

# Scottish Political Poll

**Table 1**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Alex Salmond, First Minister and leader of the SNP?

Base: All respondents

		GENDER		AGE						SEG				SECTOR		
		Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (a)	C1 (b)	C2 (c)	DE (d)	Private (a)	Public (b)
Unweighted row		10007	4769	5238	1031	1683	1927	1830	1420	2077	2883	3093	2114	1701	3281	3061
Total		10007	4803	5204	1089	1782	1980	1782	1386	1980	2910	3100	2139	1677	3348	3081
Very Favourable	(4)	1194 12%	672b 14%	522 10%	111 10%	190 11%	216 11%	244abc 14%	199abcf 14%	232 12%	338 12%	396 13%	237 11%	201 12%	416b 12%	321 10%
Favourable	(3)	3351 33%	1601 33%	1751 34%	391ef 36%	667def 37%	745def 38%	578f 32%	425f 31%	543 27%	921 32%	1031 33%	759a 35%	580a 35%	1130 34%	1132a 37%
Unfavourable	(2)	2587 26%	1219 25%	1367 26%	296b 27%	410 23%	508 26%	468b 26%	382b 28%	520b 26%	763 26%	826d 27%	550 26%	402 24%	859 26%	799 26%
Very Unfavourable	(1)	2331 23%	1161b 24%	1170 22%	182 17%	334 19%	412a 21%	441abc 25%	335abc 24%	623abcde 31%	771bcd 26%	695 22%	466 22%	361 22%	793b 24%	636 21%
Never Heard of		82 1%	16 *%	66a 1%	34bcdef 3%	32cdef 2%	7 *%	3 *%	2 *%	4 *%	13 *%	13 *%	29ab 1%	23ab 1%	13 *%	36a 1%
DK / No Opinion (DNRO)		462 5%	136 3%	326a 6%	74cdef 7%	148cdef 8%	91def 5%	49 3%	44 3%	57 3%	105 4%	139 4%	98 5%	110abc 7%	136 4%	157a 5%
<b>All favourable</b>		4545 45%	2272b 47%	2273 44%	502f 46%	857f 48%	962ef 49%	822f 46%	624f 45%	775 39%	1259 43%	1427a 46%	996a 47%	781a 47%	1546 46%	1453 47%
<b>All unfavourable</b>		4917 49%	2380 50%	2538 49%	478 44%	744 42%	920b 46%	908abc 51%	717abc 52%	1143abcde 58%	1533bcd 53%	1521d 49%	1016 47%	764 46%	1652b 49%	1436 47%
<b>Net favourability</b>		-372 -4%	-108 -2%	-264 -5%	24 2%	113acde 6%	42 2%	-86 -5%	-93 -7%	-368 -19%	-275 -9%	-94 -3%	-20 -1%	17 1%	-106 -3%	17 1%
Base for stats		9463	4652	4811	980	1601	1882	1730	1340	1918	2792	2948	2012	1544	3198	2889
Mean Score		2.36	2.38b	2.34	2.44df	2.44def	2.41f	2.36f	2.36f	2.20	2.30	2.38a	2.38a	2.40a	2.37	2.39
Standard Deviation		.99	1.01	.96	.92	.95	.95	1.01	1.01	1.03	1.00	.99	.97	.98	.99	.95
Error Variance		*	*	*	.001	.001	*	.001	.001	.001	*	*	*	.001	*	*

95 percent as lower case or \*

Conducted by Lord Ashcroft Polls  
Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 1 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Alex Salmond, First Minister and leader of the SNP?

Base: All respondents

		<b>SCOTTISH INDEPENDENCE</b>		
		Total	Yes (a)	No (b)
Unweighted row		10007	2610	6360
Total		10007	2552	6468
Very Favourable	(4)	1194 12%	913b 36%	196 3%
Favourable	(3)	3351 33%	1231b 48%	1590 25%
Unfavourable	(2)	2587 26%	225 9%	2194a 34%
Very Unfavourable	(1)	2331 23%	79 3%	2188a 34%
Never Heard of		82 1%	21 1%	35 1%
DK / No Opinion (DNRO)		462 5%	82 3%	265a 4%
<b>All favourable</b>		4545 45%	2144b 84%	1786 28%
<b>All unfavourable</b>		4917 49%	305 12%	4382a 68%
<b>Net favourability</b>		-372 -4%	1839 72%	-2596 -40%
Base for stats		9463	2449	6168
Mean Score		2.36	3.22b	1.97
Standard Deviation		.99	.74	.86
Error Variance		*	*	*

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# Scottish Political Poll

**Table 1 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Alex Salmond, First Minister and leader of the SNP?

Base: All respondents

		REGION									
		Total	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Lothians (d)	Mid Scotland and Fife (e)	North East Scotland (f)	South of Scotland (g)	West of Scotland (h)	Mums with children
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	3282
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	3369
Very Favourable	(4)	1194 12%	171 12%	125 11%	115h 13%	165 12%	152 12%	210abdegh 15%	139 11%	117 10%	380 11%
Favourable	(3)	3351 33%	482 33%	380 33%	285 31%	453 32%	438c 35%	498cdg 36%	415 32%	400 34%	1287 38%
Unfavourable	(2)	2587 26%	400f 28%	304f 27%	240f 26%	383f 27%	319f 26%	301 22%	314 24%	325f 28%	828 25%
Very Unfavourable	(1)	2331 23%	306 21%	257 23%	235af 26%	333 24%	285 23%	292 21%	335abf 26%	287a 24%	661 20%
Never Heard of		82 1%	14f 1%	11f 1%	8f 1%	9 1%	4 *%	3 *%	15ef 1%	7 1%	38 1%
DK / No Opinion (DNRO)		462 5%	77e 5%	64eh 6%	36 4%	58 4%	43 3%	67 5%	73eh 6%	45 4%	174 5%
<b>All favourable</b>		4545 45%	653 45%	504 44%	401 44%	618 44%	589g 47%	708abcdegh 52%	554 43%	517 44%	1667 50%
<b>All unfavourable</b>		4917 49%	706f 49%	562f 49%	475f 52%	716f 51%	604f 49%	593 43%	649f 50%	612f 52%	1489 44%
<b>Net favourability</b>		-372 -4%	-53 -4%	-57 -5%	-75 -8%	-98 -7%	-15 -1%	115abcdegh 8%	-95 -7%	-95 -8%	178 5%
Base for stats		9463	1360	1066	876	1334	1193	1301	1202	1129	3157
Mean Score		2.36	2.38g	2.35	2.32	2.34	2.38g	2.48abcdegh	2.30	2.31	2.44
Standard Deviation		.99	.97	.97	1.01	.99	.98	1.01	1.00	.96	.95
Error Variance		*	.001	.001	.001	.001	.001	.001	.001	.001	*

95 percent as lower case or \*

Conducted by Lord Ashcroft Polls  
Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 2**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Ruth Davidson, leader of the Scottish Conservatives?

Base: All respondents

		GENDER		AGE						SEG				SECTOR		
		Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (a)	C1 (b)	C2 (c)	DE (d)	Private (a)	Public (b)
Unweighted row		10007	4769	5238	1031	1683	1927	1830	1420	2077	2883	3093	2114	1701	3281	3061
Total		10007	4803	5204	1089	1782	1980	1782	1386	1980	2910	3100	2139	1677	3348	3081
Very Favourable	(4)	151 2%	78 2%	73 1%	16 1%	17 1%	23 1%	27 2%	25b 2%	43bc 2%	57b 2%	37 1%	34 2%	22 1%	50 2%	33 1%
Favourable	(3)	1982 20%	1003b 21%	978 19%	154 14%	266 15%	340a 17%	371abc 21%	315abc 23%	534abcde 27%	735bcd 25%	623cd 20%	345 16%	242 14%	659 20%	558 18%
Unfavourable	(2)	2793 28%	1510b 31%	1283 25%	207 19%	384 22%	575ab 29%	560ab 31%	426ab 31%	637abc 32%	889bcd 31%	840 27%	574 27%	448 27%	956b 29%	812 26%
Very Unfavourable	(1)	1300 13%	776b 16%	523 10%	76 7%	179a 10%	264ab 13%	261ab 15%	235abcf 17%	283ab 14%	366 13%	401 13%	266 12%	252abc 15%	429 13%	372 12%
Never Heard of		2755 28%	1035 22%	1721a 33%	545bcdef 50%	707cdef 40%	565def 29%	388ef 22%	256f 18%	294 15%	559 19%	881a 28%	719ab 34%	529ab 32%	908 27%	996a 32%
DK / No Opinion (DNRO)		1026 10%	401 8%	624a 12%	91 8%	228adef 13%	214a 11%	174 10%	130 9%	188 10%	304 10%	318 10%	201 9%	185 11%	344 10%	310 10%
<b>All favourable</b>		2133 21%	1081b 23%	1052 20%	170 16%	283 16%	362 18%	398abc 22%	340abc 25%	577abcde 29%	792bcd 27%	660cd 21%	379 18%	264 16%	709b 21%	591 19%
<b>All unfavourable</b>		4093 41%	2286b 48%	1807 35%	284 26%	564a 32%	839ab 42%	822abc 46%	661abc 48%	920abc 46%	1256bc 43%	1241 40%	840 39%	699 42%	1385b 41%	1184 38%
<b>Net favourability</b>		-1960 -20%	-1205 -25%	-755 -15%	-114 -10%	-281 -16%	-477 -24%	-423 -24%	-321 -23%	-343 -17%	-463 -16%	-582 -19%	-461 -22%	-436 -26%	-676 -20%	-593 -19%
Base for stats		6226	3367	2859	453	847	1201	1220	1001	1498	2048	1901	1219	963	2095	1775
Mean Score		2.16	2.11	2.21a	2.24bcde	2.14	2.10	2.13	2.13	2.23bcde	2.24bcd	2.16d	2.12d	2.04	2.16	2.14
Standard Deviation		.77	.78	.76	.77	.77	.75	.77	.80	.78	.77	.77	.77	.78	.77	.76
Error Variance		*	*	*	.001	.001	*	*	.001	*	*	*	*	.001	*	*

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 2 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Ruth Davidson, leader of the Scottish Conservatives?

Base: All respondents

		<b>SCOTTISH INDEPENDENCE</b>		
		Total	Yes (a)	No (b)
Unweighted row		10007	2610	6360
Total		10007	2552	6468
Very Favourable	(4)	151 2%	22 1%	125a 2%
Favourable	(3)	1982 20%	294 12%	1549a 24%
Unfavourable	(2)	2793 28%	785b 31%	1755 27%
Very Unfavourable	(1)	1300 13%	628b 25%	556 9%
Never Heard of		2755 28%	641 25%	1777a 27%
DK / No Opinion (DNRO)		1026 10%	180 7%	705a 11%
<b>All favourable</b>		2133 21%	316 12%	1674a 26%
<b>All unfavourable</b>		4093 41%	1414b 55%	2311 36%
<b>Net favourability</b>		-1960 -20%	-1097 -43%	-637 -10%
Base for stats		6226	1730	3986
Mean Score		2.16	1.83	2.31a
Standard Deviation		.77	.75	.75
Error Variance		*	*	*

95 percent as lower case or \*

# Scottish Political Poll

**Table 2 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Ruth Davidson, leader of the Scottish Conservatives?

Base: All respondents

		REGION									
		Total	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Lothians (d)	Mid Scotland and Fife (e)	North East Scotland (f)	South of Scotland (g)	West of Scotland (h)	Mums with children
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	3282
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	3369
Very Favourable	(4)	151 2%	19 1%	16 1%	19 2%	16 1%	24 2%	23 2%	21 2%	14 1%	40 1%
Favourable	(3)	1982 20%	264 18%	208 18%	203ab 22%	290 21%	266ab 21%	259 19%	256 20%	236 20%	554 16%
Unfavourable	(2)	2793 28%	400 28%	338f 30%	242 26%	399 28%	332 27%	356 26%	365 28%	361cef 31%	871 26%
Very Unfavourable	(1)	1300 13%	221cefg 15%	194cdefgh 17%	112 12%	180g 13%	152 12%	150 11%	133 10%	158g 13%	419 12%
Never Heard of		2755 28%	396b 27%	267 23%	240 26%	352 25%	347b 28%	443abcdeh 32%	393bcdh 30%	308 26%	1134 34%
DK / No Opinion (DNRO)		1026 10%	152 10%	117 10%	105h 11%	165h 12%	120 10%	141 10%	123 10%	103 9%	351 10%
<b>All favourable</b>		2133 21%	282 19%	224 20%	222abf 24%	305 22%	290ab 23%	282 21%	277 21%	250 21%	594 18%
<b>All unfavourable</b>		4093 41%	621cfg 43%	533acdefg 47%	353 38%	579f 41%	484 39%	506 37%	498 39%	519cefg 44%	1290 38%
<b>Net favourability</b>		-1960 -20%	-339 -23%	-308 -27%	-131 -14%	-273 -20%	-194 -16%	-224 -16%	-221 -17%	-270 -23%	-696 -21%
Base for stats		6226	903	757	576	884	774	788	775	769	1884
Mean Score		2.16	2.09	2.06	2.23abh	2.16b	2.21ab	2.20ab	2.21abh	2.14b	2.11
Standard Deviation		.77	.78	.78	.79	.76	.79	.77	.75	.75	.77
Error Variance		*	.001	.001	.001	.001	.001	.001	.001	.001	*

95 percent as lower case or \*

# Scottish Political Poll

**Table 3**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Johann Lamont, leader of the Scottish Labour Party?

Base: All respondents

		GENDER		AGE						SEG				SECTOR		
		Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (a)	C1 (b)	C2 (c)	DE (d)	Private (a)	Public (b)
Unweighted row		10007	4769	5238	1031	1683	1927	1830	1420	2077	2883	3093	2114	1701	3281	3061
Total		10007	4803	5204	1089	1782	1980	1782	1386	1980	2910	3100	2139	1677	3348	3081
Very Favourable	(4)	269 3%	149b 3%	120 2%	19 2%	37 2%	40 2%	44 2%	47abc 3%	81abcd 4%	79b 3%	60 2%	62b 3%	60b 4%	82 2%	63 2%
Favourable	(3)	2847 28%	1412b 29%	1436 28%	292 27%	447 25%	514 26%	504b 28%	446abcd 32%	640abcd 32%	863d 30%	895 29%	602 28%	445 27%	879 26%	904a 29%
Unfavourable	(2)	2057 21%	1188b 25%	869 17%	118 11%	252a 14%	396ab 20%	414abc 23%	347abc 25%	528abcd 27%	715bcd 25%	630cd 20%	388 18%	292 17%	726b 22%	547 18%
Very Unfavourable	(1)	767 8%	508b 11%	259 5%	31 3%	73 4%	131ab 7%	165abc 9%	146abc 11%	221abc 11%	264bcd 9%	230 7%	144 7%	120 7%	253b 8%	173 6%
Never Heard of		3133 31%	1202 25%	1930a 37%	539bcdef 50%	752cdef 42%	702def 35%	482ef 27%	294f 21%	361 18%	719 25%	984a 32%	779ab 36%	577a 34%	1075 32%	1108a 36%
DK / No Opinion (DNRO)		933 9%	345 7%	589a 11%	90 8%	221acdef 12%	197ef 10%	172ef 10%	104 8%	149 8%	269c 9%	300c 10%	164 8%	183c 11%	332 10%	285 9%
<b>All favourable</b>		3116 31%	1560b 32%	1556 30%	311 29%	485 27%	554 28%	548b 31%	494abcd 36%	721abcd 36%	942 32%	955 31%	664 31%	505 30%	961 29%	968a 31%
<b>All unfavourable</b>		2825 28%	1696b 35%	1129 22%	149 14%	324a 18%	527ab 27%	580abc 33%	493abc 36%	749abcd 38%	979bcd 34%	860cd 28%	532 25%	412 25%	979b 29%	720 23%
<b>Net favourability</b>		292 3%	-136 -3%	427a 8%	161bcdef 15%	160cdef 9%	27e 1%	-31 -2%	1 *	-28 -1%	-37 -1%	95a 3%	132ab 6%	93ab 6%	-18 -1%	248a 8%
Base for stats		5941	3256	2685	460	809	1081	1128	987	1470	1922	1816	1196	917	1940	1687
Mean Score		2.44	2.37	2.53a	2.65bcdef	2.56cdef	2.43	2.38	2.40	2.40	2.39	2.43	2.49a	2.49a	2.41	2.51a
Standard Deviation		.77	.80	.73	.67	.72	.75	.78	.80	.81	.77	.75	.77	.80	.77	.73
Error Variance		*	*	*	.001	.001	.001	.001	.001	*	*	*	.001	.001	*	*

95 percent as lower case or \*

Conducted by Lord Ashcroft Polls  
Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 3 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Johann Lamont, leader of the Scottish Labour Party?

Base: All respondents

		<b>SCOTTISH INDEPENDENCE</b>		
		Total	Yes (a)	No (b)
Unweighted row		10007	2610	6360
Total		10007	2552	6468
Very Favourable	(4)	269 3%	41 2%	214a 3%
Favourable	(3)	2847 28%	561 22%	2041a 32%
Unfavourable	(2)	2057 21%	669b 26%	1208 19%
Very Unfavourable	(1)	767 8%	387b 15%	326 5%
Never Heard of		3133 31%	709 28%	2083a 32%
DK / No Opinion (DNRO)		933 9%	185 7%	596a 9%
<b>All favourable</b>		3116 31%	602 24%	2255a 35%
<b>All unfavourable</b>		2825 28%	1056b 41%	1534 24%
<b>Net favourability</b>		292 3%	-454 -18%	721a 11%
Base for stats		5941	1658	3789
Mean Score		2.44	2.15	2.57a
Standard Deviation		.77	.80	.73
Error Variance		*	*	*

95 percent as lower case or \*



# Scottish Political Poll

**Table 3 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Johann Lamont, leader of the Scottish Labour Party?

Base: All respondents

		REGION									
		Total	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Lothians (d)	Mid Scotland and Fife (e)	North East Scotland (f)	South of Scotland (g)	West of Scotland (h)	Mums with children
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	3282
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	3369
Very Favourable	(4)	269 3%	46 3%	38h 3%	25 3%	38 3%	34 3%	31 2%	34 3%	23 2%	74 2%
Favourable	(3)	2847 28%	447cef 31%	356cef 31%	228 25%	402cf 29%	338f 27%	322 23%	372cf 29%	382cdef 32%	910 27%
Unfavourable	(2)	2057 21%	291 20%	206 18%	184 20%	302b 22%	271b 22%	300b 22%	245 19%	249 21%	594 18%
Very Unfavourable	(1)	767 8%	118g 8%	103g 9%	74 8%	108 8%	102g 8%	95 7%	76 6%	91 8%	195 6%
Never Heard of		3133 31%	424 29%	317 28%	301bh 33%	415 30%	407abh 33%	500abdeh 36%	429abdh 33%	339 29%	1254 37%
DK / No Opinion (DNRO)		933 9%	125 9%	121eh 11%	108aefh 12%	136e 10%	89 7%	123 9%	135e 10%	97 8%	341 10%
<b>All favourable</b>		3116 31%	493cef 34%	393cef 34%	253 28%	440cf 31%	372f 30%	353 26%	406cf 31%	405cef 34%	985 29%
<b>All unfavourable</b>		2825 28%	409 28%	309 27%	258 28%	410g 29%	373g 30%	395g 29%	321 25%	339g 29%	789 23%
<b>Net favourability</b>		292 3%	84cdef 6%	84cdef 7%	-4 *%	30ce 2%	-1 *%	-42 -3%	85cdef 7%	66cdef 6%	195 6%
Base for stats		5941	902	703	511	850	745	748	727	744	1774
Mean Score		2.44	2.47f	2.47f	2.40	2.44	2.41	2.39	2.50cef	2.45	2.49
Standard Deviation		.77	.78	.81	.79	.77	.78	.76	.75	.74	.74
Error Variance		*	.001	.001	.001	.001	.001	.001	.001	.001	*

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 4**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Willie Rennie, leader of the Scottish Liberal Democrats?

Base: All respondents

		GENDER		AGE						SEG				SECTOR		
		Total	Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (a)	C1 (b)	C2 (c)	DE (d)	Private (a)	Public (b)
Unweighted row		10007	4769	5238	1031	1683	1927	1830	1420	2077	2883	3093	2114	1701	3281	3061
Total		10007	4803	5204	1089	1782	1980	1782	1386	1980	2910	3100	2139	1677	3348	3081
Very Favourable	(4)	123 1%	63 1%	61 1%	13 1%	15 1%	24 1%	18 1%	13 1%	40bcde 2%	49cd 2%	41d 1%	22 1%	11 1%	41 1%	37 1%
Favourable	(3)	1986 20%	1085b 23%	901 17%	206b 19%	282 16%	341 17%	328b 18%	316abcd 23%	510abcde 26%	735bcd 25%	569 18%	374 17%	274 16%	641 19%	556 18%
Unfavourable	(2)	2308 23%	1355b 28%	953 18%	139 13%	290a 16%	434ab 22%	458abc 26%	406abcd 29%	578abcd 29%	729bc 25%	683 22%	470 22%	383 23%	759 23%	652 21%
Very Unfavourable	(1)	583 6%	372b 8%	212 4%	34 3%	72 4%	99a 5%	131abc 7%	106abc 8%	141abc 7%	155 5%	189 6%	120 6%	114a 7%	191 6%	144 5%
Never Heard of		3819 38%	1444 30%	2375a 46%	600bcdef 55%	866cdef 49%	836def 42%	645ef 36%	408f 29%	462 23%	891 31%	1227a 40%	929ab 43%	690a 41%	1342 40%	1333a 43%
DK / No Opinion (DNRO)		1187 12%	485 10%	702a 13%	95 9%	257ade 14%	246ae 12%	200a 11%	137 10%	249ae 13%	351 12%	391c 13%	225 11%	205 12%	373 11%	360 12%
<b>All favourable</b>		2110 21%	1148b 24%	962 18%	220b 20%	297 17%	365 18%	347b 19%	329abcd 24%	550abcde 28%	784bcd 27%	610d 20%	396 19%	285 17%	682 20%	592 19%
<b>All unfavourable</b>		2891 29%	1726b 36%	1165 22%	174 16%	362a 20%	533ab 27%	590abc 33%	513abcd 37%	719abcd 36%	884c 30%	872 28%	590 28%	497 30%	950b 28%	796 26%
<b>Net favourability</b>		-782 -8%	-578 -12%	-203 -4%	46 4%	-65 -4%	-167 -8%	-243 -14%	-184 -13%	-169 -9%	-100 -3%	-262 -8%	-194 -9%	-212 -13%	-268 -8%	-203 -7%
Base for stats		5001	2874	2127	393	658	898	936	841	1269	1668	1482	985	781	1632	1388
Mean Score		2.33	2.29	2.38a	2.51bcdef	2.36de	2.32d	2.25	2.28	2.35de	2.41bcd	2.31d	2.30d	2.23	2.33	2.35
Standard Deviation		.71	.71	.70	.70	.70	.70	.71	.70	.72	.70	.72	.71	.71	.71	.70
Error Variance		*	*	*	.001	.001	.001	.001	.001	*	*	*	.001	.001	*	*

95 percent as lower case or \*

Conducted by Lord Ashcroft Polls  
Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 4 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Willie Rennie, leader of the Scottish Liberal Democrats?

Base: All respondents

		<b>SCOTTISH INDEPENDENCE</b>		
		Total	Yes (a)	No (b)
Unweighted row		10007	2610	6360
Total		10007	2552	6468
Very Favourable	(4)	123 1%	29 1%	89 1%
Favourable	(3)	1986 20%	506 20%	1332 21%
Unfavourable	(2)	2308 23%	711b 28%	1413 22%
Very Unfavourable	(1)	583 6%	238b 9%	297 5%
Never Heard of		3819 38%	831 33%	2540a 39%
DK / No Opinion (DNRO)		1187 12%	237 9%	796a 12%
<b>All favourable</b>		2110 21%	535 21%	1421 22%
<b>All unfavourable</b>		2891 29%	949b 37%	1711 26%
<b>Net favourability</b>		-782 -8%	-414 -16%	-289 -4%
Base for stats		5001	1484	3132
Mean Score		2.33	2.22	2.39a
Standard Deviation		.71	.73	.70
Error Variance		*	*	*

95 percent as lower case or \*

# Scottish Political Poll

**Table 4 (continuation)**

Q Please tell me for each of the following people whether you have a VERY favourable, favourable, unfavourable, or VERY unfavourable opinion of them. If you have never heard of the person just say so - Willie Rennie, leader of the Scottish Liberal Democrats?

Base: All respondents

		REGION									
		Total	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Lothians (d)	Mid Scotland and Fife (e)	North East Scotland (f)	South of Scotland (g)	West of Scotland (h)	Mums with children
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	3282
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	3369
Very Favourable	(4)	123 1%	14 1%	8 1%	21abdfgh 2%	13 1%	42abdfgh 3%	12 1%	7 1%	7 1%	38 1%
Favourable	(3)	1986 20%	246 17%	187 16%	214abfgh 23%	287abg 20%	350abcdfgh 28%	265b 19%	225 17%	214 18%	589 17%
Unfavourable	(2)	2308 23%	338 23%	276 24%	209 23%	327 23%	283 23%	296 22%	282 22%	296f 25%	700 21%
Very Unfavourable	(1)	583 6%	102cgh 7%	84cgh 7%	42 5%	77 6%	81 6%	77 6%	63 5%	57 5%	181 5%
Never Heard of		3819 38%	585ce 40%	427e 37%	318e 35%	518e 37%	358 29%	566bcde 41%	563bcde 44%	474ce 40%	1483 44%
DK / No Opinion (DNRO)		1187 12%	165 11%	160aefh 14%	117 13%	179e 13%	127 10%	154 11%	151 12%	134 11%	378 11%
<b>All favourable</b>		2110 21%	260 18%	195 17%	235abdfgh 25%	299abg 21%	392abcdfgh 32%	277b 20%	232 18%	220 19%	627 19%
<b>All unfavourable</b>		2891 29%	441g 30%	360cfg 32%	251 27%	404 29%	364 29%	374 27%	345 27%	353 30%	881 26%
<b>Net favourability</b>		-782 -8%	-180 -12%	-165 -14%	-17 -2%	-105 -7%	28c 2%	-97 -7%	-114 -9%	-132 -11%	-254 -8%
Base for stats		5001	701	554	486	704	756	651	577	573	1508
Mean Score		2.33	2.25	2.21	2.44abdfgh	2.33ab	2.47abdfgh	2.33ab	2.31b	2.30b	2.32
Standard Deviation		.71	.72	.71	.71	.69	.76	.70	.67	.66	.71
Error Variance		*	.001	.001	.001	.001	.001	.001	.001	.001	*

95 percent as lower case or \*

Conducted by Lord Ashcroft Polls  
Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 5**

Q Finally, the question that will be asked in the referendum next year: Should Scotland be an independent country?

Base: All respondents

	Total	GENDER		AGE						SEG				SECTOR	
		Male (a)	Female (b)	18-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-64 (e)	65+ (f)	AB (a)	C1 (b)	C2 (c)	DE (d)	Private (a)	Public (b)
Unweighted row	10007	4769	5238	1031	1683	1927	1830	1420	2077	2883	3093	2114	1701	3281	3061
Total	10007	4803	5204	1089	1782	1980	1782	1386	1980	2910	3100	2139	1677	3348	3081
Yes	2552 26%	1402b 29%	1150 22%	305f 28%	501ef 28%	519f 26%	469f 26%	346f 25%	411 21%	634 22%	742 24%	590ab 28%	539abc 32%	868 26%	767 25%
No	6468 65%	3027 63%	3440a 66%	699b 64%	1058 59%	1240b 63%	1120b 63%	909b 66%	1435abcde 72%	2059bcd 71%	2061cd 66%	1304d 61%	937 56%	2167 65%	1940 63%
Don't know (DO NOT READ OUT)	980 10%	370 8%	610a 12%	84 8%	222aef 12%	219af 11%	191af 11%	129f 9%	134 7%	214 7%	296a 10%	246ab 11%	200ab 12%	310 9%	371a 12%
Refused (DO NOT READ OUT)	7 *%	4 *%	3 *%	- -%	2 *%	1 *%	2 *%	1 *%	* *%	3 *%	1 *%	* *%	1 *%	3 *%	2 *%

95 percent as lower case or \*

# Scottish Political Poll

**Table 5 (continuation)**

Q Finally, the question that will be asked in the referendum next year: Should Scotland be an independent country?

Base: All respondents

	<b>SCOTTISH INDEPENDENCE</b>		
	Total	Yes (a)	No (b)
Unweighted row	10007	2610	6360
Total	10007	2552	6468
Yes	2552 26%	2552b 100%	- -%
No	6468 65%	- -%	6468a 100%
Don't know (DO NOT READ OUT)	980 10%	- -%	- -%
Refused (DO NOT READ OUT)	7 *%	- -%	- -%

95 percent as lower case or \*

# Scottish Political Poll

**Table 5 (continuation)**

Q Finally, the question that will be asked in the referendum next year: Should Scotland be an independent country?

Base: All respondents

	REGION									Mums with children
	Total	Central Scotland (a)	Glasgow (b)	Highlands & Islands (c)	Lothians (d)	Mid Scotland and Fife (e)	North East Scotland (f)	South of Scotland (g)	West of Scotland (h)	
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	3282
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	3369
Yes	2552 26%	384 26%	311dg 27%	244 27%	325 23%	303 24%	380dg 28%	306 24%	298 25%	897 27%
No	6468 65%	903 62%	705 62%	580 63%	964abcf 69%	822abf 66%	835 61%	871abcf 67%	788abf 67%	2119 63%
Don't know (DO NOT READ OUT)	980 10%	163dgh 11%	123dh 11%	97dh 10%	111 8%	114 9%	155dgh 11%	113 9%	94 8%	350 10%
Refused (DO NOT READ OUT)	7 **%	* **%	2 **%	- -%	1 **%	1 **%	* **%	1 **%	1 **%	3 **%

95 percent as lower case or \*