b>20%</b>	<b>22%</b>	<b>9%</b>	<b>7%</b>	<b>9%</b>	<b>6%</b>	<b>11%</b>	<b>34%</b>	<b>22%</b>	<b>35%</b>	<b>14%</b>	<b>49%</b>	<b>17%</b>
Disagree slightly (-1)	57	51	47	4	3	1	2	15	7	9	3	12	*	11
	5%	6%	7%	3%	3%	1%	4%	4%	9%	5%	8%	5%	6%	8%
Disagree strongly (-2)	123	112	104	8	5	5	1	27	18	28	12	22	3	13
	12%	14%	15%	6%	4%	7%	2%	7%	24%	17%	27%	9%	43%	9%
Don't know	49	14	7	7	12	17	6	35	1	4	1	2	-	5
	5%	2%	1%	5%	10%	24%	13%	9%	1%	3%	3%	1%	-	4%
Mean	0.900	0.890	0.866	1.017	1.127	0.605	0.952	0.941	0.356	0.884	0.310	1.224	-0.141	0.772
Std. Dev.	1.395	1.450	1.500	1.143	1.121	1.152	1.113	1.225	1.652	1.546	1.725	1.304	1.958	1.321
Std. Error	0.044	0.049	0.054	0.111	0.132	0.180	0.218	0.086	0.164	0.097	0.206	0.079	0.449	0.132
Error Variance	0.002	0.002	0.003	0.012	0.017	0.032	0.048	0.007	0.027	0.009	0.042	0.006	0.202	0.017

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10. Summary table: Agreement with statements about the referendum campaign**

**BASE: All adults aged 16+ in Scotland**

	The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK	The Better Together (No) campaign needs to be seen and heard more in the debate	The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent	The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate	There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)
Unweighted base	1054	1054	1054	1054	1054
Weighted base	1054	1054	1054	1054	1054
<b>Agree (Net)</b>	<b>342</b> <b>32%</b>	<b>678</b> <b>64%</b>	<b>360</b> <b>34%</b>	<b>587</b> <b>56%</b>	<b>701</b> <b>67%</b>
Agree strongly (2)	119 11%	371 35%	139 13%	330 31%	507 48%
Agree slightly (1)	223 21%	307 29%	220 21%	257 24%	195 18%
Neither agree nor disagree (0)	264 25%	191 18%	220 21%	204 19%	124 12%
<b>Disagree (Net)</b>	<b>347</b> <b>33%</b>	<b>105</b> <b>10%</b>	<b>391</b> <b>37%</b>	<b>200</b> <b>19%</b>	<b>180</b> <b>17%</b>
Disagree slightly (-1)	170 16%	68 6%	171 16%	106 10%	57 5%
Disagree strongly (-2)	177 17%	37 4%	220 21%	93 9%	123 12%
Don't know	101 10%	80 8%	84 8%	63 6%	49 5%
Mean	-0.066	0.931	-0.115	0.629	0.900
Std. Dev.	1.286	1.094	1.369	1.296	1.395
Std. Error	0.041	0.035	0.044	0.041	0.044
Error Variance	0.002	0.001	0.002	0.002	0.002

## SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014

## Q10. Mean score summary table: Agreement with statements about the referendum campaign

BASE: All adults aged 16+ in Scotland

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK	-0.066	-0.209	0.077	0.332	0.017	-0.278	-0.190	-0.275	0.039	0.168	-0.231	-0.094	-0.266	-0.048	0.036	0.007	-0.142	0.019
The Better Together (No) campaign needs to be seen and heard more in the debate	0.931	0.880	0.981	0.795	0.970	0.970	0.898	0.951	0.980	0.885	0.932	0.968	0.859	0.904	0.948	1.007	0.884	0.982
The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent	-0.115	-0.091	-0.139	0.297	0.165	-0.011	-0.082	-0.441	-0.470	0.228	-0.049	-0.458	-0.233	-0.077	-0.120	-0.055	-0.145	-0.083
The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate	0.629	0.676	0.584	0.482	0.638	0.733	0.695	0.589	0.613	0.564	0.713	0.603	0.297	0.588	0.628	0.940	0.463	0.808
There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)	0.900	0.749	1.045	1.165	1.001	1.249	0.967	0.740	0.427	1.080	1.101	0.560	0.585	0.964	0.880	1.091	0.799	1.005

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10. Mean score summary table: Agreement with statements about the referendum campaign**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK	-0.066	-0.149	-0.070	0.091	-0.123	0.055	-0.008	-0.055	-0.213	-0.018	-0.208	0.028	-0.636	0.298	-0.071
The Better Together (No) campaign needs to be seen and heard more in the debate	0.931	0.912	0.902	1.001	1.050	0.854	0.910	1.010	0.931	0.874	1.024	0.831	0.404	1.268	0.931
The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent	-0.115	-0.095	-0.121	-0.146	0.077	-0.164	-0.050	-0.127	-0.400	0.147	-0.085	-0.253	0.690	-0.668	-0.052
The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate	0.629	0.647	0.577	0.662	0.758	0.611	0.829	0.426	0.725	0.623	0.643	0.452	1.183	0.123	0.862
There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)	0.900	0.978	0.799	0.881	0.784	0.969	1.021	0.733	1.054	1.007	0.830	0.750	1.239	0.547	1.100



**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10. Mean score summary table: Agreement with statements about the referendum campaign**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK	-0.066	0.394	-0.022	-0.682	-0.037	-0.085	-0.168	0.249	-0.378	-0.111
The Better Together (No) campaign needs to be seen and heard more in the debate	0.931	1.209	1.060	0.374	0.891	0.975	0.959	0.846	0.975	0.955
The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent	-0.115	-0.579	-0.291	0.762	0.102	-0.289	-0.131	-0.065	-0.051	-0.152
The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate	0.629	0.161	0.568	1.240	0.484	0.755	0.545	0.872	0.145	0.650
There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)	0.900	0.546	0.970	1.215	0.739	1.040	0.856	1.020	0.638	0.913

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q10. Mean score summary table: Agreement with statements about the referendum campaign**

**BASE: All adults aged 16+ in Scotland**

	Total	LIKELIHOOD OF VOTING						VOTE IN 2011						
		Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
The Better Together (No) campaign has clearly outlined the benefits of Scotland staying in the UK	-0.066	-0.109	-0.156	0.156	0.137	0.363	-0.212	0.133	0.248	0.123	0.185	-0.651	-0.649	0.046
The Better Together (No) campaign needs to be seen and heard more in the debate	0.931	0.949	0.963	0.872	0.846	0.964	0.705	0.987	1.186	1.078	1.179	0.706	1.039	0.803
The Yes Scotland (Yes) campaign has clearly outlined the benefits of Scotland becoming independent	-0.115	-0.120	-0.158	0.088	-0.068	-0.051	-0.223	-0.040	-0.802	-0.356	-0.482	0.376	-1.046	-0.321
The Yes Scotland (Yes) campaign needs to be seen and heard more in the debate	0.629	0.628	0.608	0.735	0.635	0.680	0.562	0.682	0.093	0.504	-0.107	1.031	0.285	0.474
There should be a debate on the key issues between David Cameron (Prime Minister of the UK) and Alex Salmond (First Minister of Scotland)	0.900	0.890	0.866	1.017	1.127	0.605	0.952	0.941	0.356	0.884	0.310	1.224	-0.141	0.772

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q12. How likely do you think you are to vote in the referendum on Scottish Independence on the 18th of September 2014?**

**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE								SEG				SEG		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
<b>Certain/very likely to vote (Net)</b>	<b>824</b>	<b>420</b>	<b>403</b>	<b>104</b>	<b>115</b>	<b>131</b>	<b>149</b>	<b>140</b>	<b>185</b>	<b>218</b>	<b>280</b>	<b>325</b>	<b>193</b>	<b>253</b>	<b>166</b>	<b>212</b>	<b>446</b>	<b>378</b>
	<b>78%</b>	<b>83%</b>	<b>74%</b>	<b>68%</b>	<b>69%</b>	<b>76%</b>	<b>79%</b>	<b>88%</b>	<b>86%</b>	<b>69%</b>	<b>78%</b>	<b>87%</b>	<b>85%</b>	<b>85%</b>	<b>78%</b>	<b>67%</b>	<b>85%</b>	<b>72%</b>
Certain to vote	690	354	336	79	77	106	131	127	170	156	237	297	161	221	138	170	382	308
	65%	70%	61%	52%	47%	62%	69%	80%	79%	49%	66%	79%	71%	74%	65%	54%	73%	58%
Very likely to vote	134	66	68	25	37	25	18	13	16	62	43	28	32	32	28	42	64	70
	13%	13%	12%	16%	23%	15%	9%	8%	7%	20%	12%	8%	14%	11%	13%	13%	12%	13%
Quite likely to vote	112	39	72	24	21	21	24	6	15	45	46	21	17	29	23	43	46	65
	11%	8%	13%	16%	12%	12%	13%	4%	7%	14%	13%	6%	7%	10%	11%	14%	9%	12%
Not very likely to vote	72	29	44	15	21	11	10	7	10	36	20	16	9	8	21	35	17	56
	7%	6%	8%	10%	13%	6%	5%	4%	4%	11%	6%	4%	4%	3%	10%	11%	3%	11%
Certain not to vote	46	18	29	10	9	9	6	7	6	19	14	13	8	9	4	25	17	29
	4%	3%	5%	6%	5%	5%	3%	5%	3%	6%	4%	4%	4%	3%	2%	8%	3%	5%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q12. How likely do you think you are to vote in the referendum on Scottish Independence on the 18th of September 2014?**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
<b>Certain/very likely to vote (Net)</b>	<b>824</b> <b>78%</b>	<b>386</b> <b>82%</b>	<b>244</b> <b>75%</b>	<b>193</b> <b>75%</b>	<b>69</b> <b>81%</b>	<b>105</b> <b>77%</b>	<b>97</b> <b>71%</b>	<b>104</b> <b>76%</b>	<b>113</b> <b>77%</b>	<b>112</b> <b>82%</b>	<b>117</b> <b>85%</b>	<b>107</b> <b>78%</b>	<b>264</b> <b>87%</b>	<b>378</b> <b>85%</b>	<b>182</b> <b>59%</b>
Certain to vote	690 65%	338 72%	205 63%	146 57%	55 65%	79 57%	84 61%	80 58%	105 71%	96 70%	98 72%	93 68%	223 73%	338 76%	128 42%
Very likely to vote	134 13%	48 10%	39 12%	47 18%	14 16%	27 20%	13 10%	24 18%	8 5%	16 11%	18 13%	14 11%	41 14%	40 9%	53 17%
Quite likely to vote	112 11%	34 7%	41 13%	37 14%	6 7%	16 11%	27 19%	15 11%	15 10%	12 9%	6 4%	15 11%	20 7%	25 6%	66 21%
Not very likely to vote	72 7%	30 6%	23 7%	20 8%	8 9%	10 7%	9 7%	7 5%	9 6%	6 5%	14 10%	9 7%	14 5%	28 6%	30 10%
Certain not to vote	46 4%	21 4%	17 5%	8 3%	1 2%	7 5%	4 3%	12 8%	10 7%	6 5%	1 *	6 4%	5 2%	13 3%	29 9%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q12. How likely do you think you are to vote in the referendum on Scottish Independence on the 18th of September 2014?**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
<b>Certain/very likely to vote (Net)</b>	<b>824</b>	<b>253</b>	<b>296</b>	<b>228</b>	<b>389</b>	<b>429</b>	<b>648</b>	<b>175</b>	<b>143</b>	<b>506</b>
	<b>78%</b>	<b>77%</b>	<b>81%</b>	<b>89%</b>	<b>87%</b>	<b>73%</b>	<b>87%</b>	<b>57%</b>	<b>94%</b>	<b>85%</b>
Certain to vote	690	220	232	202	341	344	575	114	132	443
	65%	67%	64%	79%	76%	58%	77%	37%	87%	74%
Very likely to vote	134	33	64	27	47	85	73	61	11	62
	13%	10%	18%	10%	11%	14%	10%	20%	7%	10%
Quite likely to vote	112	28	41	17	24	86	56	56	4	51
	11%	8%	11%	6%	5%	15%	7%	18%	3%	9%
Not very likely to vote	72	27	15	11	29	40	24	48	2	22
	7%	8%	4%	4%	6%	7%	3%	16%	1%	4%
Certain not to vote	46	19	12	-	7	35	20	26	3	17
	4%	6%	3%	-	2%	6%	3%	8%	2%	3%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q12. How likely do you think you are to vote in the referendum on Scottish Independence on the 18th of September 2014?**

**BASE: All adults aged 16+ in Scotland**

	LIKELIHOOD OF VOTING						VOTE IN 2011							
	Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember	
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
<b>Certain/very likely to vote (Net)</b>	<b>824</b>	<b>824</b>	<b>690</b>	<b>134</b>	-	-	-	<b>203</b>	<b>71</b>	<b>161</b>	<b>39</b>	<b>227</b>	<b>6</b>	<b>117</b>
	<b>78%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	-	-	-	<b>54%</b>	<b>97%</b>	<b>95%</b>	<b>93%</b>	<b>94%</b>	<b>100%</b>	<b>79%</b>
Certain to vote	690	690	690	-	-	-	-	143	68	149	34	201	6	88
	65%	84%	100%	-	-	-	-	38%	93%	88%	80%	83%	95%	59%
Very likely to vote	134	134	-	134	-	-	-	59	3	12	5	26	*	28
	13%	16%	-	100%	-	-	-	16%	4%	7%	13%	11%	5%	19%
Quite likely to vote	112	-	-	-	112	-	-	72	-	3	3	7	-	26
	11%	-	-	-	100%	-	-	19%	-	2%	7%	3%	-	17%
Not very likely to vote	72	-	-	-	-	72	-	59	2	4	-	6	-	2
	7%	-	-	-	-	100%	-	16%	2%	2%	-	2%	-	2%
Certain not to vote	46	-	-	-	-	-	46	40	1	1	-	2	-	4
	4%	-	-	-	-	-	100%	11%	1%	*	-	1%	-	3%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q13. The last Scottish Parliament election was held in May 2011. For which party did you vote for your constituency MSP in that election?**

**BASE: All adults aged 16+ in Scotland**

	Total	SEX		AGE									SEG				SEG	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE
Unweighted base	1054	504	550	96	130	146	172	175	335	226	318	510	238	296	238	282	534	520
Weighted base	1054	506	548	152	166	172	189	160	216	318	360	376	227	299	213	315	526	528
Did not vote	374	175	199	119	97	55	56	23	25	215	111	48	64	91	68	150	155	219
	35%	35%	36%	78%	58%	32%	30%	14%	12%	68%	31%	13%	28%	30%	32%	48%	29%	41%
Conservative	74	32	42	6	5	7	12	17	26	11	20	43	23	24	14	13	47	27
	7%	6%	8%	4%	3%	4%	6%	11%	12%	3%	5%	12%	10%	8%	7%	4%	9%	5%
Labour	168	71	97	5	17	41	33	29	44	23	73	72	35	40	45	48	75	94
	16%	14%	18%	4%	10%	24%	17%	18%	20%	7%	20%	19%	15%	13%	21%	15%	14%	18%
Liberal Democrat	42	19	23	1	6	5	11	7	13	7	15	20	16	16	4	6	32	10
	4%	4%	4%	1%	4%	3%	6%	5%	6%	2%	4%	5%	7%	5%	2%	2%	6%	2%
S.N.P.	241	144	97	8	27	32	56	53	66	35	87	118	54	81	47	59	135	106
	23%	29%	18%	5%	17%	19%	29%	33%	30%	11%	24%	32%	24%	27%	22%	19%	26%	20%
Other candidate or party	6	3	4	*	-	1	-	2	3	*	1	5	1	1	2	2	3	4
	1%	1%	1%	*	-	1%	-	1%	1%	*	*	1%	*	*	1%	1%	*	1%
Can't remember	148	62	87	13	13	31	22	29	40	26	53	69	33	47	32	37	79	69
	14%	12%	16%	9%	8%	18%	11%	18%	18%	8%	15%	18%	14%	16%	15%	12%	15%	13%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q13. The last Scottish Parliament election was held in May 2011. For which party did you vote for your constituency MSP in that election?**

**BASE: All adults aged 16+ in Scotland**

	Total	AREA			AREA								REFERENDUM VOTING INTENTION		
		West	East/ South	North	H&I	North East	Mid & Fife	Lothians	Central	Glasgow	West	South	Yes	No	Don't know
Unweighted base	1054	476	314	264	107	140	113	117	134	139	140	164	287	493	274
Weighted base	1054	471	325	258	84	137	137	137	148	137	137	137	304	444	307
Did not vote	374	163	110	101	27	50	51	52	50	52	37	54	99	142	132
	35%	35%	34%	39%	33%	37%	37%	38%	34%	38%	27%	39%	33%	32%	43%
Conservative	74	40	16	18	5	11	8	5	9	8	16	12	2	61	10
	7%	8%	5%	7%	6%	8%	6%	4%	6%	6%	11%	9%	1%	14%	3%
Labour	168	88	55	25	8	16	18	22	32	21	31	20	28	100	40
	16%	19%	17%	10%	10%	12%	13%	16%	22%	16%	23%	15%	9%	23%	13%
Liberal Democrat	42	16	15	11	6	6	3	6	4	6	5	6	2	30	10
	4%	3%	4%	4%	7%	4%	2%	5%	3%	4%	3%	4%	1%	7%	3%
S.N.P.	241	93	79	69	24	39	46	28	27	26	26	25	145	42	54
	23%	20%	24%	27%	28%	28%	34%	21%	18%	19%	19%	18%	48%	10%	18%
Other candidate or party	6	3	2	1	*	1	*	2	*	1	1	1	1	4	1
	1%	1%	1%	*	*	*	*	2%	*	1%	*	*	*	1%	*
Can't remember	148	68	48	33	13	14	11	21	26	23	22	19	26	63	59
	14%	14%	15%	13%	15%	10%	8%	16%	17%	16%	16%	14%	9%	14%	19%



**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q13. The last Scottish Parliament election was held in May 2011. For which party did you vote for your constituency MSP in that election?**

**BASE: All adults aged 16+ in Scotland**

	Total	Future option most supported			Current knowledge (Q6)		White paper (Q7/Q8)			
		Keep current arrangement	Transfer more powers from Westminster	Full independence	Know enough	Do not know enough	Aware	Not aware/DK	Read any	Not read
Unweighted base	1054	333	382	246	474	566	805	249	171	634
Weighted base	1054	327	364	256	448	590	749	305	152	597
Did not vote	374 35%	129 40%	120 33%	80 31%	134 30%	231 39%	191 26%	182 60%	28 18%	164 27%
Conservative	74 7%	41 13%	29 8%	2 1%	35 8%	38 7%	66 9%	8 3%	17 11%	49 8%
Labour	168 16%	67 20%	65 18%	23 9%	72 16%	95 16%	131 17%	38 12%	26 17%	105 18%
Liberal Democrat	42 4%	13 4%	24 7%	1 1%	18 4%	24 4%	37 5%	5 2%	11 7%	26 4%
S.N.P.	241 23%	16 5%	79 22%	133 52%	128 29%	111 19%	209 28%	32 11%	57 37%	152 25%
Other candidate or party	6 1%	2 1%	3 1%	1 *	4 1%	2 *	6 1%	* *	2 1%	4 1%
Can't remember	148 14%	59 18%	45 12%	15 6%	56 13%	88 15%	109 15%	40 13%	12 8%	97 16%

**SCOTTISH INDEPENDENCE REFERENDUM SURVEY: January 2014**

**Q13. The last Scottish Parliament election was held in May 2011. For which party did you vote for your constituency MSP in that election?**

**BASE: All adults aged 16+ in Scotland**

	LIKELIHOOD OF VOTING						VOTE IN 2011							
	Total	Certain/ very likely to vote	Certain to vote	Very likely to vote	Quite likely to vote	Not very likely to vote	Certain not to vote	Did not vote	Conservat ive	Labour	Liberal Democrat	SNP	Other candidate or party	Can't remember
Unweighted base	1054	891	779	112	80	53	30	227	102	259	72	271	19	104
Weighted base	1054	824	690	134	112	72	46	374	74	168	42	241	6	148
Did not vote	374 35%	203 25%	143 21%	59 44%	72 65%	59 82%	40 86%	374 100%	-	-	-	-	-	-
Conservative	74 7%	71 9%	68 10%	3 2%	-	2 2%	1 1%	-	74 100%	-	-	-	-	-
Labour	168 16%	161 20%	149 22%	12 9%	3 3%	4 5%	1 1%	-	-	168 100%	-	-	-	-
Liberal Democrat	42 4%	39 5%	34 5%	5 4%	3 3%	-	-	-	-	-	42 100%	-	-	-
S.N.P.	241 23%	227 28%	201 29%	26 19%	7 6%	6 8%	2 4%	-	-	-	-	241 100%	-	-
Other candidate or party	6 1%	6 1%	6 1%	* *	-	-	-	-	-	-	-	-	6 100%	-
Can't remember	148 14%	117 14%	88 13%	28 21%	26 23%	2 3%	4 8%	-	-	-	-	-	-	148 100%