

# Scottish Political Poll

**Table 1**

Region

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
CENTRAL SCOTLAND	1451 15%	715 15%	736 14%	166f 15%	251 14%	316f 16%	275f 15%	201f 15%	242 12%	347 14%	326 15%	398 15%	380 15%	459 14%	478a 16%
GLASGOW	1141 11%	524 11%	617 12%	133 12%	195 11%	212 11%	190 11%	169 12%	241 12%	214 9%	252a 11%	284a 11%	390abc 15%	328 10%	327 11%
HIGHLANDS & ISLANDS	921 9%	424 9%	497 10%	73 7%	168a 9%	182a 9%	170a 10%	121 9%	206a 10%	224 9%	191 9%	285bd 11%	221 9%	302 9%	307 10%
LOTHIANS	1401 14%	712b 15%	689 13%	144 13%	221 12%	274 14%	274b 15%	197 14%	289 15%	442cd 18%	357cd 16%	337d 12%	265 10%	490 15%	448 15%
MID SCOTLAND AND FIFE	1241 12%	588 12%	654 13%	140e 13%	215 12%	257e 13%	202 11%	143 10%	284bde 14%	323c 13%	268 12%	299 11%	351c 13%	413 12%	338 11%
NORTH EAST SCOTLAND	1371 14%	639 13%	732 14%	147 14%	291acdef 16%	260 13%	243 14%	180 13%	248 13%	360d 14%	297 13%	398d 15%	316 12%	495 15%	407 13%
SOUTH OF SCOTLAND	1291 13%	618 13%	673 13%	140 13%	232 13%	260 13%	211 12%	194 14%	254 13%	282 11%	252 11%	383ab 14%	374ab 14%	452 14%	387 13%
WEST OF SCOTLAND	1181 12%	585 12%	596 11%	145f 13%	201 11%	219 11%	218 12%	181f 13%	216 11%	309 12%	259 12%	311 11%	302 12%	380 11%	343 11%
No answer	8 *%	- -%	8a *%	- -%	8acdef *%	- -%	- -%	- -%	- -%	- -%	- -%	8abd *%	- -%	- -%	8a *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 1 (continuation)**

Region

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
CENTRAL SCOTLAND	1451 15%	1451bcdefgh 100%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1194 15%	257 15%	123c 10%	661acde 19%	33 5%	294ace 15%	65c 11%
GLASGOW	1141 11%	- -%	1141acdefgh 100%	- -%	- -%	- -%	- -%	- -%	- -%	939 11%	202 11%	86 7%	526acd 15%	38 6%	202ac 10%	78ac 13%
HIGHLANDS & ISLANDS	921 9%	- -%	- -%	921abdefgh 100%	- -%	- -%	- -%	- -%	- -%	758 9%	163 9%	112b 9%	177 5%	158abde 25%	192b 10%	66b 11%
LOTHIANS	1401 14%	- -%	- -%	- -%	1401abcefgh 100%	- -%	- -%	- -%	- -%	1153 14%	248 14%	167 14%	508 14%	99 16%	247 13%	103d 17%
MID SCOTLAND AND FIFE	1241 12%	- -%	- -%	- -%	- -%	1241abcdfgh 100%	- -%	- -%	- -%	1021 12%	220 12%	174bd 15%	397 11%	77 12%	238 12%	79 13%
NORTH EAST SCOTLAND	1371 14%	- -%	- -%	- -%	- -%	- -%	1371abcdegh 100%	- -%	- -%	1128 14%	243 14%	202be 17%	324 9%	112be 18%	352be 18%	79b 13%
SOUTH OF SCOTLAND	1291 13%	- -%	- -%	- -%	- -%	- -%	- -%	1291abcdefh 100%	- -%	1062 13%	229 13%	197bcd 17%	428 12%	62 10%	216 11%	87cd 14%
WEST OF SCOTLAND	1181 12%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1181abcdefg 100%	972 12%	209 12%	127c 11%	509acde 14%	46 7%	202c 10%	56 9%
No answer	8 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	8 *%	- -%	- -%	- -%	- -%	8ab *%	- -%

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 1 (continuation)**

Region

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
CENTRAL SCOTLAND	1451 15%	148c 12%	637acde 20%	84 6%	231ac 15%	25c 13%	95d 11%	193d 14%	107d 12%	31 5%	173d 12%	224ade 15%	277abcdef 18%	350abcdef 19%
GLASGOW	1141 11%	98 8%	487acd 15%	98 7%	146c 10%	32acd 16%	75d 9%	125d 9%	86d 10%	30 5%	175abd 12%	167d 11%	217abcdf 14%	266abcdef 15%
HIGHLANDS & ISLANDS	921 9%	112b 9%	148 5%	290abde 20%	157b 10%	22b 11%	79gh 9%	115gh 8%	95bgh 11%	161abcefg 26%	149gh 10%	144gh 10%	85 6%	94 5%
LOTHIANS	1401 14%	180 14%	441 14%	235d 16%	201 13%	36d 19%	114 14%	191 14%	118 14%	95 15%	191 13%	205 14%	218 14%	269 15%
MID SCOTLAND AND FIFE	1241 12%	175b 14%	356 11%	207b 14%	191 13%	23 12%	125egh 15%	182h 13%	114h 13%	96egh 15%	163 11%	192h 13%	179 12%	188 10%
NORTH EAST SCOTLAND	1371 14%	197b 15%	269 8%	213b 15%	296abce 19%	23 12%	124gh 15%	242gh 17%	126gh 15%	108gh 17%	218gh 15%	261gh 17%	136 9%	156 9%
SOUTH OF SCOTLAND	1291 13%	219bcde 17%	389 12%	185 13%	162 11%	17 9%	135bdfgh 16%	178f 13%	114f 13%	65 10%	231bdfgh 16%	150 10%	191f 13%	226f 13%
WEST OF SCOTLAND	1181 12%	152d 12%	495acde 15%	137 9%	141 9%	15 8%	87d 10%	171d 12%	102d 12%	37 6%	155d 11%	172d 11%	200ade 13%	256ade 14%
No answer	8 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	8abcfgh 1%	- -%	- -%	- -%

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Fieldwork Conducted 22nd February to 9th May**

# Scottish Political Poll

**Table 2**

Q1 If a general election were to be held tomorrow, where people in Scotland vote for Westminster, some people we have spoken to say they would not vote while others have said they would vote. Using a ten point scale, where 10 would mean you are absolutely certain TO vote and 1 would mean you are certain NOT to vote, please tell me how certain it is that you would go and vote?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1 - certain not to vote	(1)	758 8%	331 7%	427a 8%	100cdef 9%	220acdef 12%	139d 7%	94 5%	80 6%	123 6%	86 3%	144a 7%	231ab 9%	297abc 11%	222 7%	255a 8%
2	(2)	127 1%	59 1%	69 1%	27bcdef 2%	23 1%	28f 1%	19 1%	16 1%	13 1%	19 1%	22 1%	42a 2%	44a 2%	42 1%	39 1%
3	(3)	192 2%	85 2%	106 2%	42bcdef 4%	42ef 2%	51ef 3%	31ef 2%	11 1%	15 1%	30 1%	37 2%	69ab 3%	56a 2%	56 2%	69 2%
4	(4)	166 2%	66 1%	100a 2%	32def 3%	36f 2%	42df 2%	22f 1%	20f 1%	13 1%	24 1%	37a 2%	58a 2%	47a 2%	50 2%	55 2%
5	(5)	805 8%	320 7%	486a 9%	140bcdef 13%	184def 10%	185def 9%	133ef 7%	74 5%	87 4%	98 4%	159a 7%	250ab 9%	298abc 11%	269 8%	273 9%
6	(6)	341 3%	131 3%	210a 4%	85bcdef 8%	73ef 4%	65e 3%	53e 3%	18 1%	46e 2%	74 3%	72 3%	87 3%	108a 4%	112 3%	116 4%
7	(7)	540 5%	264 5%	276 5%	112bcdef 10%	122def 7%	108ef 5%	81 5%	49 4%	67 3%	96 4%	122a 6%	161a 6%	160a 6%	175 5%	181 6%
8	(8)	858 9%	373 8%	486a 9%	111def 10%	216cdef 12%	185ef 9%	143f 8%	91 7%	112 6%	184 7%	199a 9%	257a 10%	218 8%	322 10%	292 10%
9	(9)	627 6%	304 6%	323 6%	83f 8%	109 6%	121 6%	119 7%	86 6%	108 5%	176c 7%	134 6%	152 6%	165 6%	231 7%	195 6%
10 - certain to vote	(10)	5560 56%	2860b 60%	2700 52%	352 32%	752a 42%	1055ab 53%	1079abc 61%	935abcd 67%	1383abcd 70%	1708bcd 68%	1269cd 58%	1392d 52%	1191 46%	1833b 55%	1559 51%
Don't know		32 *%	11 *%	22 *%	5c *%	3 *%	2 *%	5 *%	6c *%	11c 1%	7 *%	6 *%	3 *%	16c 1%	7 *%	7 *%
<b>10/10</b>		5560 56%	2860b 60%	2700 52%	352 32%	752a 42%	1055ab 53%	1079abc 61%	935abcd 67%	1383abcd 70%	1708bcd 68%	1269cd 58%	1392d 52%	1191 46%	1833b 55%	1559 51%
<b>7/10</b>		7585 76%	3801b 79%	3785 73%	657 60%	1199a 67%	1468ab 74%	1423abc 80%	1161abcd 84%	1671abcd 84%	2164bcd 87%	1724cd 78%	1962d 73%	1734 67%	2561b 77%	2228 73%
<b>1/6</b>		2389 24%	992 21%	1397a 27%	427bcdef 39%	579cdef 33%	510def 26%	354ef 20%	219 16%	298 15%	330 13%	472a 21%	737ab 27%	850abc 33%	751 23%	807a 27%

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**Table 2 (continuation)**

Q1 If a general election were to be held tomorrow, where people in Scotland vote for Westminster, some people we have spoken to say they would not vote while others have said they would vote. Using a ten point scale, where 10 would mean you are absolutely certain TO vote and 1 would mean you are certain NOT to vote, please tell me how certain it is that you would go and vote?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Base for stats	9974	4793	5182	1084	1779	1978	1776	1380	1969	2495	2195	2699	2584	3312	3035
Mean Score	8.04	8.25b	7.85	6.97	7.30a	7.94ab	8.38abc	8.62abcd	8.70abcd	8.84bcd	8.21cd	7.78d	7.41	8.12b	7.83
Standard Deviation	2.85	2.76	2.92	2.96	3.14	2.86	2.61	2.58	2.55	2.24	2.73	2.97	3.15	2.76	2.92
Error Variance	.001	.002	.002	.009	.006	.004	.004	.005	.003	.002	.002	.004	.006	.002	.003

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Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1 - certain not to vote	(1)	758 8%	106 7%	95 8%	56 6%	90 6%	102 8%	108 8%	109cd 8%	92 8%	643 8%	114 6%	18 2%	144ac 4%	14 2%	144abc 7%	39abc 6%
2	(2)	127 1%	23 2%	16 1%	11 1%	15 1%	18 1%	23h 2%	12 1%	10 1%	101 1%	26 1%	9 1%	32 1%	3 *%	25 1%	9 2%
3	(3)	192 2%	26 2%	22 2%	16 2%	21 2%	20 2%	30 2%	27 2%	30 3%	145 2%	46a 3%	11 1%	55 2%	7 1%	45ab 2%	11 2%
4	(4)	166 2%	26 2%	22h 2%	23gh 2%	23 2%	20 2%	25 2%	17 1%	11 1%	130 2%	36 2%	11 1%	42 1%	6 1%	31 2%	9 1%
5	(5)	805 8%	99 7%	86 8%	79 9%	106 8%	95 8%	128ah 9%	132abdeh 10%	80 7%	690b 8%	116 7%	54 5%	268ac 8%	27 4%	165ac 8%	40 6%
6	(6)	341 3%	54 4%	38 3%	29 3%	44 3%	44 4%	44 3%	58h 5%	30 3%	274 3%	67 4%	25 2%	124a 4%	19 3%	64a 3%	26a 4%
7	(7)	540 5%	86 6%	66 6%	51 6%	61 4%	75 6%	70 5%	72 6%	58 5%	448 5%	92 5%	41 3%	205a 6%	34 6%	109a 6%	30 5%
8	(8)	858 9%	128 9%	92 8%	85 9%	102 7%	99 8%	118 9%	143bdefh 11%	91 8%	723 9%	135 8%	99 8%	328 9%	64 10%	162 8%	49 8%
9	(9)	627 6%	84 6%	66 6%	43 5%	102cg 7%	92cg 7%	99cg 7%	68 5%	73 6%	447 5%	180a 10%	85e 7%	232 7%	52e 8%	123 6%	28 5%
10 - certain to vote	(10)	5560 56%	816g 56%	630g 55%	525fg 57%	835befg 60%	674g 54%	720 53%	647 50%	704befg 60%	4600 56%	960 54%	831bcde 70%	2095d 59%	396d 64%	1081 55%	370d 60%
Don't know		32 *%	4 *%	9cdh 1%	1 *%	2 *%	3 *%	6 *%	6 *%	2 *%	32b *%	- -%	3 *%	4 *%	1 *%	3 *%	2 *%
<b>10/10</b>		5560 56%	816g 56%	630g 55%	525fg 57%	835befg 60%	674g 54%	720 53%	647 50%	704befg 60%	4600 56%	960 54%	831bcde 70%	2095d 59%	396d 64%	1081 55%	370d 60%
<b>7/10</b>		7585 76%	1114fg 77%	854 75%	705g 77%	1099bfg 78%	940g 76%	1007 73%	931 72%	926bfg 78%	6218 76%	1367 77%	1056bde 89%	2860d 81%	547bde 88%	1475 76%	477 78%
<b>1/6</b>		2389 24%	333 23%	278 24%	215 23%	300 21%	298 24%	358dh 26%	354acd 27%	253 21%	1983 24%	406 23%	129 11%	666ac 19%	76 12%	474abc 24%	134ac 22%

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	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Base for stats	9974	1448	1132	919	1399	1238	1365	1285	1179	8202	1773	1185	3526	623	1949	611
Mean Score	8.04	8.08g	7.97	8.13g	8.27befg	8.00	7.89	7.80	8.19fg	8.03	8.11	9.02bde	8.43d	8.83bde	8.02	8.24
Standard Deviation	2.85	2.83	2.93	2.75	2.73	2.89	2.92	2.90	2.84	2.87	2.78	1.95	2.46	2.05	2.85	2.75
Error Variance	.001	.006	.007	.008	.006	.007	.006	.007	.006	.001	.004	.003	.002	.009	.004	.012

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Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1 - certain not to vote	(1)	758 8%	21 2%	104a 3%	34 2%	78abc 5%	11ac 6%	21 3%	58a 4%	42a 5%	18 3%	252abcdfgh 17%	155abcdg 10%	50 3%	162abcdg 9%
2	(2)	127 1%	3 *	20 1%	5 *	19abc 1%	- -	5 1%	10 1%	8 1%	4 1%	39abcdgh 3%	26abg 2%	12 1%	22 1%
3	(3)	192 2%	4 *	37a 1%	13 1%	17a 1%	- -	5 1%	20a 1%	16a 2%	11a 2%	53abcdgh 4%	40abgh 3%	17 1%	30a 2%
4	(4)	166 2%	8 1%	30 1%	7 *	26abc 2%	3c 2%	11 1%	21g 2%	14g 2%	6 1%	53abcdfgh 4%	24g 2%	10 1%	26g 1%
5	(5)	805 8%	36 3%	200ac 6%	60 4%	97ac 6%	12a 6%	36 4%	99ad 7%	66ad 8%	25 4%	198abcdfgh 14%	124adg 8%	88 6%	168abdg 9%
6	(6)	341 3%	18 1%	86a 3%	43a 3%	35 2%	2 1%	15 2%	51ad 4%	43adfg 5%	12 2%	79abdfgh 5%	38 3%	39 3%	66a 4%
7	(7)	540 5%	32 3%	168a 5%	57 4%	70a 5%	10a 5%	36 4%	68 5%	59abf 7%	32 5%	93af 6%	71 5%	87 6%	92 5%
8	(8)	858 9%	103 8%	291e 9%	116 8%	116 8%	8 4%	49 6%	162aefgh 12%	86afh 10%	62af 10%	122a 8%	104 7%	141af 9%	133 7%
9	(9)	627 6%	72e 6%	207e 6%	153abde 11%	94e 6%	3 2%	41 5%	118acefgh 8%	43 5%	54acfh 9%	91 6%	74 5%	98 6%	108 6%
10 - certain to vote	(10)	5560 56%	979bcd 76%	2072 64%	961 66%	969 64%	142bcd 74%	611bcdefgh 73%	786e 56%	485e 56%	398bcefh 64%	466 32%	856e 56%	961bcefh 64%	997e 55%
Don't know		32 *	5c *	6 *	- -	6c *	1c *	3h *	3 *	1 *	2 *	18abcdfgh 1%	2 *	3 *	1 *
<b>10/10</b>		5560 56%	979bcd 76%	2072 64%	961 66%	969 64%	142bcd 74%	611bcdefgh 73%	786e 56%	485e 56%	398bcefh 64%	466 32%	856e 56%	961bcefh 64%	997e 55%
<b>7/10</b>		7585 76%	1186bcde 93%	2738d 85%	1288bd 89%	1248 82%	163 85%	737bcefhg 88%	1133efh 81%	674efh 78%	546bcefh 88%	772 53%	1105e 73%	1287bcefh 86%	1331e 74%
<b>1/6</b>		2389 24%	90 7%	477ac 15%	162a 11%	272abc 18%	28a 14%	94 11%	260adg 19%	188adg 22%	76 12%	674abcdfgh 46%	408abcdg 27%	215a 14%	474abcdg 26%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 2 (continuation)**

Q1 If a general election were to be held tomorrow, where people in Scotland vote for Westminster, some people we have spoken to say they would not vote while others have said they would vote. Using a ten point scale, where 10 would mean you are absolutely certain TO vote and 1 would mean you are certain NOT to vote, please tell me how certain it is that you would go and vote?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Base for stats	9974	1276	3216	1449	1520	191	831	1393	862	622	1446	1513	1502	1804
Mean Score	8.04	9.28bcde	8.70d	8.96bd	8.50	8.79	9.01bcefg	8.41efh	8.22efh	8.79bcefh	6.41	7.82e	8.70bcefh	7.92e
Standard Deviation	2.85	1.70	2.26	1.98	2.57	2.46	2.08	2.43	2.58	2.19	3.37	3.12	2.27	2.96
Error Variance	.001	.002	.002	.004	.004	.034	.005	.004	.007	.010	.007	.006	.004	.006

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

# Scottish Political Poll

**Table 3**

Q2 If the General Election for Westminster was to be held, would you vote

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservative	1188 12%	644b 13%	545 10%	75 7%	149 8%	216ab 11%	194ab 11%	161ab 12%	390abcde 20%	463bcd 19%	253cd 11%	250 9%	222 9%	440b 13%	241 8%
Labour	3530 35%	1655 34%	1875 36%	452bcdef 41%	647f 36%	714f 36%	609f 34%	500f 36%	606 31%	784 31%	716 33%	1019ab 38%	1011ab 39%	1087 33%	1198a 39%
Liberal Democrat	624 6%	278 6%	346 7%	59 5%	71 4%	122b 6%	115b 6%	87b 6%	170abcde 9%	241bcd 10%	158cd 7%	132d 5%	92 4%	213 6%	177 6%
SNP	1952 20%	1053b 22%	899 17%	174 16%	356af 20%	404af 20%	372af 21%	300af 22%	345 17%	412 16%	428a 19%	559a 21%	553a 21%	670 20%	593 19%
Green	186 2%	76 2%	110 2%	39bcdef 4%	40f 2%	40f 2%	24 1%	22 2%	21 1%	67cd 3%	46d 2%	41 2%	32 1%	66 2%	54 2%
UKIP	380 4%	245b 5%	135 3%	15 1%	39 2%	58a 3%	92abc 5%	72abc 5%	104abc 5%	72 3%	95a 4%	108a 4%	105a 4%	147b 4%	79 3%
Would probably NOT vote	339 3%	149 3%	189 4%	36 3%	97acdef 5%	76def 4%	42 2%	33 2%	53 3%	38 2%	70a 3%	112a 4%	118ab 5%	99 3%	124a 4%
Other	46 *%	32b 1%	14 *%	1 *%	12a 1%	10 1%	8 *%	4 *%	11 1%	10 *%	12 1%	11 *%	13 *%	16 *%	12 *%
Don't Know / I have not made up my mind yet	1691 17%	641 13%	1049a 20%	233cdef 21%	359cdef 20%	320f 16%	312ef 18%	197 14%	268 14%	391 16%	410a 19%	455 17%	434 17%	562 17%	539 18%
Refused/ No answer	70 1%	29 1%	41 1%	4 *%	12 1%	18 1%	14 1%	9 1%	13 1%	23 1%	14 1%	15 1%	19 1%	19 1%	25 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 3 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservative	1188 12%	123 8%	86 8%	112ab 12%	167ab 12%	174abh 14%	202abd 15%	197abcdh 15%	127ab 11%	978 12%	211 12%	1188bcde 100%	- -%	- -%	- -%	- -%
Labour	3530 35%	661cdefg 46%	526cdefg 46%	177 19%	508cef 36%	397cf 32%	324c 24%	428cf 33%	509cdefg 43%	2964b 36%	566 32%	- -%	3530acde 100%	- -%	- -%	- -%
Liberal Democrat	624 6%	33 2%	38 3%	158abdefgh 17%	99abgh 7%	77abh 6%	112abgh 8%	62a 5%	46a 4%	505 6%	119 7%	- -%	- -%	624abde 100%	- -%	- -%
SNP	1952 20%	294gh 20%	202 18%	192gh 21%	247 18%	238 19%	352abcdegh 26%	216 17%	202 17%	1583 19%	369 21%	- -%	- -%	- -%	1952abce 100%	- -%
Green	186 2%	9 1%	22a 2%	19ah 2%	46abefh 3%	22a 2%	26a 2%	30ah 2%	12 1%	144 2%	43 2%	- -%	- -%	- -%	- -%	186abcd 30%
UKIP	380 4%	52 4%	52 5%	39 4%	54 4%	48 4%	47 3%	47 4%	40 3%	302 4%	78 4%	- -%	- -%	- -%	- -%	380abcd 62%
Would probably NOT vote	339 3%	46 3%	40 3%	27 3%	51 4%	43 3%	49 4%	47 4%	36 3%	339b 4%	- -%	- -%	- -%	- -%	- -%	- -%
Other	46 *%	4 *%	4 *%	7d 1%	3 *%	9 1%	5 *%	10ad 1%	4 *%	26 *%	20a 1%	- -%	- -%	- -%	- -%	46abcd 8%
Don't Know / I have not made up my mind yet	1691 17%	220 15%	160 14%	182abd 20%	218 16%	218b 18%	246ab 18%	247abd 19%	200b 17%	1325 16%	366a 21%	- -%	- -%	- -%	- -%	- -%
Refused/ No answer	70 1%	9 1%	10 1%	8 1%	9 1%	14h 1%	8 1%	8 1%	5 *%	70b 1%	- -%	- -%	- -%	- -%	- -%	- -%

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

# Scottish Political Poll

**Table 3 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservative	1188 12%	848bcde 66%	34 1%	90bd 6%	19 1%	7bd 4%	632bcdefgh 76%	354cdefgh 25%	116defgh 13%	15fgh 2%	48fgh 3%	4 *%	6 *%	13f 1%
Labour	3530 35%	68 5%	2447acde 76%	260ade 18%	84 6%	13 7%	28 3%	319adef 23%	279abdef 32%	24 4%	256adf 17%	135ad 9%	1097abcdef 73%	1393abcdefg 77%
Liberal Democrat	624 6%	21bd 2%	23 1%	493abde 34%	8 1%	- -%	7 1%	30aefgh 2%	27aefgh 3%	501abcefg 80%	18h 1%	19h 1%	12 1%	8 *%
SNP	1952 20%	32 3%	195a 6%	124ab 9%	1177abce 77%	9 5%	20d 2%	211adgh 15%	164abdegh 19%	2 *%	192adgh 13%	1110abcdegh 73%	132adh 9%	121ad 7%
Green	186 2%	8 1%	26 1%	51abd 4%	11 1%	47abcd 25%	7 1%	28a 2%	26adefgh 3%	5 1%	56abdfgh 4%	22 1%	18 1%	25 1%
UKIP	380 4%	99bcd 8%	72 2%	36 2%	43 3%	64abcd 33%	50cdfgh 6%	72dfgh 5%	33dh 4%	2 *%	100cdfgh 7%	41d 3%	51dh 3%	31d 2%
Would probably NOT vote	339 3%	9 1%	33 1%	15 1%	21 1%	9abcd 5%	8 1%	32ad 2%	22ad 3%	4 1%	138abcdfgh 9%	53abdg 3%	24 2%	59adg 3%
Other	46 *%	1 *%	5 *%	9abd 1%	2 *%	12abcd 6%	2 *%	7h *%	6h 1%	2 *%	18abfgh 1%	5 *%	4 *%	2 *%
Don't Know / I have not made up my mind yet	1691 17%	183bd 14%	378d 12%	365abde 25%	151 10%	30d 15%	76 9%	335adefgh 24%	184adefgh 21%	65 10%	610abcdfgh 42%	121 8%	154fh 10%	146 8%
Refused/ No answer	70 1%	11b 1%	9 *%	6 *%	10 1%	1 1%	4 1%	8 1%	7 1%	4 1%	28abcdfgh 2%	7 *%	7 *%	6 *%

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

# Scottish Political Poll

**Table 4**

Q2 If the General Election for Westminster was to be held, would you vote

Base: All those naming a party

	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	7607	3852	3755	758	1196	1469	1384	1124	1656	2275	2310	1611	1283	2506	2263
Total	7907	3983	3923	816	1314	1565	1414	1147	1646	2050	1707	2120	2029	2639	2353
Conservative	1188 15%	644b 16%	545 14%	75 9%	149 11%	216a 14%	194a 14%	161ab 14%	390abcde 24%	463bcd 23%	253cd 15%	250 12%	222 11%	440b 17%	241 10%
Labour	3530 45%	1655 42%	1875a 48%	452bcdef 55%	647def 49%	714f 46%	609f 43%	500f 44%	606 37%	784 38%	716a 42%	1019ab 48%	1011ab 50%	1087 41%	1198a 51%
Liberal Democrat	624 8%	278 7%	346a 9%	59 7%	71 5%	122b 8%	115b 8%	87b 8%	170abcde 10%	241bcd 12%	158cd 9%	132d 6%	92 5%	213 8%	177 8%
SNP	1952 25%	1053b 26%	899 23%	174 21%	356af 27%	404af 26%	372af 26%	300af 26%	345 21%	412 20%	428a 25%	559a 26%	553a 27%	670 25%	593 25%
Green	186 2%	76 2%	110a 3%	39bcdef 5%	40df 3%	40f 3%	24 2%	22 2%	21 1%	67cd 3%	46d 3%	41 2%	32 2%	66 2%	54 2%
UKIP	380 5%	245b 6%	135 3%	15 2%	39 3%	58a 4%	92abc 6%	72abc 6%	104abc 6%	72 4%	95a 6%	108a 5%	105a 5%	147b 6%	79 3%
Would probably NOT vote	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other	46 1%	32b 1%	14 *%	1 *%	12a 1%	10 1%	8 1%	4 *%	11 1%	10 1%	12 1%	11 1%	13 1%	16 1%	12 1%
Don't Know / I have not made up my mind yet	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 4 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote

Base: All those naming a party

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	7607	1081	953	722	1016	917	1006	957	954	6260	1347	1239	3093	490	2175	610
Total	7907	1176	931	704	1124	965	1069	989	941	6500	1407	1188	3530	624	1952	613
Conservative	1188 15%	123 10%	86 9%	112ab 16%	167ab 15%	174abh 18%	202abdh 19%	197abcdh 20%	127ab 14%	978 15%	211 15%	1188bcde 100%	- -%	- -%	- -%	- -%
Labour	3530 45%	661cdefg 56%	526cdefg 57%	177 25%	508cf 45%	397cf 41%	324c 30%	428cf 43%	509cdefg 54%	2964b 46%	566 40%	- -%	3530acde 100%	- -%	- -%	- -%
Liberal Democrat	624 8%	33 3%	38 4%	158abdefgh 22%	99abgh 9%	77abh 8%	112abgh 11%	62ab 6%	46a 5%	505 8%	119 8%	- -%	- -%	624abde 100%	- -%	- -%
SNP	1952 25%	294 25%	202 22%	192bdgh 27%	247 22%	238 25%	352abcdegh 33%	216 22%	202 21%	1583 24%	369 26%	- -%	- -%	- -%	1952abce 100%	- -%
Green	186 2%	9 1%	22a 2%	19ah 3%	46abefh 4%	22a 2%	26a 2%	30ah 3%	12 1%	144 2%	43 3%	- -%	- -%	- -%	- -%	186abcd 30%
UKIP	380 5%	52 4%	52 6%	39 6%	54 5%	48 5%	47 4%	47 5%	40 4%	302 5%	78 6%	- -%	- -%	- -%	- -%	380abcd 62%
Would probably NOT vote	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other	46 1%	4 *%	4 *%	7ad 1%	3 *%	9 1%	5 *%	10ad 1%	4 *%	26 *%	20a 1%	- -%	- -%	- -%	- -%	46abcd 8%
Don't Know / I have not made up my mind yet	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 4 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote

Base: All those naming a party

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	7607	1150	2406	728	1650	141	783	1041	651	438	648	1465	1210	1371
Total	7907	1078	2802	1064	1344	152	746	1022	650	552	689	1335	1320	1593
Conservative	1188 15%	848bcde 79% 1%	34 1%	90bd 8%	19 1%	7bd 5%	632bcdefgh 85%	354cdefgh 35%	116defgh 18%	15fgh 3%	48dfgh 7%	4 *%	6 *%	13f 1%
Labour	3530 45%	68 6%	2447acde 87%	260ade 24%	84 6%	13 8%	28 4%	319adf 31%	279abdef 43%	24 4%	256abdf 37%	135ad 10%	1097abcdef1393abcdefg 83%	87%
Liberal Democrat	624 8%	21bd 2%	23 1%	493abde 46%	8 1%	- -%	7 1%	30afgh 3%	27afgh 4%	501abcefg 91%	18agh 3%	19h 1%	12 1%	8 *%
SNP	1952 25%	32 3%	195a 7%	124ab 12%	1177abce 88%	9a 6%	20d 3%	211adgh 21%	164abdgh 25%	2 *%	192abdgh1110abcdegh 28%	83%	132adh 10%	121ad 8%
Green	186 2%	8 1%	26 1%	51abd 5%	11 1%	47abcd 31%	7 1%	28adgh 3%	26adfg 4%	5 1%	56abcdfgh 8%	22 2%	18 1%	25 2%
UKIP	380 5%	99bcd 9%	72 3%	36 3%	43 3%	64abcd 42%	50dfgh 7%	72dfgh 7%	33dfh 5%	2 *%	100abcdfgh 15%	41d 3%	51dh 4%	31d 2%
Would probably NOT vote	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other	46 1%	1 *%	5 *%	9abd 1%	2 *%	12abcd 8%	2 *%	7h 1%	6h 1%	2 *%	18abcdfgh 3%	5 *%	4 *%	2 *%
Don't Know / I have not made up my mind yet	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 5**

Q2 If the General Election for Westminster was to be held, would you vote.

Base: Weighted to likely turnout

	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	8021	3952	4069	756	1298	1570	1488	1190	1713	2205	1802	2100	1914	2690	2378
Conservative	1069 13%	583b 15%	486 12%	61 8%	127 10%	188ab 12%	179ab 12%	151ab 13%	361abcde 21%	432bcd 20%	229cd 13%	213 10%	195 10%	389b 14%	212 9%
Labour	2973 37%	1428 36%	1545 38%	340bcdef 45%	513df 40%	600f 38%	531f 36%	452f 38%	534 31%	709 32%	626a 35%	841ab 40%	797ab 42%	936 35%	1002a 42%
Liberal Democrat	550 7%	250 6%	300a 7%	45 6%	62 5%	107b 7%	102b 7%	77b 6%	158abcde 9%	220bcd 10%	143cd 8%	114d 5%	72 4%	187 7%	155 7%
SNP	1564 19%	871b 22%	693 17%	123 16%	269af 21%	319af 20%	312af 21%	253af 21%	287 17%	365 17%	353a 20%	443a 21%	403a 21%	535 20%	464 20%
Green	149 2%	59 1%	91a 2%	30bcdef 4%	29f 2%	32f 2%	21 1%	18 2%	18 1%	57cd 3%	38d 2%	29 1%	25 1%	57 2%	40 2%
UKIP	326 4%	212b 5%	115 3%	10 1%	32a 2%	50a 3%	78abc 5%	62abc 5%	94abc 6%	63 3%	81a 5%	90a 4%	92a 5%	124b 5%	67 3%
Would probably NOT vote	60 1%	27 1%	33 1%	5 1%	13e 1%	17de 1%	7 *	4 *	14 1%	9 *	11 1%	23a 1%	18a 1%	22 1%	17 1%
Other	28 *	19b *	9 *	1 *	4 *	9 1%	3 *	3 *	8 *	7 *	7 *	6 *	7 *	8 *	9 *
Don't Know / I have not made up my mind yet	1250 16%	486 12%	764a 19%	140cef 18%	239cef 18%	232 15%	248ef 17%	164 14%	227 13%	324 15%	304a 17%	331 16%	290 15%	417 15%	393 17%
Refused/ No answer	52 1%	18 *	35a 1%	1 *	9 1%	15a 1%	9 1%	6 1%	12 1%	18 1%	10 1%	10 *	14 1%	16 1%	18 1%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 5 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote.

Base: Weighted to likely turnout

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	8021	1169	903	747	1158	990	1077	1003	966	6584	1438	1069	2973	550	1564	504
Conservative	1069 13%	113 10%	79 9%	104ab 14%	153ab 13%	158abdh 16%	175abdh 16%	170abdh 17%	116b 12%	880 13%	189 13%	1069bcde 100%	- -%	- -%	- -%	- -%
Labour	2973 37%	552cdefg 47%	440cdefg 49%	153 20%	440cef 38%	323cf 33%	276c 26%	352cf 35%	436cdefg 45%	2494b 38%	479 33%	- -%	2973acde 100%	- -%	- -%	- -%
Liberal Democrat	550 7%	30 3%	33 4%	141abdefgh 19%	92abgh 8%	67abh 7%	99abegh 9%	51a 5%	38 4%	440 7%	110 8%	- -%	- -%	550abde 100%	- -%	- -%
SNP	1564 19%	243bdgh 21%	160 18%	155dgh 21%	199 17%	194g 20%	276abcdegh 26%	164 16%	164 17%	1255 19%	309a 21%	- -%	- -%	- -%	1564abce 100%	- -%
Green	149 2%	7 1%	16a 2%	14a 2%	37abefh 3%	19a 2%	21a 2%	25ah 3%	10 1%	117 2%	33 2%	- -%	- -%	- -%	- -%	149abcd 30%
UKIP	326 4%	46 4%	47 5%	33 4%	47 4%	37 4%	40 4%	39 4%	37 4%	257 4%	69 5%	- -%	- -%	- -%	- -%	326abcd 65%
Would probably NOT vote	60 1%	9 1%	7 1%	4 1%	10 1%	8 1%	8 1%	8 1%	6 1%	60b 1%	- -%	- -%	- -%	- -%	- -%	- -%
Other	28 *%	2 *%	2 *%	6adf 1%	2 *%	5 1%	2 *%	6d 1%	2 *%	22 *%	7 *%	- -%	- -%	- -%	- -%	28abcd 6%
Don't Know / I have not made up my mind yet	1250 16%	159 14%	110 12%	131ab 18%	172b 15%	169ab 17%	175ab 16%	180abd 18%	155b 16%	1007 15%	243 17%	- -%	- -%	- -%	- -%	- -%
Refused/ No answer	52 1%	7 1%	9h 1%	6 1%	7 1%	9h 1%	5 1%	6 1%	2 *%	52b 1%	- -%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 5 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote.

Base: Weighted to likely turnout

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	8021	1185	2798	1299	1292	168	749	1172	709	547	927	1183	1306	1429
Conservative	1069 13%	798bcde 67%	31 1%	86bd 7%	18 1%	6bd 4%	584bcdefgh 78%	314cdefgh 27%	101defgh 14%	15fgh 3%	36fgh 4%	3 *%	6 *%	10f 1%
Labour	2973 37%	62 5%	2171acde 78%	240ade 18%	74 6%	11 7%	22 3%	264adf 23%	234abdef 33%	18 3%	199adf 21%	107ad 9%	975abcdef1154abcdefg 75% 81%	
Liberal Democrat	550 7%	18bd 2%	18 1%	453abde 35%	7 1%	- -%	4 1%	26afgh 2%	26abefgh 4%	448abcefg 82%	13ah 1%	14h 1%	11 1%	7 1%
SNP	1564 19%	26 2%	164a 6%	107ab 8%	1011abce 78%	8a 5%	17d 2%	174adgh 15%	138abdegh 19%	2 *%	133adgh 14%	904abcdegh 76%	107adh 8%	88ad 6%
Green	149 2%	7 1%	21 1%	44abd 3%	9 1%	42abcd 25%	6 1%	25a 2%	22adfg 3%	5 1%	40abdfgh 4%	18 1%	16 1%	18 1%
UKIP	326 4%	94bcd 8%	59 2%	33 3%	38 3%	59abcd 35%	44dfgh 6%	68cdfgh 6%	28dh 4%	2 *%	81abcdfgh 9%	34dh 3%	45dh 3%	24d 2%
Would probably NOT vote	60 1%	4 *%	7 *%	5 *%	4 *%	5abcd 3%	2 *%	11dg 1%	4 1%	* *%	26abcdfgh 3%	6 1%	3 *%	8 1%
Other	28 *%	1 *%	5 *%	7ab 1%	2 *%	11abcd 7%	2 *%	7h 1%	3h *%	* *%	7dh 1%	4 *%	3 *%	1 *%
Don't Know / I have not made up my mind yet	1250 16%	165bd 14%	316d 11%	319abde 25%	121 9%	24d 14%	64 8%	277adfg 24%	146adfg 21%	53 10%	374abcdfgh 40%	89 8%	134fh 10%	113 8%
Refused/ No answer	52 1%	10b 1%	6 *%	6 *%	8b 1%	1 1%	4 1%	6 1%	6 1%	4 1%	18abcdfgh 2%	4 *%	5 *%	5 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 6**

Q2 If the General Election for Westminster was to be held, would you vote.

Base: Weighted to likely turnout and those naming a party

	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	7607	3852	3755	758	1196	1469	1384	1124	1656	2275	2310	1611	1283	2506	2263
Total	6659	3421	3238	609	1037	1305	1225	1015	1461	1855	1477	1736	1591	2236	1950
Conservative	1069 16%	583b 17%	486 15%	61 10%	127 12%	188a 14%	179a 15%	151a 15%	361abcde 25%	432bcd 23%	229cd 15%	213 12%	195 12%	389b 17%	212 11%
Labour	2973 45%	1428 42%	1545a 48%	340bcdef 56%	513def 49%	600f 46%	531f 43%	452f 45%	534 37%	709 38%	626a 42%	841ab 48%	797ab 50%	936 42%	1002a 51%
Liberal Democrat	550 8%	250 7%	300a 9%	45 7%	62 6%	107b 8%	102b 8%	77 8%	158abcde 11%	220bcd 12%	143cd 10%	114d 7%	72 5%	187 8%	155 8%
SNP	1564 23%	871b 25%	693 21%	123 20%	269af 26%	319af 24%	312af 25%	253af 25%	287 20%	365 20%	353a 24%	443a 26%	403a 25%	535 24%	464 24%
Green	149 2%	59 2%	91a 3%	30bcdef 5%	29f 3%	32f 2%	21 2%	18 2%	18 1%	57cd 3%	38d 3%	29 2%	25 2%	57 3%	40 2%
UKIP	326 5%	212b 6%	115 4%	10 2%	32 3%	50a 4%	78abc 6%	62abc 6%	94abc 6%	63 3%	81a 6%	90a 5%	92a 6%	124b 6%	67 3%
Would probably NOT vote	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other	28 *%	19b 1%	9 *%	1 *%	4 *%	9 1%	3 *%	3 *%	8 1%	7 *%	7 *%	6 *%	7 *%	8 *%	9 *%
Don't Know / I have not made up my mind yet	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 6 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote.

Base: Weighted to likely turnout and those naming a party

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	7607	1081	953	722	1016	917	1006	957	954	6260	1347	1239	3093	490	2175	610
Total	6659	995	777	605	969	804	889	808	803	5464	1195	1069	2973	550	1564	504
Conservative	1069 16%	113 11%	79 10%	104ab 17%	153ab 16%	158abdh 20%	175abdh 20%	170abcdh 21%	116ab 14%	880 16%	189 16%	1069bcde 100%	- -%	- -%	- -%	- -%
Labour	2973 45%	552cdefg 55%	440cdefg 57%	153 25%	440cef 45%	323cf 40%	276c 31%	352cf 44%	436cdefg 54%	2494b 46%	479 40%	- -%	2973acde 100%	- -%	- -%	- -%
Liberal Democrat	550 8%	30 3%	33 4%	141abdefgh 23%	92abgh 9%	67abh 8%	99abegh 11%	51ab 6%	38 5%	440 8%	110 9%	- -%	- -%	550abde 100%	- -%	- -%
SNP	1564 23%	243bdgh 24%	160 21%	155bdgh 26%	199 21%	194g 24%	276abcdghe 31%	164 20%	164 20%	1255 23%	309a 26%	- -%	- -%	- -%	1564abce 100%	- -%
Green	149 2%	7 1%	16a 2%	14a 2%	37abh 4%	19a 2%	21a 2%	25ah 3%	10 1%	117 2%	33 3%	- -%	- -%	- -%	- -%	149abcd 30%
UKIP	326 5%	46 5%	47 6%	33 5%	47 5%	37 5%	40 5%	39 5%	37 5%	257 5%	69 6%	- -%	- -%	- -%	- -%	326abcd 65%
Would probably NOT vote	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other	28 *%	2 *%	2 *%	6adf 1%	2 *%	5 1%	2 *%	6d 1%	2 *%	22 *%	7 1%	- -%	- -%	- -%	- -%	28abcd 6%
Don't Know / I have not made up my mind yet	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 6 (continuation)**

Q2 If the General Election for Westminster was to be held, would you vote.

Base: Weighted to likely turnout and those naming a party

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	7607	1150	2406	728	1650	141	783	1041	651	438	648	1465	1210	1371
Total	6659	1006	2469	970	1159	138	679	878	553	490	509	1084	1164	1303
Conservative	1069 16%	798bcde 79%	31 1%	86bd 9%	18 2%	6bd 5%	584bcdefgh 86%	314cdefgh 36%	101defgh 18%	15fgh 3%	36dfgh 7%	3 *%	6 *%	10 1%
Labour	2973 45%	62 6%	2171acde 88%	240ade 25%	74 6%	11 8%	22 3%	264adf 30%	234abdf 42%	18 4%	199abdf 39%	107ad 10%	975abcdef1154abcdefg 84%	89%
Liberal Democrat	550 8%	18bd 2%	18 1%	453abde 47%	7 1%	- -%	4 1%	26afgh 3%	26aefgh 5%	448abcefg 91%	13afgh 3%	14h 1%	11 1%	7 1%
SNP	1564 23%	26 3%	164a 7%	107ab 11%	1011abce 87%	8a 6%	17d 2%	174adgh 20%	138abdgh 25%	2 *%	133abdgh 26%	904abcdegh 83%	107adh 9%	88ad 7%
Green	149 2%	7 1%	21 1%	44abd 5%	9 1%	42abcd 30%	6 1%	25adfg 3%	22adfg 4%	5 1%	40abcdfg 8%	18 2%	16 1%	18 1%
UKIP	326 5%	94bcd 9%	59 2%	33 3%	38 3%	59abcd 43%	44dfgh 7%	68cdfgh 8%	28dfh 5%	2 *%	81abcdfg 16%	34dh 3%	45dh 4%	24d 2%
Would probably NOT vote	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other	28 *%	1 *%	5 *%	7abd 1%	2 *%	11abcd 8%	2 *%	7h 1%	3h 1%	* *%	7adfg 1%	4 *%	3 *%	1 *%
Don't Know / I have not made up my mind yet	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May**

# Scottish Political Poll

**Table 7**

Q3 Thinking back to the last general election for Westminster in May 2010 many people didn't vote. Can you remember, you vote in that election, or did you NOT

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
I did vote	7674 77%	3739b 78%	3935 76%	493 45%	1189a 67%	1536ab 78%	1483abc 83%	1195abcd 86%	1772abcde 89%	2140bcd 86%	1684cd 76%	1980 73%	1870 72%	2541 77%	2292 75%
I didn't vote	2145 21%	997 21%	1148 22%	571bcdef 52%	546cdef 31%	403def 20%	272ef 15%	173f 13%	180 9%	340 14%	467a 21%	662ab 24%	676ab 26%	713 21%	698 23%
Can't remember	187 2%	67 1%	120a 2%	25e 2%	48def 3%	41 2%	27 2%	17 1%	29 1%	22 1%	51a 2%	60a 2%	54a 2%	65 2%	52 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 7 (continuation)**

Q3 Thinking back to the last general election for Westminster in May 2010 many people didn't vote. Can you remember, you vote in that election, or did you NOT

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
I did vote	7674 77%	1125f 78%	861 75%	730bfg 79%	1095f 78%	952f 77%	998 73%	972 75%	941bfg 80%	6314 77%	1359 77%	998bde 84%	2872d 81%	546bde 87%	1537 79%	488 80%
I didn't vote	2145 21%	308 21%	257ch 23%	167 18%	283 20%	262 21%	345acdeh 25%	289ch 22%	226 19%	1792 22%	353 20%	169 14%	616ac 17%	74 12%	373ac 19%	112ac 18%
Can't remember	187 2%	18 1%	23 2%	24ah 3%	24 2%	27 2%	29 2%	30ah 2%	14 1%	127 2%	60a 3%	21 2%	43 1%	4 1%	42bc 2%	13c 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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Fieldwork Conducted 22nd February to 9th May**

# Scottish Political Poll

**Table 7 (continuation)**

Q3 Thinking back to the last general election for Westminster in May 2010 many people didn't vote. Can you remember, you vote in that election, or did you NOT

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
I did vote	7674 77%	1281 100%	3222 100%	1449 100%	1526 100%	192 100%	711bcefh 85%	1067e 76%	643e 74%	542bcefh 87%	813 56%	1201ce 79%	1266bcefh 84%	1430ce 79%
I didn't vote	2145 21%	- -%	- -%	- -%	- -%	- -%	112 13%	306adfg 22%	206adfg 24%	76 12%	587abcdfgh 40%	280adg 18%	225 15%	353adg 20%
Can't remember	187 2%	- -%	- -%	- -%	- -%	- -%	12 1%	23 2%	14 2%	6 1%	63abcdfgh 4%	34gh 2%	13 1%	22 1%

95 percent as lower case or \*

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**Fieldwork Conducted 22nd February to 9th May**



# Scottish Political Poll

**Table 8**

Q4 Could you tell me which party you actually voted for at the last general election for Westminster in May 2010. Was it Conservative, Labour, Liberal Democrat, SNP, Green, UKIP or for another Party?

Base: All those who voted in the last General Election

	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	7730	3742	3988	457	1117	1507	1513	1229	1873	2444	2342	1562	1234	2496	2344
Total	7674	3739	3935	493	1189	1536	1483	1195	1772	2140	1684	1980	1870	2541	2292
Conservative	1281 17%	665b 18%	616 16%	51 10%	158 13%	210 14%	232a 16%	192a 16%	436abcde 25%	478bcd 22%	277cd 16%	275 14%	250 13%	436b 17%	290 13%
Labour	3222 42%	1488 40%	1734a 44%	261bcdef 53%	526f 44%	653f 42%	600f 40%	528f 44%	650 37%	708 33%	670a 40%	899ab 45%	945abc 51%	974 38%	1072a 47%
Liberal Democrat	1449 19%	668 18%	782a 20%	95 19%	241e 20%	290 19%	297e 20%	200 17%	326 18%	577bcd 27%	341cd 20%	317d 16%	215 11%	561b 22%	402 18%
SNP	1526 20%	805b 22%	721 18%	70 14%	230a 19%	347abf 23%	315af 21%	239a 20%	325a 18%	327 15%	344a 20%	432a 22%	422a 23%	501 20%	466 20%
Green	77 1%	38 1%	39 1%	8f 2%	19f 2%	16f 1%	16f 1%	13f 1%	6 *	31d 1%	19d 1%	19 1%	9 *	31 1%	28 1%
UKIP	71 1%	42 1%	29 1%	4 1%	5 *	11 1%	18b 1%	18bc 1%	16 1%	9 *	23a 1%	21a 1%	19a 1%	27 1%	15 1%
Other Specify (DO NOT READ OUT)	43 1%	31b 1%	12 *	3 1%	9 1%	9 1%	5 *	5 *	13 1%	9 *	9 1%	16 1%	9 *	9 *	16 1%
Don't Know / Can't remember (DO NOT READ OUT)	2 *%	1 *%	2 *%	* *%	* *%	* *%	* *%	* *%	* *%	1 *%	1 *%	* *%	* *%	1 *%	1 *%
Refused (DO NOT READ OUT)	2 *%	1 *%	1 *%	* *%	* *%	* *%	* *%	* *%	* *%	1 *%	* *%	* *%	* *%	1 *%	1 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 8 (continuation)**

Q4 Could you tell me which party you actually voted for at the last general election for Westminster in May 2010. Was it Conservative, Labour, Liberal Democrat, SNP, Green, UKIP or for another Party?

Base: All those who voted in the last General Election

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	7730	1082	920	759	1044	947	1011	979	988	6400	1330	1046	2487	411	1778	480
Total	7674	1125	861	730	1095	952	998	972	941	6314	1359	998	2872	546	1537	488
Conservative	1281 17%	148 13%	98 11%	112b 15%	180ab 16%	175ab 18%	197abcdh 20%	219abcdeh 23%	152b 16%	1054 17%	227 17%	848bcde 85%	68 2%	21d 4%	32 2%	108bcd 22%
Labour	3222 42%	637cdefg 57%	487cdefg 57%	148 20%	441cf 40%	356cf 37%	269c 27%	389cf 40%	495cdefg 53%	2651 42%	571 42%	34 3%	2447acde 85%	23 4%	195ac 13%	103acd 21%
Liberal Democrat	1449 19%	84 7%	98a 11%	290abdefgh 40%	235abh 21%	207abh 22%	213abh 21%	185abh 19%	137ab 15%	1193 19%	257 19%	90 9%	260 9%	493abde 90%	124 8%	97abd 20%
SNP	1526 20%	231bgh 21%	146 17%	157bgh 22%	201h 18%	191h 20%	296abcdegh 30%	162 17%	141 15%	1256 20%	270 20%	19 2%	84 3%	8 1%	1177abce 77%	57abc 12%
Green	77 1%	5 *%	13agh 2%	8h 1%	23afgh 2%	11h 1%	9 1%	5 *%	3 *%	68 1%	10 1%	1 *%	7 *%	- -%	5 *%	47abcd 10%
UKIP	71 1%	15 1%	8 1%	9 1%	7 1%	8 1%	10 1%	7 1%	7 1%	56 1%	15 1%	2b *%	- -%	- -%	* *%	54abcd 11%
Other Specify (DO NOT READ OUT)	43 1%	5 *%	10f 1%	4 1%	5 *%	4 *%	3 *%	5 1%	6 1%	34 1%	9 1%	3 *%	6 *%	- -%	4 *%	22abcd 4%
Don't Know / Can't remember (DO NOT READ OUT)	2 *%	* *%	* *%	* *%	* *%	* *%	* *%	* *%	* *%	2 *%	1 *%	* *%	* *%	* *%	* *%	* *%
Refused (DO NOT READ OUT)	2 *%	* *%	* *%	* *%	* *%	* *%	* *%	* *%	* *%	2 *%	- -%	* *%	* *%	- -%	* *%	* *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 8 (continuation)**

Q4 Could you tell me which party you actually voted for at the last general election for Westminster in May 2010. Was it Conservative, Labour, Liberal Democrat, SNP, Green, UKIP or for another Party?

Base: All those who voted in the last General Election

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	7730	1369	2777	987	1879	178	757	1155	703	414	910	1371	1175	1245
Total	7674	1281	3222	1449	1526	192	711	1067	643	542	813	1201	1266	1430
Conservative	1281 17%	1281bcde 100%	- -%	- -%	- -%	- -%	610bcdefgh 86%	368cdefgh 34%	114defgh 18%	24fgh 4%	88dfgh 11%	21 2%	31 2%	25 2%
Labour	3222 42%	- -%	3222acde 100%	- -%	- -%	- -%	32 4%	283adf 27%	243abdf 38%	24 4%	329abdf 40%	220ad 18%	889abcdef1202 70% 84%	1202 84%
Liberal Democrat	1449 19%	- -%	- -%	1449abde 100%	- -%	- -%	35 5%	199afh 19%	139afgh 22%	484abcefg 89%	177afgh 22%	110a 9%	200afh 16%	105a 7%
SNP	1526 20%	- -%	- -%	- -%	1526abce 100%	- -%	24 3%	180adgh 17%	127adgh 20%	9 2%	160adgh 20%	825abcdegh 69%	119adh 9%	81ad 6%
Green	77 1%	- -%	- -%	- -%	- -%	77abcd 40%	1 *% 40%	12a 1%	9adh 1%	1 *% 1%	17adh 2%	16adh 1%	14a 1%	8 1%
UKIP	71 1%	- -%	- -%	- -%	- -%	71abcd 37%	7d 1%	17dfgh 2%	5 1%	- -%	29abcdfgh 4%	5 *% 1%	4 *% 1%	5 *% 1%
Other Specify (DO NOT READ OUT)	43 1%	- -%	- -%	- -%	- -%	43abcd 23%	3 *% 23%	8 1%	6dh 1%	- -%	11dfh 1%	4 *% 1%	9 1%	3 *% 1%
Don't Know / Can't remember (DO NOT READ OUT)	2 *% 1%	- -%	- -%	- -%	- -%	- -%	* *% 1%	* *% 1%	* *% 1%	* *% 1%	1 *% 1%	* *% 1%	* *% 1%	* *% 1%
Refused (DO NOT READ OUT)	2 *% 1%	- -%	- -%	- -%	- -%	- -%	* *% 1%	* *% 1%	* *% 1%	- -%	1 *% 1%	* *% 1%	* *% 1%	* *% 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 9**

Q5 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Yes, I am pretty sure which party I will vote for at the next general election.	4751 47%	2516b 52%	2235 43%	357 33%	689a 39%	900ab 45%	848ab 48%	780abcd 56%	1173abcd 59%	1220b 49%	998 45%	1264 47%	1269b 49%	1565b 47%	1249 41%
No, I have not finally decided which party to vote for and may well change my mind.	4822 48%	2103 44%	2719a 52%	671bcdef 62%	957cdef 54%	995ef 50%	871ef 49%	570 41%	755 38%	1229d 49%	1122d 51%	1304d 48%	1166 45%	1622 49%	1646a 54%
I won't vote (DO NOT READ OUT)	405 4%	174 4%	231a 4%	54ef 5%	131acdef 7%	80ef 4%	62f 3%	32 2%	46 2%	48 2%	79a 4%	124a 5%	154ab 6%	125 4%	138 5%
Refused (DO NOT READ OUT)	29 *%	10 *%	18 *%	8cd 1%	6 *%	4 *%	1 *%	5 *%	5 *%	5 *%	3 *%	10 *%	10 *%	8 *%	9 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 9 (continuation)**

Q5 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Yes, I am pretty sure which party I will vote for at the next general election.	4751 47%	756cdefgh 52%	586cefgh 51%	427 46%	673g 48%	573 46%	623 45%	558 43%	554 47%	3699 45%	1052a 59%	715ce 60%	2179ce 62%	282 45%	1185ce 61%	252 41%
No, I have not finally decided which party to vote for and may well change my mind.	4822 48%	633 44%	504 44%	459ab 50%	675ab 48%	613ab 49%	687ab 50%	666ab 52%	578ab 49%	4211b 51%	611 34%	462 39%	1321 37%	339abd 54%	741 38%	337abd 55%
I won't vote (DO NOT READ OUT)	405 4%	56 4%	50 4%	34 4%	51 4%	54 4%	58 4%	56 4%	46 4%	308 4%	97a 5%	10 1%	26 1%	3 *%	25b 1%	23abcd 4%
Refused (DO NOT READ OUT)	29 *%	6 *%	2 *%	1 *%	2 *%	1 *%	4 *%	10bcde 1%	3 *%	16 *%	12a 1%	2 *%	4 *%	- -%	1 *%	- -%

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

# Scottish Political Poll

**Table 9 (continuation)**

Q5 Have you definitely decided which party you will vote for at the next general election, or do you think you may well change your mind?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Yes, I am pretty sure which party I will vote for at the next general election.	4751 47%	725ce 57%	1886ce 59%	469 32%	935ace 61%	89c 46%	565bcdefgh 68%	379e 27%	311be 36%	265bce 42%	341 23%	944bcdeg 62%	823bcde 55%	1123bcdeg 62%
No, I have not finally decided which party to vote for and may well change my mind.	4822 48%	544d 43%	1310d 41%	960abde 66%	576 38%	97abd 50%	256 31%	982acdefgh 70%	535adfg 62%	353afgh 57%	902adfg 62%	517 34%	667afh 44%	610 34%
I won't vote (DO NOT READ OUT)	405 4%	8 1%	25 1%	20 1%	13 1%	4ab 2%	12 1%	33dg 2%	17g 2%	6 1%	202abcdfgh 14%	53acd 3%	15 1%	67abcdg 4%
Refused (DO NOT READ OUT)	29 *%	4b *%	- -%	- -%	1 *%	2bcd 1%	1 *%	2 *%	* *%	- -%	18abcdfgh 1%	2 *%	* *%	5 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 10**

Q5a Which of the following parties would you seriously consider voting for at the next general election for Westminster?

Base: Weighted to likely turnout

	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	4863	2107	2756	652	898	985	902	591	815	1399	1557	1026	755	1609	1654
Total	3789	1677	2112	457	707	773	733	470	646	1064	895	983	847	1292	1270
Conservative	1029 27%	504b 30%	525 25%	104 23%	158 22%	210ab 27%	194b 26%	142ab 30%	220abcd 34%	354bcd 33%	257cd 29%	238 24%	180 21%	402b 31%	275 22%
Labour	2095 55%	919 55%	1176 56%	285def 62%	433def 61%	452ef 58%	415ef 57%	240f 51%	269 42%	617d 58%	506d 57%	543d 55%	429 51%	723 56%	784a 62%
Liberal Democrat	1095 29%	467 28%	627 30%	124 27%	192 27%	228 29%	216 30%	131 28%	204b 32%	398bcd 37%	267cd 30%	245 25%	184 22%	398b 31%	343 27%
SNP	1418 37%	635 38%	783 37%	192def 42%	274f 39%	329def 43%	272f 37%	169f 36%	181 28%	378 36%	355a 40%	374 38%	310 37%	461 36%	531a 42%
Green	620 16%	284 17%	336 16%	99cdef 22%	131ef 19%	136ef 18%	123ef 17%	59 13%	70 11%	227bcd 21%	152cd 17%	132 13%	108 13%	227 18%	192 15%
UKIP	532 14%	297b 18%	235 11%	42 9%	82 12%	100a 13%	133abce 18%	65a 14%	110abc 17%	134 13%	130 15%	141 14%	127 15%	196b 15%	133 10%
Other Specify (DO NOT READ OUT)	27 1%	11 1%	16 1%	3 1%	2 *%	6 1%	4 1%	4 1%	7b 1%	6 1%	5 1%	6 1%	10 1%	8 1%	6 1%
Don't Know / I haven't made my mind up (DO NOT READ OUT)	473 12%	172 10%	300a 14%	63 14%	101e 14%	87 11%	94 13%	48 10%	80 12%	100 9%	93 10%	151ab 15%	129ab 15%	147 11%	167 13%
Refused (DO NOT READ OUT)	6 *%	3 *%	2 *%	- -%	* *%	2 *%	1 *%	1 *%	2 *%	* *%	1 *%	2 *%	2 *%	1 *%	2 *%

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

# Scottish Political Poll

**Table 10 (continuation)**

Q5a Which of the following parties would you seriously consider voting for at the next general election for Westminster?

Base: Weighted to likely turnout

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	4863	603	541	487	653	617	666	667	628	4216	647	452	1204	274	793	327
Total	3789	494	389	362	551	487	526	506	465	3319	471	394	1045	291	566	280
Conservative	1029 27%	117 24%	87 22%	97 27%	142 26%	137b 28%	179abcdegh 34%	147ab 29%	122 26%	913 28%	116 25%	345bcde 88%	158d 15%	82bd 28%	58 10%	64bd 23%
Labour	2095 55%	303cefg 61%	224cf 58%	166 46%	328cefg 59%	254c 52%	268 51%	266c 53%	286cefg 62%	1867b 56%	228 49%	117 30%	898acde 86%	149ae 51%	290ae 51%	92 33%
Liberal Democrat	1095 29%	95 19%	88 23%	151abcdefg 42%	176abgh 32%	156abgh 32%	174abgh 33%	134a 27%	120a 26%	966 29%	129 27%	148bde 37%	222 21%	242abde 83%	106 19%	53 19%
SNP	1418 37%	209cdg 42%	157cdg 40%	116 32%	189 34%	193cd 40%	198c 38%	176 35%	179c 39%	1246 38%	172 36%	50 13%	384ace 37%	65a 22%	473abce 84%	58a 21%
Green	620 16%	76 15%	60 15%	70g 19%	109abfgh 20%	78 16%	82 16%	74 15%	72 15%	545 16%	74 16%	29 7%	150a 14%	50a 17%	92a 16%	103abcd 37%
UKIP	532 14%	71 14%	56 14%	50 14%	76 14%	57 12%	78 15%	68 13%	77e 17%	450 14%	82a 17%	65bcd 16%	65 6%	22 8%	53b 9%	159abcd 57%
Other Specify (DO NOT READ OUT)	27 1%	2 *%	3 1%	6deh 2%	1 *%	2 *%	6d 1%	6d 1%	2 *%	15 *%	12a 3%	3 1%	4 *%	- -%	3 1%	8abcd 3%
Don't Know / I haven't made my mind up (DO NOT READ OUT)	473 12%	54 11%	43 11%	56abdh 15%	63 11%	71h 15%	63h 12%	75ah 15%	40 9%	370 11%	103a 22%	22 6%	75 7%	15 5%	35 6%	14 5%
Refused (DO NOT READ OUT)	6 *%	* *%	* *%	1 *%	* *%	* *%	2 *%	2 *%	* *%	6 *%	- -%	- -%	- -%	- -%	* *%	- -%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 10 (continuation)**

Q5a Which of the following parties would you seriously consider voting for at the next general election for Westminster?

Base: Weighted to likely turnout

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	4863	572	1157	648	715	84	264	1042	573	289	944	542	639	570
Total	3789	496	1098	856	478	85	215	829	426	301	612	392	561	453
Conservative	1029 27%	358bcde 72%	153 14%	236bd 28%	71 15%	20bd 23%	158bcdefgh 74%	503cdefgh 61%	162defgh 38%	90efgh 30%	53fgh 9%	9 2%	27f 5%	26f 6%
Labour	2095 55%	159 32%	860acde 78%	425ae 50%	235ae 49%	22 26%	56 26%	406ae 49%	244abe 57%	155ae 51%	215a 35%	206ae 52%	440abcdef 78%	374abcdef 83%
Liberal Democrat	1095 29%	131bd 27%	175 16%	510abde 60%	82 17%	18 21%	46efh 21%	265aefgh 32%	192abefgh 45%	249abcefgh 83%	98 16%	57 14%	125efh 22%	62 14%
SNP	1418 37%	83 17%	442ace 40%	242a 28%	359abce 75%	19 23%	31 14%	259ad 31%	153ade 36%	46 15%	184ad 30%	325abcdegh 83%	242abcde 43%	177abde 39%
Green	620 16%	35 7%	159a 15%	208abd 24%	83a 17%	35abcd 42%	14 6%	125a 15%	80ae 19%	56ae 19%	85a 14%	84abeh 21%	105ae 19%	70a 15%
UKIP	532 14%	124bcd 25%	127 12%	91 11%	79bc 17%	31abcd 36%	62bcdefgh 29%	147cdefgh 18%	55d 13%	18 6%	88dh 14%	43d 11%	74d 13%	46d 10%
Other Specify (DO NOT READ OUT)	27 1%	3 1%	7 1%	5 1%	5 1%	4abcd 4%	1 1%	3 *%	* *%	- -%	8bcd 1%	5bcd 1%	3 1%	6cd 1%
Don't Know / I haven't made my mind up (DO NOT READ OUT)	473 12%	54d 11%	110 10%	107d 13%	36 8%	7 9%	23f 11%	67f 8%	46fg 11%	21 7%	214abcdfgh 35%	20 5%	42 8%	39f 9%
Refused (DO NOT READ OUT)	6 *%	1 *%	* *%	- -%	1 *%	1bc 1%	* *%	* *%	1 *%	- -%	4bg 1%	1 *%	* *%	* *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 11**

Q6 Who from the following do you think would make the best Prime Minister?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
David Cameron	2645 26%	1402b 29%	1243 24%	313bcde 29%	437 25%	499 25%	448 25%	310 22%	634bcde 32%	836bcd 33%	622cd 28%	659d 24%	528 20%	996b 30%	693 23%
Ed Milliband	3055 31%	1544b 32%	1511 29%	362cf 33%	558cf 31%	549 28%	557cf 31%	479cdf 35%	548 28%	707 28%	642 29%	851a 32%	853ab 33%	954 29%	998a 33%
Nick Clegg	875 9%	421 9%	454 9%	120def 11%	165d 9%	188de 9%	130 7%	103 7%	169 9%	219 9%	180 8%	208 8%	269bc 10%	275 8%	291 10%
None (DO NOT READ OUT)	2566 26%	1182 25%	1384a 27%	155 14%	437a 25%	555ab 28%	511abf 29%	402abf 29%	503a 25%	591 24%	565 26%	728a 27%	681 26%	846 25%	745 24%
Don't know (DO NOT READ OUT)	854 9%	249 5%	605a 12%	138cdef 13%	183def 10%	185def 9%	131 7%	91 7%	124 6%	147 6%	186a 8%	251a 9%	269ab 10%	242 7%	311a 10%
Refused (DO NOT READ OUT)	12 *%	5 *%	8 *%	- -%	1 *%	4 *%	5f *%	2 *%	1 *%	2 *%	6d *%	4 *%	* *%	6 *%	4 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 11 (continuation)**

Q6 Who from the following do you think would make the best Prime Minister?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
David Cameron	2645 26%	319 22%	239 21%	276abh 30%	386ab 28%	346abh 28%	431abdeh 31%	361abh 28%	287b 24%	2316b 28%	329 19%	993bcde 84%	463 13%	176bd 28%	349b 18%	146bd 24%
Ed Miliband	3055 31%	546cdefg 38%	406cdefg 36%	200 22%	433cef 31%	339c 27%	334 24%	376cf 29%	420cdefg 36%	2686b 33%	368 21%	30 3%	1977acde 56%	88a 14%	498ace 26%	129ac 21%
Nick Clegg	875 9%	116 8%	93 8%	99abe 11%	123 9%	102 8%	123 9%	117 9%	101 9%	792b 10%	84 5%	47 4%	207a 6%	214abde 34%	192ab 10%	51ab 8%
None (DO NOT READ OUT)	2566 26%	362 25%	310g 27%	254g 28%	362g 26%	337g 27%	352g 26%	288 22%	293 25%	1806 22%	760a 43%	70 6%	649a 18%	101a 16%	762abc 39%	266abc 43%
Don't know (DO NOT READ OUT)	854 9%	108 7%	90 8%	91adh 10%	95 7%	116dh 9%	130dh 9%	146abdh 11%	79 7%	622 8%	231a 13%	47 4%	233ae 7%	41ae 7%	150ae 8%	21 3%
Refused (DO NOT READ OUT)	12 **%	1 **%	2 **%	1 **%	3 **%	2 **%	1 **%	2 **%	1 **%	12 **%	- -%	1 **%	1 **%	4abd 1%	1 **%	1 **%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 11 (continuation)**

Q6 Who from the following do you think would make the best Prime Minister?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
David Cameron	2645 26%	951bcde 74%	417 13%	361bd 25%	271b 18%	43b 23%	696bcdefgh 83%	1042cdefgh 75%	342defgh 40%	176efgh 28%	118g 8%	112g 7%	31 2%	128g 7%
Ed Milliband	3055 31%	55 4%	1680acde 52%	358a 25%	383a 25%	44a 23%	21 2%	51 4%	190abde 22%	89ab 14%	163ab 11%	458abcde1030abcde 30%	1030abcde 68%	1053abcde 58%
Nick Clegg	875 9%	55 4%	162 5%	259abde 18%	147ab 10%	15a 8%	21 3%	85a 6%	126abefgh 15%	198abcfe 32%	104a 7%	136abegh 9%	101a 7%	103a 6%
None (DO NOT READ OUT)	2566 26%	156 12%	703a 22%	360a 25%	612abc 40%	84abc 44%	63 7%	150a 11%	126ab 15%	110ab 18%	780abcdfgh698abcdgh 53%	698abcdgh 46%	256ab 17%	383abcg 21%
Don't know (DO NOT READ OUT)	854 9%	63 5%	259ae 8%	107ae 7%	112ae 7%	5 2%	33 4%	64 5%	77abg 9%	49ab 8%	297abcdfgh 20%	110ab 7%	86 6%	138abg 8%
Refused (DO NOT READ OUT)	12 *%	1 *%	1 *%	5b *%	1 *%	1b *%	1 *%	4h *%	1 *%	2h *%	2 *%	2 *%	1 *%	* *%

95 percent as lower case or \*

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

# Scottish Political Poll

Table 12

Q7 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 - Ed Miliband, the Labour Party leader?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Very Favourable	(4)	675 7%	349b 7%	326 6%	84bc 8%	99 6%	102 5%	118 7%	105bc 8%	165bcd 8%	117 5%	123 6%	209ab 8%	227ab 9%	171 5%	197a 6%
Favourable	(3)	4325 43%	2005 42%	2319a 45%	549bcdef 50%	786f 44%	850f 43%	771f 43%	602f 43%	765 39%	1037 41%	958 44%	1197a 44%	1132 44%	1396 42%	1411a 46%
Unfavourable	(2)	3036 30%	1512b 31%	1524 29%	224 21%	506a 28%	653ab 33%	594ab 33%	425a 31%	629ab 32%	916bcd 37%	683cd 31%	742 27%	695 27%	1101b 33%	880 29%
Very Unfavourable	(1)	1124 11%	669b 14%	455 9%	72 7%	129 7%	206ab 10%	201ab 11%	191abcd 14%	323abcde 16%	316cd 13%	266d 12%	291 11%	251 10%	404b 12%	249 8%
Never Heard of		147 1%	42 1%	105a 2%	43bcdef 4%	43cdef 2%	24d 1%	10 1%	11 1%	15 1%	10 *	32a 1%	43a 2%	63ab 2%	26 1%	65a 2%
DK / No Opinion (DNRO)		700 7%	226 5%	474a 9%	116cdef 11%	219cdef 12%	143def 7%	87 5%	53 4%	82 4%	107 4%	141a 6%	221ab 8%	231ab 9%	222 7%	241 8%
<b>All favourable</b>		5000 50%	2354 49%	2646 51%	633bcdef 58%	885 50%	953 48%	889 50%	707f 51%	930 47%	1153 46%	1081a 49%	1406ab 52%	1359ab 52%	1567 47%	1608a 53%
<b>All unfavourable</b>		4160 42%	2181b 45%	1979 38%	296 27%	635a 36%	860ab 43%	795ab 45%	616ab 44%	953abcde 48%	1232bcd 49%	948cd 43%	1033 38%	946 36%	1505b 45%	1129 37%
<b>Net favourability</b>		839 8%	173 4%	667a 13%	337bcdef 31%	250cdef 14%	93f 5%	94f 5%	91cf 7%	-22 -1%	-79 -3%	132a 6%	373ab 14%	413ab 16%	62 2%	479a 16%
Base for stats		9160	4536	4624	929	1520	1812	1684	1322	1883	2385	2029	2439	2306	3072	2736
Mean Score		2.50	2.45	2.54a	2.70bcdef	2.56cdef	2.47f	2.48f	2.47f	2.41	2.40	2.46a	2.54ab	2.58ab	2.43	2.57a
Standard Deviation		.80	.83	.77	.74	.74	.77	.79	.84	.87	.78	.79	.81	.81	.79	.76
Error Variance		*	*	*	.001	*	*	*	.001	*	*	*	*	*	*	*

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 12 (continuation)**

Q7 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 - Ed Miliband, the Labour Party leader?

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Very Favourable (4)	675 7%	110c 8%	87c 8%	44 5%	83 6%	74 6%	80 6%	94c 7%	102cdef 9%	492 6%	183a 10%	8 1%	548acde 16%	14a 2%	57a 3%	18a 3%
Favourable (3)	4325 43%	691cefg 48%	532cefg 47%	355 39%	631cf 45%	521f 42%	520 38%	538 42%	536cf 45%	3812b 46%	512 29%	218 18%	2145acde 61%	245ae 39%	783ae 40%	195a 32%
Unfavourable (2)	3036 30%	397 27%	294 26%	325abegh 35%	445ab 32%	388ab 31%	469abgh 34%	384b 30%	335 28%	2547b 31%	489 28%	605bcde 51%	556 16%	269bde 43%	652b 33%	225b 37%
Very Unfavourable (1)	1124 11%	137 9%	121 11%	120ah 13%	147 10%	165abdh 13%	168ah 12%	152 12%	115 10%	760 9%	364a 21%	306bcd 26%	72 2%	68b 11%	313bc 16%	143bcd 23%
Never Heard of	147 1%	14 1%	16 1%	12 1%	12 1%	28ad 2%	27ad 2%	17 1%	19 2%	127 2%	19 1%	8 1%	36 1%	6 1%	27 1%	6 1%
DK / No Opinion (DNRO)	700 7%	101 7%	91de 8%	64 7%	83 6%	66 5%	107e 8%	106de 8%	74 6%	495 6%	205a 12%	44 4%	174 5%	21 3%	120ac 6%	27 4%
<b>All favourable</b>	5000 50%	802cdefg 55%	619cefg 54%	399 43%	714cf 51%	595cf 48%	600 44%	632cf 49%	638cefg 54%	4305b 52%	695 39%	225 19%	2693acde 76%	259ae 42%	840ae 43%	213a 35%
<b>All unfavourable</b>	4160 42%	534 37%	414 36%	445abdgh 48%	592abh 42%	553abh 45%	637abdgh 46%	535ab 41%	450 38%	3308 40%	853a 48%	911bcde 77%	628 18%	337b 54%	965b 49%	368bcd 60%
<b>Net favourability</b>	839 8%	268cdefg 18%	205cdefg 18%	-46 -5%	122cef 9%	42f 3%	-37 -3%	97cef 7%	189cdefg 16%	997b 12%	-158 -9%	-685 -58%	2066acde 59%	-79 -13%	-125 -6%	-155 -25%
Base for stats	9160	1335	1034	844	1306	1148	1237	1167	1088	7612	1548	1136	3321	596	1805	580
Mean Score	2.50	2.58cdefg	2.57cdefg	2.38	2.50cf	2.44	2.41	2.49cf	2.58cdefg	2.53b	2.33	1.94	2.95acde	2.34ae	2.32ae	2.15a
Standard Deviation	.80	.78	.81	.79	.78	.82	.80	.82	.80	.76	.96	.70	.65	.71	.79	.83
Error Variance	*	*	.001	.001	*	.001	.001	.001	.001	*	.001	*	*	.001	*	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 12 (continuation)**

Q7 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 - Ed Miliband, the Labour Party leader?

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Very Favourable	(4)	675 7%	15 1%	468acde 15%	42a 3%	43a 3%	10a 5%	9 1%	30a 2%	53abdef 6%	18a 3%	24 2%	45ae 3%	191abcdef 13%	305abcdefg 17%
Favourable	(3)	4325 43%	245 19%	1877acde 58%	628ade 43%	571a 37%	62a 32%	137 16%	446ae 32%	416abdef 48%	234abe 37%	391a 27%	599abe 40%	1041abcdeh 69%	1059abcdef 59%
Unfavourable	(2)	3036 30%	616bcde 48%	569 18%	552b 38%	530b 35%	67b 35%	402cdefgh 48%	639cefg 46%	277gh 32%	266cefg 43%	467gh 32%	513gh 34%	193 13%	279g 15%
Very Unfavourable	(1)	1124 11%	351bcd 27%	110 3%	143b 10%	278bc 18%	44bc 23%	250bcdefgh 30%	202cgh 14%	55gh 6%	69cgh 11%	213cdgh 15%	256cdgh 17%	27 2%	52g 3%
Never Heard of		147 1%	7 1%	25 1%	8 1%	21abc 1%	2 1%	8g 1%	18g 1%	14g 2%	7g 1%	50abcdfgh 3%	18g 1%	3 *	28g 2%
DK / No Opinion (DNRO)		700 7%	48 4%	173a 5%	77 5%	84a 6%	7 4%	28 3%	61 4%	47ag 5%	30 5%	318abcdfgh 22%	85ag 6%	49 3%	81 4%
<b>All favourable</b>		5000 50%	260 20%	2346acde 73%	670ade 46%	614a 40%	72a 38%	146 17%	476ae 34%	469abdef 54%	252abe 40%	415a 28%	644abe 43%	1233abcdeh 82%	1364abcdef 76%
<b>All unfavourable</b>		4160 42%	966bcde 75%	679 21%	695b 48%	808bc 53%	111bc 58%	653bcdefgh 78%	840cdefgh 60%	332gh 39%	336cegh 54%	680cgh 46%	768cegh 51%	220 15%	331g 18%
<b>Net favourability</b>		839 8%	-706 -55%	1667acde 52%	-25 -2%	-194 -13%	-39 -20%	-507 -61%	-364 -26%	137df 16%	-84 -13%	-265 -18%	-124 -8%	1013abcdeh 67%	1033abcdef 57%
Base for stats		9160	1226	3024	1365	1422	183	798	1317	801	587	1095	1413	1453	1696
Mean Score		2.50	1.94	2.89acde	2.42ade	2.27a	2.20a	1.88	2.23a	2.58abdef	2.34abe	2.21a	2.31abe	2.96abcdef	2.95abcdef
Standard Deviation		.80	.73	.69	.72	.80	.87	.72	.73	.72	.72	.77	.80	.58	.68
Error Variance		*	*	*	.001	*	.004	.001	*	.001	.001	.001	*	*	*

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

# Scottish Political Poll

**Table 13**

Q7 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 - David Cameron, the Prime Minister and leader of the Conservative 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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Very Favourable	(4)	462 5%	255b 5%	207 4%	57 5%	73 4%	78 4%	67 4%	61 4%	126bcde 6%	134d 5%	95 4%	143d 5%	90 3%	150 5%	123 4%
Favourable	(3)	3089 31%	1506 31%	1583 30%	366be 34%	530e 30%	602e 30%	550e 31%	358 26%	680bcde 34%	916bcd 37%	715cd 32%	788d 29%	669 26%	1133b 34%	887 29%
Unfavourable	(2)	3250 32%	1534 32%	1717 33%	350 32%	602f 34%	645f 33%	575 32%	488f 35%	587 30%	808 32%	730 33%	886 33%	825 32%	1064 32%	1077a 35%
Very Unfavourable	(1)	2832 28%	1384 29%	1448 28%	259 24%	454 25%	588ab 30%	538abf 30%	452abf 33%	540a 27%	573 23%	586a 27%	772a 29%	900abc 35%	866 26%	820 27%
Never Heard of		20 **%	12 **%	7 **%	1 **%	11cdef 1%	3 **%	2 **%	- -%	2 **%	4 **%	3 **%	7 **%	6 **%	9 **%	4 **%
DK / No Opinion (DNRO)		354 4%	112 2%	241a 5%	55cdef 5%	113cdef 6%	65ef 3%	50 3%	27 2%	45 2%	67 3%	72 3%	106a 4%	109a 4%	99 3%	130a 4%
<b>All favourable</b>		3551 35%	1761b 37%	1790 34%	423bcde 39%	602e 34%	680e 34%	617e 35%	419 30%	806bcde 41%	1050bcd 42%	810d 37%	931d 34%	759 29%	1282b 39%	1010 33%
<b>All unfavourable</b>		6082 61%	2917 61%	3165 61%	609 56%	1056 59%	1232af 62%	1112af 62%	940abcdf 68%	1127 57%	1381 55%	1317a 60%	1658a 61%	1725abc 66%	1929 58%	1898a 62%
<b>Net favourability</b>		-2530 -25%	-1156 -24%	-1374 -26%	-186 -17%	-454 -25%	-552 -28%	-495 -28%	-521 -38%	-321 -16%	-331 -13%	-507 -23%	-727 -27%	-966 -37%	-647 -19%	-887 -29%
Base for stats		9633	4679	4955	1033	1659	1912	1730	1359	1933	2431	2127	2589	2485	3212	2908
Mean Score		2.12	2.14	2.11	2.21bcde	2.13e	2.09e	2.08e	2.02	2.20bcde	2.25bcd	2.15d	2.12d	1.98	2.18b	2.11
Standard Deviation		.89	.90	.88	.88	.87	.88	.88	.88	.92	.88	.88	.90	.88	.88	.86
Error Variance		*	*	*	.001	*	*	*	*	.001	*	*	*	*	*	*

95 percent as lower case or \*

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# Scottish Political Poll

Table 13 (continuation)

Q7 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 - David Cameron, the Prime Minister and leader of the Conservative Party?

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Very Favourable	(4)	462 5%	59 4%	42 4%	56abdh 6%	47 3%	65d 5%	85abdh 6%	62 5%	46 4%	348 4%	114a 6%	255bcde 21%	75 2%	26bd 4%	44 2%	19 3%
Favourable	(3)	3089 31%	383 26%	291 25%	323abh 35%	450abh 32%	409abh 33%	485abh 35%	416abh 32%	332 28%	2752b 33%	337 19%	833bcde 70%	704 20%	262bde 42%	420 22%	152b 25%
Unfavourable	(2)	3250 32%	509cefg 35%	382cf 33%	270 29%	480cf 34%	389 31%	403 29%	400 31%	417cefg 35%	2823b 34%	427 24%	69 6%	1399acd 40%	212a 34%	652a 33%	229a 37%
Very Unfavourable	(1)	2832 28%	447cdf 31%	382cdefgh 33%	230 25%	377 27%	342 28%	348 25%	360 28%	346cf 29%	2084 25%	747a 42%	13 1%	1265ac 36%	110a 18%	783abce 40%	200ac 33%
Never Heard of		20 *%	* *%	- -%	5abd 1%	- -%	2 *%	2 *%	4ad *%	6abd 1%	9 *%	10a 1%	1 *%	6 *%	2 *%	3 *%	2 *%
DK / No Opinion (DNRO)		354 4%	53 4%	44 4%	37 4%	48 3%	33 3%	48 3%	48 4%	34 3%	217 3%	136a 8%	17 1%	81 2%	11 2%	50a 3%	11 2%
<b>All favourable</b>		3551 35%	443 30%	333 29%	379abdgh 41%	497ab 35%	475abh 38%	570abdgh 42%	478abh 37%	378 32%	3100b 38%	451 25%	1088bcde 92%	779 22%	289bde 46%	465 24%	171bd 28%
<b>All unfavourable</b>		6082 61%	956cdefg 66%	764cdefg 67%	500 54%	856cf 61%	731cf 59%	751 55%	761cf 59%	763cefg 65%	4907 60%	1175a 66%	82 7%	2664ace 75%	322a 52%	1434ac 73%	428ac 70%
<b>Net favourability</b>		-2530 -25%	-513 -35%	-431 -38%	-121 -13%	-359 -26%	-257 -21%	-181 -13%	-283 -22%	-385 -33%	-1807 -22%	-724 -41%	1006cde 85%	-1884 -53%	-33 -5%	-970 -50%	-258 -42%
Base for stats		9633	1398	1097	879	1353	1206	1321	1239	1140	8007	1626	1170	3443	611	1899	599
Mean Score		2.12	2.04	1.99	2.23abdgh	2.12ab	2.16abh	2.23abdgh	2.14abh	2.07b	2.17b	1.89	3.14bcde	1.88	2.34bde	1.86	1.98bd
Standard Deviation		.89	.87	.88	.91	.86	.90	.91	.90	.87	.87	.55	.80	.82	.84	.85	
Error Variance		*	.001	.001	.001	.001	.001	.001	.001	.001	*	.001	*	.001	*	.001	

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 13 (continuation)**

Q7 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 - David Cameron, the Prime Minister and leader of the Conservative Party?

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Very Favourable	(4)	462 5%	240bcde 19%	64 2%	30 2%	27 2%	6 3%	198bcdefgh 24%	129defgh 9%	68defgh 8%	23efgh 4%	14 1%	12 1%	10 1%	10 1%
Favourable	(3)	3089 31%	812bcde 63%	609 19%	515bde 36%	336b 22%	51b 26%	549cdefgh 66%	1025acdefgh 73%	464defgh 54%	265efgh 42%	236fgh 16%	162 11%	171 11%	216 12%
Unfavourable	(2)	3250 32%	146 11%	1236ad 38%	533a 37%	528a 35%	80a 42%	61 7%	190a 14%	233ab 27%	212abc 34%	541abc 37%	529abc 35%	740abcdefh 49%	745abcdef 41%
Very Unfavourable	(1)	2832 28%	62 5%	1229ace 38%	334a 23%	598ace 39%	53a 27%	16 2%	23 2%	72ab 8%	107abc 17%	482abcd 33%	779abcdegh 51%	558abcde 37%	795abcdeg 44%
Never Heard of		20 *%	1 *%	5 *%	- -%	2 *%	1c *%	- -%	1 *%	1 *%	2 *%	7ag *%	3 *%	1 *%	5 *%
DK / No Opinion (DNRO)		354 4%	20 2%	79 2%	37 3%	35 2%	3 1%	10 1%	28 2%	25ag 3%	15 2%	185abcdfgh 13%	30 2%	25 2%	36 2%
<b>All favourable</b>		3551 35%	1052bcde 82%	673 21%	545bde 38%	363b 24%	56b 29%	748bcdefgh 90%	1154cdefgh 83%	532defgh 62%	288efgh 46%	250fgh 17%	174 11%	181 12%	226 12%
<b>All unfavourable</b>		6082 61%	208 16%	2465acde 77%	867a 60%	1126ac 74%	132ac 69%	77 9%	213a 15%	305ab 35%	320abc 51%	1022abcd 70%	1308abcde 86%	1298abcde 86%	1539abcde 85%
<b>Net favourability</b>		-2530 -25%	845cde 66%	-1792 -56%	-321 -22%	-763 -50%	-76 -40%	671bcd 80%	941cde 67%	227d 26%	-32 -5%	-773 -53%	-1134 -75%	-1117 -74%	-1314 -73%
Base for stats		9633	1260	3139	1412	1489	188	824	1367	837	607	1272	1482	1479	1765
Mean Score		2.12	2.98bcde	1.84	2.17bd	1.86	2.05bd	3.13bcdefgh	2.92cdefgh	2.63defgh	2.33efgh	1.83fgh	1.60	1.75fh	1.68f
Standard Deviation		.89	.71	.80	.81	.83	.82	.61	.54	.75	.81	.76	.71	.68	.70
Error Variance		*	*	*	.001	*	.004	*	*	.001	.001	*	*	*	*

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

# Scottish Political Poll

**Table 14**

Q7 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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Very Favourable	(4)	1094 11%	611b 13%	483 9%	106 10%	176 10%	188 9%	224abc 13%	186abc 13%	213 11%	269 11%	261 12%	279 10%	285 11%	381b 11%	293 10%
Favourable	(3)	3358 34%	1596 33%	1762 34%	386ef 35%	680def 38%	755def 38%	581f 33%	421f 30%	534 27%	782 31%	716 33%	949a 35%	911a 35%	1122 34%	1120a 37%
Unfavourable	(2)	2625 26%	1243 26%	1383 27%	290 27%	428 24%	529 27%	471 26%	379b 27%	526 27%	680d 27%	610d 28%	700 26%	635 24%	873 26%	808 27%
Very Unfavourable	(1)	2365 24%	1187b 25%	1178 23%	185 17%	327 18%	412a 21%	452abc 25%	346abc 25%	639abcde 32%	674bcd 27%	507 23%	605 22%	578 22%	799b 24%	624 21%
Never Heard of		92 1%	18 *%	74a 1%	41bcdef 4%	31cdef 2%	9 *%	3 *%	4 *%	4 *%	12 *%	10 *%	36ab 1%	34ab 1%	17 1%	39a 1%
DK / No Opinion (DNRO)		472 5%	150 3%	323a 6%	80cdef 7%	141cdef 8%	87d 4%	50 3%	50 4%	64 3%	86 3%	97 4%	132a 5%	157ab 6%	127 4%	158a 5%
<b>All favourable</b>		4452 44%	2207b 46%	2245 43%	493f 45%	855ef 48%	943ef 48%	805f 45%	607f 44%	747 38%	1051 42%	978 44%	1228a 45%	1195a 46%	1504 45%	1413 46%
<b>All unfavourable</b>		4990 50%	2429 51%	2561 49%	475 44%	754 42%	941ab 48%	923abc 52%	725abc 52%	1165abcde 59%	1354bcd 54%	1117d 51%	1305 48%	1213 47%	1671b 50%	1432 47%
<b>Net favourability</b>		-538 -5%	-222 -5%	-315 -6%	18c 2%	101ac 6%	1 *%	-118 -7%	-117 -8%	-419 -21%	-303 -12%	-140 -6%	-77 -3%	-18 -1%	-168 -5%	-19 -1%
Base for stats		9442	4636	4806	968	1610	1884	1728	1332	1912	2404	2095	2533	2408	3175	2845
Mean Score		2.34	2.35	2.32	2.43def	2.44def	2.38f	2.33f	2.34f	2.17	2.27	2.35a	2.36a	2.37a	2.34	2.38
Standard Deviation		.98	1.00	.95	.92	.93	.93	1.00	1.01	1.02	.99	.98	.96	.98	.98	.94
Error Variance		*	*	*	.001	.001	*	.001	.001	.001	*	*	*	.001	*	*

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

# Scottish Political Poll

Table 14 (continuation)

Q7 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

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Very Favourable (4)	1094 11%	150 10%	109 10%	110gh 12%	156 11%	144h 12%	200abdegh 15%	119 9%	107 9%	863 10%	231a 13%	40 3%	156 4%	18 3%	747abce 38%	29 5%
Favourable (3)	3358 34%	485 33%	390 34%	286 31%	456 33%	434 35%	493cg 36%	416 32%	398 34%	2886b 35%	472 27%	220 19%	1066a 30%	172a 28%	1009abce 52%	168a 27%
Unfavourable (2)	2625 26%	410f 28%	299f 26%	240 26%	401efg 29%	312 25%	309 23%	324 25%	331f 28%	2285b 28%	340 19%	367d 31%	1162de 33%	221de 35%	121 6%	166d 27%
Very Unfavourable (1)	2365 24%	314 22%	268 24%	241af 26%	324 23%	298 24%	300 22%	332af 26%	288 24%	1836 22%	528a 30%	526bcde 44%	955d 27%	188d 30%	29 1%	225bcd 37%
Never Heard of	92 1%	15f 1%	10 1%	9 1%	9 1%	6 *%	6 *%	21defh 2%	8 1%	53 1%	39a 2%	10 1%	20 1%	7 1%	16 1%	2 *%
DK / No Opinion (DNRO)	472 5%	77 5%	64de 6%	36 4%	55 4%	48 4%	64 5%	79cdeh 6%	50 4%	310 4%	162a 9%	25 2%	171ad 5%	18d 3%	30 2%	23ad 4%
<b>All favourable</b>	4452 44%	635 44%	499 44%	395 43%	612 44%	578g 47%	693abcdegh 51%	535 41%	505 43%	3749b 46%	703 40%	260 22%	1222a 35%	190a 30%	1756abce 90%	197a 32%
<b>All unfavourable</b>	4990 50%	724f 50%	568f 50%	480f 52%	726f 52%	610f 49%	609 44%	656f 51%	618f 52%	4122 50%	868 49%	893bcde 75%	2117d 60%	409bd 66%	150 8%	390d 64%
<b>Net favourability</b>	-538 -5%	-89 -6%	-68 -6%	-85 -9%	-114 -8%	-32 -3%	84be 6%	-121 -9%	-113 -10%	-373 -5%	-165 -9%	-633 -53%	-895 -25%	-219 -35%	1606abce 82%	-194 -32%
Base for stats	9442	1359	1067	876	1337	1187	1302	1191	1124	7871	1571	1153	3339	599	1906	587
Mean Score	2.34	2.35g	2.32	2.30	2.33	2.36g	2.46abcdegh	2.27	2.29	2.35b	2.26	1.80	2.13ace	2.03a	3.30abce	2.00a
Standard Deviation	.98	.95	.96	1.01	.97	.99	1.01	.98	.95	.96	1.08	.86	.88	.85	.65	.93
Error Variance	*	.001	.001	.001	.001	.001	.001	.001	.001	*	.001	.001	*	.002	*	.001

95 percent as lower case or \*

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

# Scottish Political Poll

Table 14 (continuation)

Q7 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

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Very Favourable	(4)	1094 11%	59 5%	179 6%	83 6%	547abce 36%	11 6%	14 2%	136adegh 10%	96adegh 11%	11 2%	39 3%	654abcdegh 43%	77ade 5%	67ad 4%
Favourable	(3)	3358 34%	237 18%	1008a 31%	453a 31%	745abce 49%	55a 29%	137 16%	509adeh 36%	316adeh 37%	153a 25%	430ad 29%	759abcdegh 50%	504ade 33%	550ad 30%
Unfavourable	(2)	2625 26%	380d 30%	989d 31%	464d 32%	137 9%	50d 26%	267bcef 32%	345f 25%	220f 25%	226bcef 36%	407f 28%	48 3%	506bcef 34%	607bcef 34%
Very Unfavourable	(1)	2365 24%	578bcde 45%	888d 28%	393d 27%	68 4%	71bcd 37%	397bcdefgh 48%	361cf 26%	191f 22%	206bcdefgh 33%	351f 24%	23 1%	364f 24%	472cf 26%
Never Heard of		92 1%	2 **	10 **	6 **	3 **	1 **	2 **	8fg 1%	7fg 1%	7fg 1%	47abcdfgh 3%	1 **	1 **	19afg 1%
DK / No Opinion (DNRO)		472 5%	24 2%	148ad 5%	51ad 4%	26 2%	4 2%	18 2%	37 3%	33af 4%	21 3%	189abcdfgh 13%	31 2%	52f 3%	90abfg 5%
<b>All favourable</b>		4452 44%	296 23%	1187a 37%	536a 37%	1292abce 85%	66a 35%	151 18%	645adegh 46%	412adegh 48%	164a 26%	469ad 32%	1413abcdegh 93%	580adeh 39%	618ad 34%
<b>All unfavourable</b>		4990 50%	959bcde 75%	1876d 58%	857d 59%	205 13%	121d 63%	663bcdefgh 80%	705f 51%	410f 48%	432bcdefgh 69%	758cf 52%	71 5%	871bcef 58%	1079bcef 60%
<b>Net favourability</b>		-538 -5%	-663 -52%	-689 -21%	-321 -22%	1087abce 71%	-55 -29%	-513 -61%	-60 -4%	2 **	-268 -43%	-289 -20%	1342abcdegh 89%	-290 -19%	-461 -26%
Base for stats		9442	1254	3064	1392	1497	187	814	1350	822	596	1228	1484	1451	1696
Mean Score		2.34	1.82	2.16a	2.16a	3.18abce	2.03a	1.71	2.31adegh	2.39adegh	1.95a	2.13ad	3.38abcdegh	2.20adeh	2.13ad
Standard Deviation		.98	.90	.91	.91	.78	.95	.80	.98	.97	.82	.86	.63	.88	.86
Error Variance		*	.001	*	.001	*	.005	.001	.001	.001	.001	.001	*	.001	*

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

# Scottish Political Poll

**Table 15**

Q7 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 - Nick Clegg, Deputy Prime Minister and leader of the 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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Very Favourable	(4)	191 2%	96 2%	95 2%	27 3%	38 2%	40 2%	28 2%	23 2%	35 2%	50 2%	36 2%	61 2%	44 2%	63 2%	57 2%
Favourable	(3)	2842 28%	1272 26%	1569a 30%	316 29%	517 29%	607de 31%	480 27%	363 26%	557 28%	810bcd 32%	640c 29%	695 26%	697 27%	977 29%	893 29%
Unfavourable	(2)	4251 42%	2019 42%	2233 43%	414 38%	752a 42%	845a 43%	787a 44%	600a 43%	848a 43%	1075 43%	908 41%	1172 43%	1096 42%	1434 43%	1326 44%
Very Unfavourable	(1)	1978 20%	1158b 24%	820 16%	189 17%	275 15%	347 18%	403abc 23%	326abc 23%	439abc 22%	438 18%	469a 21%	532 20%	540a 21%	630 19%	528 17%
Never Heard of		89 1%	31 1%	58a 1%	25cdef 2%	29cdef 2%	11 1%	5 *	6 *	13 1%	14 1%	21 1%	29a 1%	24 1%	22 1%	26 1%
DK / No Opinion (DNRO)		655 7%	227 5%	428a 8%	118cdef 11%	172cdef 10%	130def 7%	80 4%	68 5%	86 4%	116 5%	128a 6%	213ob 8%	199ob 8%	194 6%	212 7%
<b>All favourable</b>		3033 30%	1369 28%	1665a 32%	343e 32%	555e 31%	647de 33%	508 29%	386 28%	593 30%	860bcd 34%	676c 31%	755 28%	741 29%	1040 31%	950 31%
<b>All unfavourable</b>		6230 62%	3177b 66%	3053 59%	603 55%	1027 58%	1192a 60%	1189abc 67%	926abc 67%	1288abc 65%	1513 60%	1376 63%	1704 63%	1635 63%	2063 62%	1854 61%
<b>Net favourability</b>		-3196 -32%	-1808 -38%	-1388 -27%	-260 -24%	-472 -26%	-545 -28%	-681 -38%	-540 -39%	-695 -35%	-653 -26%	-700 -32%	-949 -35%	-894 -34%	-1023 -31%	-904 -30%
Base for stats		9263	4545	4718	946	1581	1839	1698	1312	1880	2372	2053	2460	2377	3103	2804
Mean Score		2.13	2.07	2.20a	2.19def	2.20def	2.19def	2.08	2.06	2.10	2.20bcd	2.12	2.12	2.10	2.15	2.17
Standard Deviation		.76	.78	.74	.78	.75	.76	.76	.77	.77	.76	.77	.76	.76	.76	.75
Error Variance		*	*	*	.001	*	*	*	*	*	*	*	*	*	*	*

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

# Scottish Political Poll

**Table 15 (continuation)**

Q7 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 - Nick Clegg, Deputy Prime Minister and leader of the Liberal Democrats?

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Very Favourable	(4)	191 2%	26 2%	21 2%	31abdfh 3%	20 1%	32dfh 3%	20 1%	28h 2%	13 1%	142 2%	50a 3%	25b 2%	40 1%	55abde 9%	41b 2%	10 2%
Favourable	(3)	2842 28%	343 24%	262 23%	312abeh 34%	427abh 30%	353ab 28%	452abeh 33%	390abh 30%	304 26%	2508b 30%	334 19%	528bde 44%	764 22%	395abde 63%	451 23%	142 23%
Unfavourable	(2)	4251 42%	651cf 45%	508cf 45%	354 38%	595 42%	512 41%	555 40%	550 43%	518c 44%	3707b 45%	544 31%	432c 36%	1673acde 47%	137 22%	857ac 44%	252ac 41%
Very Unfavourable	(1)	1978 20%	310cfg 21%	263cdfg 23%	155 17%	268 19%	260cfg 21%	238 17%	228 18%	256cfg 22%	1350 16%	628a 35%	136c 11%	826ac 23%	21 3%	498ac 26%	190abcd 31%
Never Heard of		89 1%	10 1%	10 1%	8 1%	11 1%	12 1%	13 1%	11 1%	14 1%	72 1%	17 1%	6 *	27 1%	3 1%	11 1%	5 1%
DK / No Opinion (DNRO)		655 7%	112d 8%	77 7%	60 6%	80 6%	72 6%	94 7%	85 7%	76 6%	455 6%	200a 11%	62ce 5%	200ce 6%	13 2%	93ce 5%	14 2%
<b>All favourable</b>		3033 30%	369 25%	283 25%	343abdegh 37%	447abh 32%	385abh 31%	472abh 34%	417abh 32%	317 27%	2650b 32%	383 22%	553bde 47%	804 23%	449abde 72%	492b 25%	153 25%
<b>All unfavourable</b>		6230 62%	961cdefg 66%	771cdefg 68%	510 55%	863cf 62%	771cf 62%	793 58%	778c 60%	774cdfg 66%	5057 61%	1172a 66%	568c 48%	2499ac 71%	158 25%	1355ac 69%	441ac 72%
<b>Net favourability</b>		-3196 -32%	-592 -41%	-488 -43%	-167 -18%	-415 -30%	-386 -31%	-321 -23%	-361 -28%	-457 -39%	-2407 -29%	-789 -45%	-15 -1%	-1694 -48%	291ae 47%	-863 -44%	-289 -47%
Base for stats		9263	1330	1054	853	1310	1157	1264	1195	1091	7707	1555	1121	3303	608	1847	594
Mean Score		2.13	2.06	2.04	2.26abdegh	2.15abh	2.14abh	2.20abeh	2.18abh	2.07	2.19b	1.87	2.39bde	2.01	2.79abde	2.02	1.96
Standard Deviation		.76	.75	.76	.79	.75	.79	.75	.76	.75	.73	.85	.72	.73	.64	.78	.79
Error Variance		*	*	.001	.001	*	.001	*	*	*	*	*	*	*	.001	*	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 15 (continuation)**

Q7 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 - Nick Clegg, Deputy Prime Minister and leader of the Liberal Democrats?

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Very Favourable	(4)	191 2%	20 2%	37 1%	54abd 4%	23 1%	10abd 5%	12e 1%	27efh 2%	42abefgh 5%	55abcefg 9%	8 1%	16 1%	18 1%	13 1%
Favourable	(3)	2842 28%	510bde 40%	664 21%	644abde 44%	352b 23%	39 20%	321efgh 38%	584efgh 42%	424abefgh 49%	381abcefg 61%	252 17%	261 17%	339efh 23%	281 16%
Unfavourable	(2)	4251 42%	498 39%	1509ace 47%	507 35%	695ac 46%	75 39%	349cd 42%	567cd 41%	274d 32%	153 24%	596cd 41%	674bcde 44%	733abcde 49%	905abcde 50%
Very Unfavourable	(1)	1978 20%	191 15%	808ac 25%	190 13%	370ac 24%	64abcd 33%	121bcd 14%	139cd 10%	62d 7%	18 3%	322abcd 22%	477abcdegh 31%	351abcd 23%	488abcde 27%
Never Heard of		89 1%	4 *%	14 *%	6 *%	11 1%	1 *%	3 *%	11 1%	7 1%	4 1%	31abcdfgh 2%	10 1%	6 *%	17 1%
DK / No Opinion (DNRO)		655 7%	58 5%	190ce 6%	47 3%	76c 5%	4 2%	27 3%	67d 5%	55adg 6%	13 2%	255abcdfgh 17%	79ad 5%	57 4%	101adg 6%
<b>All favourable</b>		3033 30%	530bde 41%	701 22%	699abde 48%	375b 25%	48 25%	333efgh 40%	612efgh 44%	466abefgh 54%	436abcefg 70%	260 18%	277 18%	357efh 24%	294 16%
<b>All unfavourable</b>		6230 62%	689c 54%	2317ac 72%	698 48%	1065ac 70%	139ac 73%	470bcd 56%	706cd 51%	336d 39%	171 27%	918abcd 63%	1150abcdeg 76%	1085abcde 72%	1394abcde 77%
<b>Net favourability</b>		-3196 -32%	-159 -12%	-1616 -50%	1 *%	-690 -45%	-91 -48%	-137 -16%	-94 -7%	130b 15%	265abc 43%	-658 -45%	-874 -58%	-728 -48%	-1100 -61%
Base for stats		9263	1219	3018	1396	1439	188	803	1318	802	607	1178	1427	1442	1687
Mean Score		2.13	2.29bde	1.98	2.40abde	2.02	1.97	2.28efgh	2.38aefgh	2.56abefgh	2.78abcefg	1.95fh	1.87	2.02efh	1.89
Standard Deviation		.76	.74	.73	.77	.75	.87	.73	.70	.71	.64	.72	.74	.73	.69
Error Variance		*	*	*	.001	*	.004	.001	*	.001	.001	*	*	*	*

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Fieldwork Conducted 22nd February to 9th May



# Scottish Political Poll

Table 16

Q7 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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Very Favourable	(4)	156 2%	86 2%	70 1%	17 2%	20 1%	21 1%	29 2%	25 2%	43bc 2%	48b 2%	27 1%	47 2%	34 1%	52 2%	31 1%
Favourable	(3)	1904 19%	958b 20%	946 18%	147 14%	257 14%	328a 17%	369abc 21%	291abc 21%	510abcde 26%	632bcd 25%	452cd 21%	432 16%	388 15%	628 19%	549 18%
Unfavourable	(2)	2763 28%	1506b 31%	1257 24%	210 19%	385 22%	563ab 28%	548ab 31%	417ab 30%	636abc 32%	769bcd 31%	592 27%	711 26%	691 27%	953b 29%	782 26%
Very Unfavourable	(1)	1297 13%	783b 16%	514 10%	76 7%	172a 10%	269ab 14%	260ab 15%	242abcdf 17%	276ab 14%	308 12%	274 12%	355 13%	360 14%	434 13%	351 12%
Never Heard of		2888 29%	1079 22%	1809a 35%	550bcdef 50%	743cdef 42%	593def 30%	402f 23%	277f 20%	321 16%	491 20%	636a 29%	893ab 33%	867ab 33%	933 28%	1026a 34%
DK / No Opinion (DNRO)		1000 10%	392 8%	607a 12%	88 8%	205a 12%	205a 10%	173 10%	133 10%	193 10%	254 10%	221 10%	265 10%	260 10%	321 10%	303 10%
<b>All favourable</b>		2059 21%	1043b 22%	1016 20%	164 15%	277 16%	349 18%	398abc 22%	316abc 23%	553abcde 28%	680bcd 27%	479cd 22%	478 18%	422 16%	680 20%	580 19%
<b>All unfavourable</b>		4060 41%	2289b 48%	1771 34%	287 26%	557a 31%	832ab 42%	809abc 45%	659abc 48%	913abc 46%	1077bc 43%	866 39%	1065 39%	1051 40%	1386b 42%	1133 37%
<b>Net favourability</b>		-2000 -20%	-1246 -26%	-755 -15%	-122 -11%	-280 -16%	-483 -24%	-410 -23%	-343 -25%	-360 -18%	-396 -16%	-387 -18%	-587 -22%	-629 -24%	-707 -21%	-553 -18%
Base for stats		6119	3332	2787	451	834	1181	1207	976	1466	1757	1345	1544	1473	2066	1713
Mean Score		2.15	2.10	2.21a	2.23cde	2.15	2.09	2.14	2.10	2.22bcde	2.24bcd	2.17cd	2.11	2.06	2.14	2.15
Standard Deviation		.78	.78	.76	.77	.77	.76	.77	.80	.78	.77	.77	.79	.77	.77	.76
Error Variance		*	*	*	.001	.001	*	*	.001	*	*	*	.001	.001	*	*

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

# Scottish Political Poll

Table 16 (continuation)

Q7 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

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Very Favourable (4)	156 2%	20 1%	21 2%	23adh 2%	15 1%	21 2%	22 2%	20 2%	14 1%	106 1%	50a 3%	76bcde 6%	25 1%	11b 2%	20 1%	10b 2%
Favourable (3)	1904 19%	255 18%	204 18%	195a 21%	269 19%	247 20%	267 19%	242 19%	226 19%	1642b 20%	262 15%	559bcde 47%	459 13%	176bde 28%	241 12%	134bd 22%
Unfavourable (2)	2763 28%	398 27%	336cf 29%	236 26%	404f 29%	325 26%	343 25%	365 28%	357cef 30%	2326b 28%	437 25%	183 15%	1150ac 33%	165a 27%	603a 31%	205ac 33%
Very Unfavourable (1)	1297 13%	224cefg 15%	187cdefg 16%	105 11%	183fg 13%	156 13%	142 10%	136 11%	163fg 14%	888 11%	409a 23%	30 3%	513ac 15%	52a 8%	452abce 23%	91ac 15%
Never Heard of	2888 29%	405 28%	286 25%	256 28%	368 26%	375bd 30%	468abcdeh 34%	403bdh 31%	319 27%	2576b 31%	312 18%	227 19%	1062acde 30%	149a 24%	507ae 26%	134 22%
DK / No Opinion (DNRO)	1000 10%	150 10%	107 9%	107h 12%	163h 12%	117 9%	129 9%	125 10%	102 9%	696 8%	303a 17%	115de 10%	321de 9%	71de 11%	129 7%	38 6%
<b>All favourable</b>	2059 21%	274 19%	225 20%	217ab 24%	284 20%	268 22%	289 21%	262 20%	240 20%	1748b 21%	312 18%	634bcde 53%	484 14%	187bde 30%	261 13%	145bd 24%
<b>All unfavourable</b>	4060 41%	622cefg 43%	523cdefg 46%	340 37%	586cf 42%	481 39%	485 35%	501 39%	520cefg 44%	321a 39%	846a 48%	213 18%	1663ac 47%	217a 35%	1055abce 54%	296ac 48%
<b>Net favourability</b>	-2000 -20%	-348 -24%	-299 -26%	-123 -13%	-302 -22%	-213 -17%	-197 -14%	-239 -18%	-280 -24%	-1466 -18%	-534 -30%	421ce 35%	-1179 -33%	-31 -5%	-793 -41%	-151 -25%
Base for stats	6119	896	748	558	871	749	774	763	760	4962	1157	847	2147	404	1316	441
Mean Score	2.15	2.08	2.08	2.24abdh	2.13	2.18ab	2.22abdh	2.19ab	2.12	2.19b	1.96	2.80bcde	2.00d	2.36bde	1.87	2.14bd
Standard Deviation	.78	.78	.79	.80	.76	.79	.77	.75	.76	.75	.87	.64	.71	.74	.76	.77
Error Variance	*	.001	.001	.001	.001	.001	.001	.001	.001	*	.001	*	*	.002	*	.001

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

Table 16 (continuation)

Q7 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

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Very Favourable	(4)	156 2%	76bcde 6%	23 1%	15 1%	10 1%	3 2%	67bcdefgh 8%	19egh 1%	33bcdefgh 4%	11efgh 2%	6 *%	10 1%	5 *%	5 *%
Favourable	(3)	1904 19%	588bcde 46%	417 13%	343bd 24%	204 13%	45bd 23%	397bcdefgh 48%	434cefg 31%	231efgh 27%	179efgh 29%	132 9%	143 9%	196efh 13%	193 11%
Unfavourable	(2)	2763 28%	236 18%	1076ace 33%	418a 29%	503ace 33%	47a 25%	143 17%	323a 23%	187a 22%	167ace 27%	305a 21%	488abcde 32%	556abcdeh 37%	594abcde 33%
Very Unfavourable	(1)	1297 13%	46 4%	550ac 17%	163a 11%	328abc 22%	33ac 17%	24 3%	52 4%	49ab 6%	49ab 8%	161abcd 11%	425abcdeh 28%	222abcde 15%	316abcdeg 18%
Never Heard of		2888 29%	215 17%	857ad 27%	341a 24%	361a 24%	47a 25%	134 16%	416adfg 30%	271adfg 31%	145a 23%	617abcdfgh 42%	348a 23%	399af 27%	558adfg 31%
DK / No Opinion (DNRO)		1000 10%	119 9%	298 9%	168bd 12%	121 8%	17 9%	69 8%	152afgh 11%	93fh 11%	74afgh 12%	244abcdfgh 17%	101 7%	126 8%	140 8%
<b>All favourable</b>		2059 21%	664bcde 52%	440 14%	358bd 25%	213 14%	48bd 25%	464bcdefgh 56%	453efgh 32%	264efgh 31%	189efgh 30%	138 9%	153 10%	201efh 13%	197 11%
<b>All unfavourable</b>		4060 41%	282 22%	1627ace 50%	582a 40%	831abce 54%	80a 42%	168 20%	374a 27%	236a 27%	216abc 35%	465abc 32%	913abcdeh 60%	778abcde 52%	910abcde 50%
<b>Net favourability</b>		-2000 -20%	382ce 30%	-1187 -37%	-224 -15%	-617 -40%	-32 -17%	296bcd 35%	79cd 6%	28d 3%	-26 -4%	-327 -22%	-760 -50%	-576 -38%	-713 -39%
Base for stats		6119	946	2067	940	1044	128	631	827	499	405	603	1066	979	1108
Mean Score		2.15	2.73bcde	1.96d	2.22bd	1.90	2.15bd	2.80bcdefgh	2.51defgh	2.50defgh	2.37efgh	1.97fh	1.75	1.98fh	1.90f
Standard Deviation		.78	.67	.71	.74	.73	.83	.67	.65	.76	.73	.73	.72	.67	.68
Error Variance		*	*	*	.001	*	.006	.001	*	.001	.002	.001	*	*	*

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# Scottish Political Poll

Table 17

Q7 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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Very Favourable	(4)	289 3%	161b 3%	128 2%	23 2%	35 2%	45 2%	48 3%	50abc 4%	87abcd 4%	68 3%	45 2%	81b 3%	94b 4%	86 3%	64 2%
Favourable	(3)	2854 29%	1431b 30%	1422 27%	295 27%	455 26%	504 25%	511bc 29%	443abcd 32%	642abcd 32%	752d 30%	646d 29%	762 28%	694 27%	885 27%	877 29%
Unfavourable	(2)	1982 20%	1152b 24%	830 16%	122 11%	236 13%	383ab 19%	401abc 23%	335abc 24%	504abcd 25%	608bcd 24%	440cd 20%	481 18%	452 17%	703b 21%	519 17%
Very Unfavourable	(1)	715 7%	477b 10%	239 5%	32 3%	62 3%	120ab 6%	157abc 9%	144abc 10%	201abc 10%	212bd 8%	153 7%	190 7%	160 6%	244b 7%	155 5%
Never Heard of		3267 33%	1245 26%	2022a 39%	534bcdef 49%	793cdef 44%	740def 37%	499ef 28%	310 22%	391 20%	632 25%	710a 32%	976ab 36%	948ab 36%	1088 33%	1159a 38%
DK / No Opinion (DNRO)		900 9%	337 7%	563a 11%	84 8%	201aef 11%	188e 10%	166 9%	104 8%	155 8%	229 9%	206 9%	212 8%	252c 10%	314 9%	267 9%
<b>All favourable</b>		3142 31%	1592b 33%	1550 30%	318 29%	490 28%	549 28%	559bc 31%	493abcd 36%	729abcd 37%	820 33%	692 31%	842 31%	787 30%	971 29%	941 31%
<b>All unfavourable</b>		2697 27%	1629b 34%	1068 21%	153 14%	298 17%	503ab 25%	558abc 31%	478abc 35%	705abcd 33%	820bcd 33%	593d 27%	671 25%	612 24%	946b 29%	675 22%
<b>Net favourability</b>		445 4%	-37 -1%	482a 9%	164bcdef 15%	192cdef 11%	46def 2%	* *%	15d 1%	25d 1%	* *%	98a 4%	171ab 6%	175ab 7%	25 1%	266a 9%
Base for stats		5840	3221	2618	471	788	1052	1117	972	1434	1641	1285	1514	1399	1918	1616
Mean Score		2.47	2.40	2.55a	2.66cdef	2.59cdef	2.45	2.40	2.41	2.43	2.41	2.45	2.48a	2.52ab	2.42	2.53a
Standard Deviation		.77	.80	.73	.68	.70	.75	.78	.80	.80	.76	.75	.78	.78	.77	.72
Error Variance		*	*	*	.001	.001	.001	.001	.001	.001	*	*	.001	.001	*	*

95 percent as lower case or \*

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# Scottish Political Poll

Table 17 (continuation)

Q7 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

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Very Favourable (4)	289 3%	47 3%	38 3%	30 3%	43 3%	36 3%	32 2%	37 3%	26 2%	203 2%	86a 5%	18 2%	218acde 6%	11 2%	17 1%	9 1%
Favourable (3)	2854 29%	452cef 31%	369cdefg 32%	226 25%	401cf 29%	336f 27%	317 23%	360f 28%	393cdefg 33%	2397b 29%	456 26%	245 21%	1543acde 44%	159ade 25%	401 21%	116 19%
Unfavourable (2)	1982 20%	284 20%	191 17%	171 19%	295b 21%	256b 21%	301bcg 22%	237 18%	237b 20%	1609 20%	372 21%	356bc 30%	408 12%	140b 22%	529bc 27%	171bc 28%
Very Unfavourable (1)	715 7%	108 7%	95 8%	65 7%	94 7%	105f 8%	88 6%	85 7%	77 7%	468 6%	247a 14%	120bc 10%	69 2%	40b 6%	308abc 16%	86abc 14%
Never Heard of	3267 33%	446 31%	343 30%	318abh 35%	433 31%	420bh 34%	522abdegh 38%	438bh 34%	346 29%	2939b 36%	329 19%	366 31%	1039 29%	212bd 34%	567 29%	181 30%
DK / No Opinion (DNRO)	900 9%	115 8%	106e 9%	110abefh 12%	135e 10%	87 7%	111 8%	134aef 10%	102 9%	617 7%	283a 16%	82 7%	254 7%	61abd 10%	129 7%	48 8%
<b>All favourable</b>	3142 31%	499cefg 34%	406cdefg 36%	256 28%	444cf 32%	372f 30%	349 25%	397f 31%	419cdefg 35%	2601 32%	542 31%	264 22%	1761acde 50%	170ade 27%	418 21%	126 20%
<b>All unfavourable</b>	2697 27%	392 27%	286 25%	236 26%	388 28%	361bg 29%	389g 28%	322 25%	314 27%	2078 25%	619a 35%	476bc 40%	476 13%	180b 29%	838bc 43%	257bc 42%
<b>Net favourability</b>	445 4%	107cdef 7%	121acdefg 11%	20e 2%	56cef 4%	11 1%	-41 -3%	75cdef 6%	105cdefg 9%	523b 6%	-77 -4%	-212 -18%	1285acde 36%	-10 -2%	-419 -21%	-132 -22%
Base for stats	5840	890	692	493	832	734	738	719	733	4678	1161	740	2238	350	1256	383
Mean Score	2.47	2.49ef	2.50ef	2.45	2.47f	2.41	2.40	2.49f	2.50ef	2.50b	2.33	2.22de	2.85acde	2.40ade	2.10	2.13
Standard Deviation	.77	.77	.80	.80	.76	.79	.75	.77	.73	.73	.89	.74	.62	.73	.78	.78
Error Variance	*	.001	.001	.001	.001	.001	.001	.001	.001	*	.001	.001	*	.002	*	.002

95 percent as lower case or \*

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

# Scottish Political Poll

Table 17 (continuation)

Q7 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

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Very Favourable	(4)	289 3%	21d 2%	211acde 7%	17 1%	13 1%	2 1%	15e 2%	23e 2%	21ef 2%	9e 1%	7 *	14 1%	60abcdef 4%	138abcdefg 8%
Favourable	(3)	2854 29%	267 21%	1373acde 43%	387ade 27%	297 19%	38 20%	164e 20%	313e 22%	251abef 29%	168abef 27%	198 14%	310e 20%	655abcdef 44%	794abcdef 44%
Unfavourable	(2)	1982 20%	382bc 30%	433 13%	343b 24%	448bc 29%	51b 26%	274bcdefgh 33%	318cegh 23%	154gh 18%	152cegh 24%	242h 17%	437bcdegh 29%	213h 14%	193 11%
Very Unfavourable	(1)	715 7%	155bc 12%	111 3%	89b 6%	245abc 16%	33bc 17%	106bcdegh 13%	98cgh 7%	42gh 5%	33gh 5%	96gh 7%	278abcdegh 18%	35 2%	27 2%
Never Heard of		3267 33%	361 28%	863 27%	446bd 31%	416 27%	56 29%	218 26%	504afgh 36%	321adfgh 37%	199af 32%	690abcdfgh 47%	375 25%	438f 29%	521f 29%
DK / No Opinion (DNRO)		900 9%	94 7%	231 7%	167abd 12%	108 7%	13 7%	57 7%	139afgh 10%	74 9%	63afgh 10%	231abcdfgh 16%	102 7%	104 7%	131 7%
<b>All favourable</b>		3142 31%	289 23%	1584acde 49%	404ade 28%	310 20%	40 21%	179e 22%	337e 24%	272abef 32%	177aef 28%	205 14%	324e 21%	715abcdef 48%	932abcdefg 52%
<b>All unfavourable</b>		2697 27%	537bc 42%	544 17%	431b 30%	693bc 45%	83bc 43%	380bcdegh 46%	416cegh 30%	196gh 23%	185cegh 30%	338gh 23%	714bcdegh 47%	248h 16%	221 12%
<b>Net favourability</b>		445 4%	-248 -19%	1040acde 32%	-27 -2%	-383 -25%	-44 -23%	-201 -24%	-79 -6%	76d 9%	-8 -1%	-133 -9%	-390 -26%	468abcdef 31%	711abcdefg 39%
Base for stats		5840	826	2128	836	1003	123	559	753	468	362	543	1039	963	1153
Mean Score		2.47	2.19d	2.79acde	2.40ade	2.08	2.07	2.16f	2.35aef	2.54abdef	2.42aef	2.21f	2.06	2.77abcdef	2.90abcdefg
Standard Deviation		.77	.76	.68	.70	.77	.79	.75	.74	.72	.69	.74	.79	.61	.61
Error Variance		*	.001	*	.001	*	.006	.001	.001	.001	.002	.001	.001	*	*

95 percent as lower case or \*

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

# Scottish Political Poll

Table 18

Q7 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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Very Favourable	(4)	126 1%	64 1%	62 1%	14 1%	17 1%	21 1%	18 1%	13 1%	42bcde 2%	47cd 2%	32d 1%	32 1%	15 1%	43 1%	36 1%
Favourable	(3)	1982 20%	1066b 22%	916 18%	208b 19%	283 16%	349 18%	321 18%	309bcd 22%	508abcde 26%	651bcd 26%	417 19%	471 17%	442 17%	641 19%	549 18%
Unfavourable	(2)	2248 22%	1322b 28%	926 18%	141 13%	289a 16%	422ab 21%	448abc 25%	388abc 28%	559abcd 28%	612bc 24%	473 21%	581 22%	582 22%	726 22%	637 21%
Very Unfavourable	(1)	572 6%	379b 8%	192 4%	41 4%	58 3%	103b 5%	125abc 7%	112abc 8%	132abc 7%	126 5%	126 6%	161 6%	158 6%	191b 6%	129 4%
Never Heard of		3945 39%	1496 31%	2449a 47%	587cdef 54%	906cdef 51%	853def 43%	676ef 38%	434f 31%	488 25%	775 31%	884a 40%	1162ab 43%	1124ab 43%	1373 41%	1362a 45%
DK / No Opinion (DNRO)		1133 11%	476 10%	658a 13%	97 9%	229ae 13%	231ae 12%	193 11%	131 9%	250ae 13%	291 12%	269 12%	294 11%	279 11%	346 10%	330 11%
<b>All favourable</b>		2108 21%	1130b 24%	978 19%	222b 20%	300 17%	371 19%	339 19%	322bcd 23%	550abcde 28%	698bcd 28%	449d 20%	503 19%	457 18%	684 21%	585 19%
<b>All unfavourable</b>		2820 28%	1702b 35%	1118 21%	183 17%	346 19%	525ab 27%	573abc 32%	500abcd 36%	691abc 35%	738b 30%	599 27%	743 27%	739 28%	917b 28%	765 25%
<b>Net favourability</b>		-712 -7%	-572 -12%	-140 -3%	40 4%	-46 -3%	-155 -8%	-234 -13%	-178 -13%	-141 -7%	-41 -2%	-150 -7%	-239 -9%	-282 -11%	-233 -7%	-181 -6%
Base for stats		4928	2831	2096	405	647	896	912	822	1242	1436	1048	1246	1197	1600	1350
Mean Score		2.34	2.29	2.40a	2.48cdef	2.40cde	2.32d	2.25	2.27	2.37de	2.43bcd	2.34d	2.30	2.26	2.33	2.36
Standard Deviation		.71	.72	.70	.73	.69	.71	.71	.71	.72	.70	.73	.72	.70	.72	.69
Error Variance		*	*	*	.001	.001	.001	.001	.001	*	*	*	.001	.001	*	*

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 18 (continuation)**

Q7 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								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Very Favourable	(4)	126 1%	12 1%	8 1%	26abdfgh 3%	10 1%	41abdfgh 3%	14 1%	9 1%	6 1%	79 1%	47a 3%	10 1%	32 1%	55abde 9%	16 1%	6 1%
Favourable	(3)	1982 20%	242 17%	186 16%	216abfgh 24%	282abg 20%	366abdfgh 29%	265b 19%	213 17%	211 18%	1682b 20%	300 17%	252be 21%	632 18%	276abde 44%	407be 21%	100 16%
Unfavourable	(2)	2248 22%	345 24%	268 23%	201 22%	328 23%	267 22%	290 21%	266 21%	284g 24%	1860 23%	389 22%	292c 25%	882c 25%	56 9%	529c 27%	173c 28%
Very Unfavourable	(1)	572 6%	98cd 7%	81cdg 7%	36 4%	69 5%	80c 6%	78 6%	64 5%	64 5%	352 4%	219a 12%	57c 5%	164c 5%	12 2%	177abc 9%	75abcd 12%
Never Heard of		3945 39%	603ce 42%	454ce 40%	325e 35%	542e 39%	364 29%	588cde 43%	583bcdeh 45%	478ce 40%	3484b 42%	461 26%	432ce 36%	1453acde 41%	161 26%	655c 34%	193c 32%
DK / No Opinion (DNRO)		1133 11%	151 10%	144ef 13%	117ef 13%	169 12%	123 10%	136 10%	155 12%	139 12%	776 9%	357a 20%	145d 12%	367d 10%	64 10%	169 9%	66 11%
<b>All favourable</b>		2108 21%	254 18%	194 17%	242abdfgh 26%	293abg 21%	407abdfgh 33%	279bg 20%	223 17%	217 18%	1761 21%	346 20%	262be 22%	663 19%	331abde 53%	423be 22%	105 17%
<b>All unfavourable</b>		2820 28%	443cfg 31%	349cfg 31%	237 26%	397 28%	347 28%	369 27%	330 26%	348g 29%	2212 27%	608a 34%	349c 29%	1046c 30%	67 11%	706abc 36%	248abc 41%
<b>Net favourability</b>		-712 -7%	-188 -13%	-155 -14%	5 1%	-104 -7%	59c 5%	-90 -7%	-107 -8%	-131 -11%	-451 -5%	-261 -15%	-88 -7%	-382 -11%	263ae 42%	-284 -15%	-143 -23%
Base for stats		4928	697	543	479	690	754	648	553	565	3973	954	611	1709	398	1129	354
Mean Score		2.34	2.24	2.22	2.48abdfgh	2.34ab	2.49abdfgh	2.33ab	2.30b	2.28	2.37b	2.18	2.35de	2.31de	2.94abde	2.23e	2.10
Standard Deviation		.71	.71	.71	.71	.67	.76	.71	.69	.67	.67	.84	.67	.67	.63	.72	.74
Error Variance		*	.001	.001	.001	.001	.001	.001	.001	.001	*	.001	.001	*	.001	*	.002

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 18 (continuation)**

Q7 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

	Total	2010 VOTE					SEGMENTATION							
		Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Very Favourable (4)	126 1%	7 1%	27 1%	66abd 5%	12 1%	3 1%	7e 1%	13e 1%	23abefgh 3%	52abcefg 8%	1 *%	8e 1%	14e 1%	7 *%
Favourable (3)	1982 20%	268b 21%	592 18%	482abde 33%	304 20%	44 23%	158eh 19%	282eh 20%	241abefgh 28%	278abcefg 45%	147 10%	288eh 19%	320eh 21%	268e 15%
Unfavourable (2)	2248 22%	332c 26%	818c 25%	253 17%	438bc 29%	49c 25%	239bcdeg 29%	271cde 19%	133d 15%	62 10%	227d 16%	448bcdeg 30%	369bcde 25%	499bcde 28%
Very Unfavourable (1)	572 6%	79c 6%	175c 5%	46 3%	147abc 10%	27abc 14%	61bcdg 7%	40c 3%	12 1%	11 2%	92bcdg 6%	173abcdegh 11%	60cd 4%	121bcdg 7%
Never Heard of	3945 39%	433c 34%	1271acde 39%	405 28%	480c 31%	56 29%	291df 35%	608adfg 44%	351adf 41%	161 26%	762abcdfgh 52%	460d 30%	582df 39%	732adf 41%
DK / No Opinion (DNRO)	1133 11%	162bde 13%	339 11%	196bde 14%	144 9%	14 7%	79 9%	182adfg 13%	103f 12%	59 9%	235abcdfgh 16%	138 9%	159 11%	178 10%
<b>All favourable</b>	2108 21%	275 21%	619 19%	549abde 38%	316 21%	47 24%	164eh 20%	294eh 21%	264abefgh 31%	331abcefg 53%	148 10%	296eh 20%	334eh 22%	275e 15%
<b>All unfavourable</b>	2820 28%	411c 32%	993c 31%	300 21%	585abc 38%	76bc 39%	300bcdeg 36%	312cd 22%	145d 17%	74 12%	319cd 22%	621abcdegh 41%	429bcde 29%	620bcdeg 34%
<b>Net favourability</b>	-712 -7%	-136 -11%	-374 -12%	249ae 17%	-269 -18%	-29 -15%	-136 -16%	-17 -1%	119bg 14%	257abceg 41%	-170 -12%	-325 -21%	-95 -6%	-345 -19%
Base for stats	4928	686	1612	849	901	122	464	606	409	405	467	918	763	895
Mean Score	2.34	2.30d	2.29d	2.67abde	2.20	2.18	2.24ef	2.44aefh	2.67abefgh	2.92abcefg	2.12	2.14	2.38aefh	2.18
Standard Deviation	.71	.68	.68	.70	.72	.80	.69	.65	.63	.62	.71	.72	.66	.66
Error Variance	*	.001	*	.001	*	.006	.001	.001	.001	.001	.001	*	.001	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 19**

Q7 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 - Summary Table.

Base: All respondents

		<b>PEOPLE</b>						
		Ed Miliband, the Labour Party leader	David Cameron, the Prime Minister and leader of the Co nservative Party	\$ Alex Salmond, First Minister and leader of the SNP	Nick Clegg, Deputy Prime Minister and leader of the Liberal Democrats	Ruth Davidson, leader of the Scottish Co nservatives	Johann Lamont, leader of the Scottish Labour Party	Willie Rennie, leader of the Scottish Liberal Democrats
Unweighted row		10007	10007	10007	10007	10007	10007	10007
Total		10007	10007	10007	10007	10007	10007	10007
Very Favourable	(4)	675 7%	462 5%	1094 11%	191 2%	156 2%	289 3%	126 1%
Favourable	(3)	4325 43%	3089 31%	3358 34%	2842 28%	1904 19%	2854 29%	1982 20%
Unfavourable	(2)	3036 30%	3250 32%	2625 26%	4251 42%	2763 28%	1982 20%	2248 22%
Very Unfavourable	(1)	1124 11%	2832 28%	2365 24%	1978 20%	1297 13%	715 7%	572 6%
Never Heard of		147 1%	20 *%	92 1%	89 1%	2888 29%	3267 33%	3945 39%
DK / No Opinion (DNRO)		700 7%	354 4%	472 5%	655 7%	1000 10%	900 9%	1133 11%
<b>All favourable</b>		5000 50%	3551 35%	4452 44%	3033 30%	2059 21%	3142 31%	2108 21%
<b>All unfavourable</b>		4160 42%	6082 61%	4990 50%	6230 62%	4060 41%	2697 27%	2820 28%
<b>Net favourability</b>		839 8%	-2530 -25%	-538 -5%	-3196 -32%	-2000 -20%	445 4%	-712 -7%
Base for stats		9160	9633	9442	9263	6119	5840	4928
Mean Score		2.50	2.12	2.34	2.13	2.15	2.47	2.34
Standard Deviation		.80	.89	.98	.76	.78	.77	.71
Error Variance		*	*	*	*	*	*	*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 20**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of the total except SNP = 100%

		PARTY			
		The Labour Party	The Conservative Party	The Liberal Democrats	The Scottish National Party
Unweighted row		5035	5035	5035	10007
Total		5041	5041	5041	10007
1 NEG	(1)	472 9%	1408 28%	1018 20%	1940 19%
2	(2)	219 4%	388 8%	405 8%	575 6%
3	(3)	265 5%	458 9%	518 10%	629 6%
4	(4)	392 8%	505 10%	625 12%	657 7%
5	(5)	885 18%	691 14%	958 19%	1441 14%
6	(6)	620 12%	389 8%	500 10%	886 9%
7	(7)	725 14%	372 7%	374 7%	1002 10%
8	(8)	631 13%	315 6%	199 4%	1029 10%
9	(9)	185 4%	67 1%	39 1%	466 5%
10 POS	(10)	312 6%	104 2%	59 1%	725 7%
DK		14 *%	24 *%	27 1%	53 1%
REF		* *%	* *%	* *%	2 *%
No answer		320 6%	320 6%	320 6%	601 6%
Base for stats		4707	4697	4695	9350
Mean Score		5.59	3.86	4.01	5.01
Standard Deviation		2.49	2.55	2.26	2.91
Error Variance		.001	.001	.001	.001

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 21**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		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		5035	2422	2613	507	861	976	906	703	1066	1432	1573	1054	871	1629	1550
Total		5041	2419	2622	539	907	1002	886	700	1003	1239	1117	1350	1334	1641	1552
1 NEG	(1)	472 9%	267b 11%	205 8%	25 5%	50 6%	95ab 10%	76ab 9%	89abcd 13%	136abcd 14%	109 9%	95 8%	135 10%	134 10%	155b 9%	97 6%
2	(2)	219 4%	125b 5%	94 4%	10 2%	25 3%	35 3%	39a 4%	34ab 5%	75abcde 7%	69c 6%	47 4%	49 4%	54 4%	73 4%	56 4%
3	(3)	265 5%	151b 6%	115 4%	14 3%	36 4%	43 4%	41 5%	52abcd 7%	78abcd 8%	87c 7%	64c 6%	46 3%	69 5%	102b 6%	54 3%
4	(4)	392 8%	200 8%	192 7%	29 5%	74 8%	81 8%	71 8%	57 8%	80 8%	113cd 9%	101cd 9%	89 7%	90 7%	140 9%	108 7%
5	(5)	885 18%	377 16%	509a 19%	91 17%	156 17%	191 19%	165 19%	121 17%	161 16%	223 18%	181 16%	258 19%	223 17%	263 16%	286 18%
6	(6)	620 12%	291 12%	328 13%	88ef 16%	121f 13%	126f 13%	120ef 14%	72 10%	92 9%	180cd 14%	146 13%	153 11%	141 11%	212 13%	214 14%
7	(7)	725 14%	343 14%	382 15%	121cdef 22%	165cef 18%	147ef 15%	137ef 15%	71 10%	84 8%	188d 15%	172d 15%	224d 17%	142 11%	252 15%	271 17%
8	(8)	631 13%	282 12%	350 13%	89cdf 17%	122f 13%	116 12%	97 11%	115cdf 16%	91 9%	115 9%	139a 12%	190a 14%	188a 14%	212 13%	197 13%
9	(9)	185 4%	88 4%	97 4%	21 4%	37d 4%	38 4%	20 2%	24 3%	44d 4%	35 3%	46 4%	44 3%	60a 5%	49 3%	59 4%
10 POS	(10)	312 6%	128 5%	184a 7%	27 5%	43 5%	44 4%	58c 7%	52bc 7%	87abc 9%	35 3%	43 4%	80ab 6%	154abc 12%	71 4%	90 6%
DK		14 *% *% *%	4 *% *% *%	10 *% *% *%	4 1% *% *%	2 *% *% *%	2 *% *% *%	3 *% *% *%	1 *% *% *%	3 *% *% *%	1 *% *% *%	6ac 1% *% *%	1 *% *% *%	6 *% *% *%	1 *% *% *%	8a *% *% *%
REF		* *% *% *%	- *% *% *%	* *% *% *%	- *% *% *%	- *% *% *%	- *% *% *%	* *% *% *%	- *% *% *%	* *% *% *%	- *% *% *%	* *% *% *%	- *% *% *%	- *% *% *%	- *% *% *%	* *% *% *%
No answer		320 6%	163 7%	157 6%	18e 3%	76ae 8%	85ae 8%	59ae 7%	11 2%	72ae 7%	86 7%	79 7%	81 6%	73 6%	110 7%	111 7%
Base for stats		4707	2253	2454	517	829	916	824	688	928	1152	1033	1267	1254	1530	1433
Mean Score		5.59	5.39	5.78a	6.21bcdef	5.92cdef	5.53f	5.59f	5.43f	5.15	5.25	5.54a	5.70a	5.86ab	5.47	5.88a
Standard Deviation		2.49	2.55	2.42	2.07	2.23	2.41	2.42	2.68	2.81	2.31	2.39	2.47	2.72	2.43	2.29
Error Variance		.001	.003	.002	.009	.006	.006	.007	.010	.008	.004	.004	.006	.009	.004	.004

95 percent as lower case or \*

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

# Scottish Political Poll

Table 21 (continuation)

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		5035	697	630	445	664	620	705	635	638	4138	897	643	1523	265	1080	315
Total		5041	723	572	415	697	652	731	644	600	4157	884	609	1741	341	993	309
1 NEG	(1)	472 9%	61 8%	56 10%	48h 11%	61 9%	74h 11%	67 9%	59 9%	46 8%	349 8%	122a 14%	135bcd 22%	11 1%	23b 7%	110bc 11%	63bcd 20%
2	(2)	219 4%	21 3%	23 4%	23a 6%	23 3%	26 4%	45adh 6%	34a 5%	23 4%	178 4%	41 5%	68bcd 11%	5 *%	14b 4%	52b 5%	24b 8%
3	(3)	265 5%	41b 6%	18 3%	28b 7%	37b 5%	35b 5%	56bgh 8%	26 4%	25 4%	201 5%	64a 7%	79bde 13%	10 1%	33b 10%	74b 7%	24b 8%
4	(4)	392 8%	52 7%	36 6%	53abdefgh 13%	57 8%	45 7%	66 9%	41 6%	42 7%	323 8%	70 8%	92bd 15%	20 1%	49bd 14%	97b 10%	38b 12%
5	(5)	885 18%	101 14%	97 17%	80ah 19%	130a 19%	118a 18%	145ah 20%	126ah 20%	88 15%	732 18%	153 17%	123b 20%	132 8%	79b 23%	212b 21%	65b 21%
6	(6)	620 12%	77 11%	67 12%	58eg 14%	105aeg 15%	65 10%	103eg 14%	62 10%	84eg 14%	529b 13%	90 10%	57 9%	180 10%	64abe 19%	148ab 15%	36 12%
7	(7)	725 14%	123de 17%	78 14%	54 13%	90 13%	76 12%	99 14%	94 15%	104de 17%	588 14%	138 16%	25 4%	390acde 22%	36ae 10%	151ace 15%	16 5%
8	(8)	631 13%	122cdfh 17%	81cf 14%	26 6%	76c 11%	107cdfh 16%	65 9%	85cf 13%	70c 12%	520 13%	111 13%	4 1%	468acde 27%	13a 4%	69a 7%	16a 5%
9	(9)	185 4%	34cf 5%	25cf 4%	9 2%	31cf 4%	18 3%	16 2%	29cf 4%	24f 4%	147 4%	38 4%	1 *%	147acde 8%	5a 2%	14a 1%	7a 2%
10 POS	(10)	312 6%	52cf 7%	53cdfg 9%	14 3%	38 5%	42c 6%	33 5%	36 6%	44cf 7%	255 6%	57 6%	1 *%	278acde 16%	3 1%	7 1%	2 1%
DK		14 *%	2 *%	2 *%	2 1%	2 *%	1 *%	1 *%	3 *%	2 *%	14 *%	- -%	- -%	2 *%	- -%	3 *%	- -%
REF		* *%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%
No answer		320 6%	36 5%	36 6%	21 5%	48 7%	45 7%	35 5%	50af 8%	49acf 8%	320b 8%	- -%	25 4%	97 6%	22 6%	55 5%	19 6%
Base for stats		4707	684	534	392	648	606	695	591	549	3823	884	584	1642	319	935	291
Mean Score		5.59	5.94cdefg	5.87cef	4.95	5.59cf	5.54cf	5.20	5.63cf	5.86cef	5.65b	5.37	3.52	7.59acde	4.88ae	4.90ae	4.11a
Standard Deviation		2.49	2.51	2.61	2.33	2.41	2.60	2.37	2.51	2.45	2.45	2.65	1.91	1.67	1.91	2.17	2.30
Error Variance		.001	.010	.012	.013	.009	.012	.008	.011	.010	.002	.008	.006	.002	.015	.005	.018

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 21 (continuation)**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		5035	716	1392	484	906	96	449	747	473	270	777	841	689	789
Total		5041	658	1614	720	743	104	419	711	435	344	732	761	737	902
1 NEG	(1)	472 9%	157bcd 24%	25 2%	46b 6%	108bc 15%	26bcd 25%	111bcdefgh 27%	76cdgh 11%	13g 3%	21cgh 6%	119bcdgh 16%	109bcdgh 14%	4 1%	19g 2%
2	(2)	219 4%	81bcde 12%	11 1%	28b 4%	48bc 6%	5b 5%	54bcdefgh 13%	41cgh 6%	10gh 2%	22cgh 6%	40cgh 5%	41cgh 5%	5 1%	6 1%
3	(3)	265 5%	70bc 11%	12 1%	52b 7%	60b 8%	8b 8%	54bcefg 13%	48gh 7%	21gh 5%	30cegh 9%	38gh 5%	59cegh 8%	7 1%	9 1%
4	(4)	392 8%	93b 14%	28 2%	86b 12%	82b 11%	15b 14%	45gh 11%	89efgh 12%	38gh 9%	51cefgh 15%	62gh 8%	70gh 9%	13 2%	24 3%
5	(5)	885 18%	130b 20%	166 10%	174b 24%	146b 20%	17b 17%	73gh 17%	137gh 19%	93gh 21%	85afgh 25%	210abcdfgh 29%	137gh 18%	79 11%	71 8%
6	(6)	620 12%	58 9%	177 11%	122ab 17%	104ab 14%	12 12%	36 9%	92aeh 13%	66aeh 15%	63abeh 18%	56 8%	113aeh 15%	111aeh 15%	84 9%
7	(7)	725 14%	23 3%	318acde 20%	99ae 14%	85a 11%	6 6%	15 4%	82a 12%	85abdef 20%	31a 9%	84a 11%	104ad 14%	179abdefh 24%	145abde 16%
8	(8)	631 13%	10 2%	400acde 25%	40a 6%	42a 6%	5a 5%	7 2%	67ade 9%	48adef 11%	15a 4%	36a 5%	56ae 7%	185abcdef 25%	217abcdef 24%
9	(9)	185 4%	5 1%	124acd 8%	7 1%	10 1%	3a 3%	5 1%	10 1%	22abdef 5%	7 2%	12 2%	8 1%	55abdef 7%	66abdef 7%
10 POS	(10)	312 6%	1 *%	258acde 16%	9a 1%	10a 1%	- -%	1 *%	10 1%	10ad 2%	1 *%	15ad 2%	13a 2%	55abcdef 7%	208abcdefg 23%
DK		14 *%	- -%	3 *%	- -%	3 *%	- -%	* *%	3 *%	- -%	- -%	10abcdfgh 1%	1 *%	1 *%	- -%
REF		* *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%
No answer		320 6%	29 4%	93 6%	55a 8%	45 6%	5 5%	17 4%	57a 8%	27 6%	17 5%	52a 7%	51 7%	44 6%	54 6%
Base for stats		4707	628	1518	665	695	98	401	651	407	327	670	709	693	848
Mean Score		5.59	3.49	7.38acde	5.09ade	4.59ae	4.02a	3.39	4.91ae	5.87abdef	4.81a	4.59a	4.77a	7.11abcdef	7.58abcdefg
Standard Deviation		2.49	2.01	1.90	1.94	2.28	2.37	2.10	2.25	1.96	1.89	2.33	2.33	1.61	2.07
Error Variance		.001	.006	.003	.008	.006	.061	.010	.007	.009	.014	.008	.007	.004	.006

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

# Scottish Political Poll

**Table 22**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		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		5035	2422	2613	507	861	976	906	703	1066	1432	1573	1054	871	1629	1550
Total		5041	2419	2622	539	907	1002	886	700	1003	1239	1117	1350	1334	1641	1552
1 NEG	(1)	1408 28%	709b 29%	699 27%	93 17%	185 20%	287ab 29%	295abcdf 33%	269abcdf 38%	280ab 28%	242 20%	266a 24%	418ab 31%	482abc 36%	391 24%	419a 27%
2	(2)	388 8%	183 8%	205 8%	39 7%	71 8%	70 7%	78 9%	64f 9%	67 7%	116cd 9%	94 8%	93 7%	85 6%	132 8%	135 9%
3	(3)	458 9%	211 9%	246 9%	62ef 12%	84f 9%	103ef 10%	91ef 10%	51 7%	66 7%	116 9%	121d 11%	118 9%	103 8%	162 10%	152 10%
4	(4)	505 10%	237 10%	268 10%	70cef 13%	129cdef 14%	93f 9%	87f 10%	63f 9%	60 6%	150d 12%	117d 10%	133 10%	105 8%	179 11%	177 11%
5	(5)	691 14%	300 12%	391a 15%	100cdef 19%	146def 16%	146de 15%	101 11%	68 10%	129e 13%	148 12%	152 14%	186 14%	205a 15%	214 13%	239 15%
6	(6)	389 8%	194 8%	195 7%	67bcdef 12%	73 8%	72 7%	61 7%	39 6%	76 8%	116bd 9%	82 7%	108 8%	83 6%	153b 9%	94 6%
7	(7)	372 7%	185 8%	187 7%	48c 9%	68 7%	58 6%	57 6%	50 7%	91cd 9%	121cd 10%	92d 8%	87 6%	72 5%	130 8%	108 7%
8	(8)	315 6%	155 6%	160 6%	28 5%	41 4%	59 6%	38 4%	54bd 8%	95abcd 9%	97bc 8%	63 6%	74 5%	81 6%	118b 7%	66 4%
9	(9)	67 1%	32 1%	35 1%	6 1%	10 1%	8 1%	6 1%	13d 2%	24bcd 2%	17 1%	19 2%	14 1%	18 1%	19 1%	14 1%
10 POS	(10)	104 2%	46 2%	58 2%	4 1%	13 1%	18 2%	11 1%	16a 2%	42abcde 4%	30 2%	25 2%	27 2%	22 2%	28 2%	21 1%
DK		24 *% 1%	4 *% 1%	20a 1%	3 1%	13cdef 1%	3 *% 1%	2 *% 1%	1 *% 1%	2 *% 1%	2 *% 1%	7 1%	11a 1%	4 *% 1%	5 *% 1%	14a 1%
REF		* *% -	- *% -	* *% -	- *% -	- *% -	- *% -	* *% -	- *% -	* *% -	- *% -	* *% -	- *% -	- *% -	- *% -	* *% -
No answer		320 6%	163 7%	157 6%	18e 3%	76ae 8%	85ae 8%	59ae 7%	11 2%	72ae 7%	86 7%	79 7%	81 6%	73 6%	110 7%	111 7%
Base for stats		4697	2253	2444	518	818	915	826	688	929	1151	1032	1257	1257	1526	1426
Mean Score		3.86	3.82	3.90	4.25cde	4.00cde	3.72d	3.41	3.55	4.28bcde	4.28bcd	3.98cd	3.71	3.53	4.03b	3.67
Standard Deviation		2.55	2.57	2.54	2.24	2.33	2.49	2.41	2.70	2.87	2.54	2.53	2.53	2.56	2.51	2.38
Error Variance		.001	.003	.003	.010	.007	.007	.007	.011	.008	.005	.004	.007	.008	.004	.004

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# Scottish Political Poll

**Table 22 (continuation)**

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Base: Split sample = 50 % of total

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		5035	697	630	445	664	620	705	635	638	4138	897	643	1523	265	1080	315
Total		5041	723	572	415	697	652	731	644	600	4157	884	609	1741	341	993	309
1 NEG	(1)	1408 28%	245cdefg 34%	195cdefg 34%	98 24%	196 28%	164 25%	176 24%	159 25%	176cf 29%	1098 26%	310a 35%	5 1%	613ac 35%	45a 13%	402abce 41%	95ac 31%
2	(2)	388 8%	49 7%	51 9%	33 8%	58 8%	41 6%	47 6%	48 7%	60aef 10%	322 8%	67 8%	4 1%	180ac 10%	20a 6%	88a 9%	29a 9%
3	(3)	458 9%	66 9%	44 8%	42 10%	81befh 12%	52 8%	58 8%	69h 11%	44 7%	348 8%	109a 12%	6 1%	190a 11%	53abd 16%	95a 10%	37a 12%
4	(4)	505 10%	79g 11%	55 10%	40 10%	71 10%	73g 11%	68 9%	50 8%	70g 12%	430 10%	76 9%	12 2%	206a 12%	48a 14%	123a 12%	28a 9%
5	(5)	691 14%	99 14%	70 12%	69bh 17%	94 14%	105bh 16%	110h 15%	83 13%	62 10%	581 14%	110 12%	41 7%	223ae 13%	56ade 16%	116a 12%	25 8%
6	(6)	389 8%	56 8%	45 8%	28 7%	41 6%	41 6%	76cde 10%	50 8%	50 8%	312 8%	76 9%	68bd 11%	105 6%	45bd 13%	51 5%	31bd 10%
7	(7)	372 7%	33 5%	26 5%	37ab 9%	47 7%	55ab 8%	82abdh 11%	54ab 8%	38 6%	313 8%	59 7%	141bcde 23%	77d 4%	33bd 10%	27 3%	18d 6%
8	(8)	315 6%	32 4%	27 5%	33ab 8%	42 6%	48a 7%	53a 7%	47a 7%	33 5%	267 6%	48 5%	190bcde 31%	29 2%	14bd 4%	15 2%	20bd 6%
9	(9)	67 1%	6 1%	10 2%	5 1%	9 1%	7 1%	13 2%	11 2%	6 1%	56 1%	11 1%	43bcde 7%	11 1%	2 1%	3 *	4 1%
10 POS	(10)	104 2%	16d 2%	11 2%	10d 2%	6 1%	18d 3%	11 2%	22dfh 3%	10 2%	86 2%	17 2%	75bcde 12%	6 *	3 1%	5 1%	5b 2%
DK		24 *%	5g 1%	1 *%	1 *%	3 *%	3 *%	1 *%	* *%	3 *%	24b 1%	- -%	- -%	4 *%	- -%	12abe 1%	- -%
REF		* *%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%
No answer		320 6%	36 5%	36 6%	21 5%	48 7%	45 7%	35 5%	50af 8%	49acf 8%	320b 8%	- -%	25 4%	97 6%	22 6%	55 5%	19 6%
Base for stats		4697	681	535	394	647	604	695	594	549	3814	884	584	1640	319	926	291
Mean Score		3.86	3.51	3.50	4.13abdh	3.66	4.10abdh	4.25abdh	4.13abdh	3.64	3.93b	3.57	7.42bcde	3.07d	4.32bde	2.84	3.61bd
Standard Deviation		2.55	2.48	2.54	2.56	2.43	2.59	2.55	2.69	2.50	2.56	2.52	1.67	2.11	2.10	2.05	2.53
Error Variance		.001	.009	.011	.016	.010	.012	.010	.012	.011	.002	.007	.005	.003	.018	.004	.022

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# Scottish Political Poll

**Table 22 (continuation)**

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Base: Split sample = 50 % of total

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		5035	716	1392	484	906	96	449	747	473	270	777	841	689	789
Total		5041	658	1614	720	743	104	419	711	435	344	732	761	737	902
1 NEG	(1)	1408 28%	20 3%	618ac 38%	137a 19%	316abc 43%	30ac 29%	6 1%	13 2%	33ab 8%	48abc 14%	229abcd 31%	398abcdeg 52%	235abcd 32%	447abcdeg 49%
2	(2)	388 8%	11 2%	164a 10%	53a 7%	72a 10%	11a 10%	3 1%	11 2%	29ab 7%	17ab 5%	64abd 9%	72abd 9%	100abcdefh 14%	92abcd 10%
3	(3)	458 9%	9 1%	164a 10%	90a 13%	69a 9%	10a 10%	7 2%	32a 5%	40ab 9%	50abcfh 14%	80abh 11%	75ab 10%	103abcfh 14%	71ab 8%
4	(4)	505 10%	17 3%	194a 12%	95a 13%	79a 11%	11a 10%	4 1%	71a 10%	50a 12%	51abeh 15%	65a 9%	82a 11%	109abefh 15%	75a 8%
5	(5)	691 14%	82 12%	169 10%	105b 15%	83 11%	15 14%	41 10%	126afgh 18%	78afgh 18%	58afgh 17%	146afgh 20%	60 8%	86f 12%	96 11%
6	(6)	389 8%	81bd 12%	88 5%	73bd 10%	31 4%	9 9%	34efgh 8%	135acdefgh 19%	63aefgh 14%	41efgh 12%	36f 5%	10 1%	37f 5%	34f 4%
7	(7)	372 7%	125bcde 19%	69 4%	66bd 9%	25 3%	6 6%	80cdefgh 19%	130cdefgh 18%	60efgh 14%	42efgh 12%	23f 3%	6 1%	17f 2%	16 2%
8	(8)	315 6%	165bcde 25%	37 2%	37bd 5%	12 2%	3 3%	128bcdefgh 31%	95cdefgh 13%	39defgh 9%	17efgh 5%	16fg 2%	4 1%	5 1%	12 1%
9	(9)	67 1%	39bcde 6%	10 1%	6 1%	4 1%	1 1%	34bcdefgh 8%	17efgh 2%	9efgh 2%	3f 1%	* *%	- -%	1 *%	3 *%
10 POS	(10)	104 2%	78bcde 12%	6 *%	4 1%	2 *%	4bcd 4%	66bcdefgh 16%	24defgh 3%	7efgh 2%	3gh 1%	1 *%	2 *%	- -%	1 *%
DK		24 *%	- -%	3 *%	- -%	3 *%	- -%	* *%	- -%	- -%	- -%	20abcdfgh 3%	2 *%	1 *%	2 *%
REF		* *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%
No answer		320 6%	29 4%	93 6%	55a 8%	45 6%	5 5%	17 4%	57a 8%	27 6%	17 5%	52a 7%	51 7%	44 6%	54 6%
Base for stats		4697	628	1518	665	695	98	401	654	407	327	661	708	693	847
Mean Score		3.86	6.95bcde	2.97d	4.06bd	2.77	3.67bd	7.46bcdefgh	5.99cdefgh	5.06defgh	4.41efgh	3.19fgh	2.18	2.89fh	2.45f
Standard Deviation		2.55	2.09	2.14	2.26	2.06	2.53	1.88	1.86	2.20	2.16	2.05	1.64	1.81	1.91
Error Variance		.001	.006	.004	.011	.005	.069	.008	.005	.011	.018	.006	.003	.005	.005

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 23**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		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		5035	2422	2613	507	861	976	906	703	1066	1432	1573	1054	871	1629	1550
Total		5041	2419	2622	539	907	1002	886	700	1003	1239	1117	1350	1334	1641	1552
1 NEG	(1)	1018 20%	581b 24%	437 17%	52 10%	116 13%	169ab 17%	222abc 25%	208abcdf 30%	250abc 25%	159 13%	189a 17%	321ab 24%	348ab 26%	291 18%	266 17%
2	(2)	405 8%	213b 9%	191 7%	32 6%	77 8%	66 7%	93acf 11%	65ac 9%	72 7%	107 9%	91 8%	98 7%	109 8%	141 9%	116 7%
3	(3)	518 10%	257 11%	262 10%	56 10%	96 11%	107 11%	94 11%	73 11%	90 9%	105 8%	123a 11%	158a 12%	132 10%	177 11%	165 11%
4	(4)	625 12%	283 12%	343 13%	82f 15%	109 12%	138f 14%	106 12%	92f 13%	97 10%	168 14%	154d 14%	158 12%	145 11%	209 13%	200 13%
5	(5)	958 19%	415 17%	543a 21%	137def 25%	196def 22%	211def 21%	140 16%	103 15%	172 17%	251 20%	209 19%	257 19%	241 18%	311 19%	327 21%
6	(6)	500 10%	216 9%	284a 11%	78cdef 14%	111def 12%	102e 10%	75 8%	52 7%	81 8%	161bcd 13%	105 9%	123 9%	111 8%	185 11%	151 10%
7	(7)	374 7%	173 7%	201 8%	44 8%	81d 9%	71 7%	53 6%	49 7%	75 8%	114c 9%	85 8%	81 6%	93 7%	123 7%	124 8%
8	(8)	199 4%	80 3%	119a 5%	24c 4%	29 3%	24 2%	30 3%	29c 4%	62bcd 6%	65cd 5%	46 4%	47 3%	41 3%	64 4%	50 3%
9	(9)	39 1%	9 *%	30a 1%	10bcd 2%	5 1%	3 *%	2 *%	10cd 1%	8 1%	6 *%	10 1%	7 *%	16 1%	8 *%	17 1%
10 POS	(10)	59 1%	24 1%	34 1%	2 *%	4 *%	18ab 2%	9 1%	7 1%	20ab 2%	16 1%	15 1%	14 1%	13 1%	16 1%	15 1%
DK		27 1%	5 *%	21a 1%	5e 1%	7 1%	8 1%	3 *%	1 *%	4 *%	2 *%	10ac 1%	4 *%	11a 1%	5 *%	10 1%
REF		* *%	- -%	* *%	- -%	- -%	- -%	* *%	- -%	* *%	- -%	* *%	- -%	- -%	- -%	* *%
No answer		320 6%	163 7%	157 6%	18e 3%	76ae 8%	85ae 8%	59ae 7%	11 2%	72ae 7%	86 7%	79 7%	81 6%	73 6%	110 7%	111 7%
Base for stats		4695	2251	2444	516	824	910	824	688	928	1152	1028	1264	1250	1526	1430
Mean Score		4.01	3.76	4.24a	4.58bcdef	4.28def	4.11de	3.62	3.61	3.98de	4.44bcd	4.12cd	3.79	3.74	4.07	4.13
Standard Deviation		2.26	2.25	2.23	1.97	2.06	2.16	2.24	2.36	2.48	2.17	2.23	2.23	2.31	2.19	2.18
Error Variance		.001	.002	.002	.008	.005	.005	.006	.008	.006	.004	.003	.005	.007	.003	.003

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

# Scottish Political Poll

**Table 23 (continuation)**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		5035	697	630	445	664	620	705	635	638	4138	897	643	1523	265	1080	315
Total		5041	723	572	415	697	652	731	644	600	4157	884	609	1741	341	993	309
1 NEG	(1)	1018 20%	193cdefg 27%	130cfg 23%	58 14%	130c 19%	132c 20%	129 18%	113 17%	133cfg 22%	784 19%	234a 26%	56c 9%	421ac 24%	1 *%	253ac 25%	100abcd 32%
2	(2)	405 8%	58 8%	63cdefg 11%	28 7%	52 7%	45 7%	50 7%	37 6%	71acdefg 12%	339 8%	65 7%	39c 6%	180ac 10%	1 *%	99ac 10%	28c 9%
3	(3)	518 10%	84 12%	64 11%	36 9%	81 12%	66 10%	69 9%	59 9%	59 10%	406 10%	112a 13%	43c 7%	212ac 12%	5 1%	122ac 12%	34ac 11%
4	(4)	625 12%	95 13%	62 11%	45 11%	96 14%	67 10%	107be 15%	81 13%	73 12%	522 13%	103 12%	68c 11%	243ce 14%	16 5%	159ace 16%	30c 10%
5	(5)	958 19%	129 18%	110 19%	84 20%	138 20%	125 19%	139 19%	136h 21%	98 16%	781 19%	177 20%	155bcde 25%	316c 18%	25 7%	156c 16%	52c 17%
6	(6)	500 10%	64 9%	47 8%	43 10%	75 11%	58 9%	85bh 12%	70 11%	50 8%	413 10%	86 10%	93bde 15%	155 9%	48bde 14%	82 8%	21 7%
7	(7)	374 7%	34 5%	37 7%	51abdefgh 12%	50 7%	55a 8%	62ah 8%	52a 8%	34 6%	323b 8%	51 6%	86bde 14%	74 4%	87abde 26%	38 4%	13 4%
8	(8)	199 4%	15 2%	13 2%	28abdgh 7%	19 3%	34abd 5%	43abd 6%	26a 4%	21 4%	169 4%	30 3%	33bd 5%	15 1%	77abde 23%	21b 2%	11b 4%
9	(9)	39 1%	6d 1%	7d 1%	7df 2%	- -	4 1%	3 *%	8d 1%	4d 1%	31 1%	8 1%	7d 1%	13d 1%	17abde 5%	* *%	1 *%
10 POS	(10)	59 1%	4 1%	2 *%	14abdfh 3%	4 1%	15abdfh 2%	6 1%	10b 2%	4 1%	41 1%	18a 2%	3 1%	9 1%	41abde 12%	3 *%	- -%
DK		27 1%	5 1%	1 *%	1 *%	4 1%	7g 1%	3 *%	1 *%	4 1%	27b 1%	- -%	1 *%	7 *%	1 *%	5 1%	- -%
REF		* *%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	- -%	- -%	- -%	- -%	- -%
No answer		320 6%	36 5%	36 6%	21 5%	48 7%	45 7%	35 5%	50af 8%	49acf 8%	320b 8%	- -%	25 4%	97 6%	22 6%	55 5%	19 6%
Base for stats		4695	681	534	394	645	600	693	593	547	3811	884	582	1637	318	933	291
Mean Score		4.01	3.55	3.69	4.73abdefgh	3.93ah	4.17abh	4.23abd	4.28abd	3.68	4.06b	3.80	4.85bde	3.51	7.17abde	3.42	3.30
Standard Deviation		2.26	2.15	2.18	2.42	2.08	2.40	2.22	2.27	2.21	2.24	2.31	2.03	2.04	1.73	2.01	2.18
Error Variance		.001	.007	.008	.014	.007	.010	.007	.009	.008	.001	.006	.007	.003	.012	.004	.016

95 percent as lower case or \*

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# Scottish Political Poll

**Table 23 (continuation)**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		5035	716	1392	484	906	96	449	747	473	270	777	841	689	789
Total		5041	658	1614	720	743	104	419	711	435	344	732	761	737	902
1 NEG	(1)	1018 20%	82 12%	440ac 27%	64 9%	209ac 28%	31ac 30%	56bcd 13%	53cd 7%	14d 3%	1 *	185abcdg 25%	255abcdeg 33%	152abcd 21%	303abcdeg 34%
2	(2)	405 8%	48 7%	168ac 10%	33 5%	67c 9%	11c 10%	38bcd 9%	40d 6%	23d 5%	3 1%	50d 7%	76bcde 10%	70bcd 10%	105bcde 12%
3	(3)	518 10%	49 7%	190ac 12%	47 6%	106ace 14%	7 7%	42d 10%	62d 9%	29d 7%	8 2%	65d 9%	101bcde 13%	95bcde 13%	117bcde 13%
4	(4)	625 12%	81 12%	206c 13%	64 9%	101c 14%	13 13%	47d 11%	93d 13%	64d 15%	9 3%	82d 11%	104d 14%	115ade 16%	110d 12%
5	(5)	958 19%	157bcd 24%	296c 18%	94 13%	118 16%	22c 22%	94dfgh 22%	193dfgh 27%	111dfgh 26%	31 9%	175dfgh 24%	104d 14%	128dfh 17%	122 13%
6	(6)	500 10%	95bde 14%	127e 8%	92bde 13%	51 7%	2 2%	52efh 12%	101efgh 14%	82abefgh 19%	50efgh 14%	60f 8%	33 4%	70fh 9%	54 6%
7	(7)	374 7%	76bde 12%	52 3%	128abde 18%	25 3%	5 5%	47efgh 11%	74efgh 10%	46efgh 11%	86abcefg 25%	33fh 4%	20 3%	48fh 7%	20 2%
8	(8)	199 4%	32bd 5%	20 1%	91abde 13%	15 2%	5b 4%	20efgh 5%	28efgh 4%	31befgh 7%	81abcefg 24%	10 1%	11 1%	10 1%	7 1%
9	(9)	39 1%	6d 1%	9d 1%	13bd 2%	- -%	2d 2%	3h 1%	5h 1%	6fh 1%	16abcefg 5%	4 *	3 *	3 *	1 *
10 POS	(10)	59 1%	2 *	8 1%	38abde 5%	2 *	- -%	2g 1%	5g 1%	1 *	41abcefg 12%	3 *	3 *	- -%	3 *
DK		27 1%	* *	3 *	- -%	4 *	- -%	1 *	1 *	- -%	- -%	14abcdfg 2%	1 *	2 *	8b 1%
REF		* *	- -%	- -%	- -%	- -%	- -%	- -%	* *	* *	- -%	- -%	- -%	- -%	- -%
No answer		320 6%	29 4%	93 6%	55a 8%	45 6%	5 5%	17 4%	57a 8%	27 6%	17 5%	52a 7%	51 7%	44 6%	54 6%
Base for stats		4695	628	1518	665	694	98	400	653	407	327	667	709	691	841
Mean Score		4.01	4.57bde	3.37	5.53abde	3.28	3.48	4.40efgh	4.73aefgh	5.12abefgh	7.13abcefg	3.62fh	3.00	3.68fh	2.94
Standard Deviation		2.26	2.09	2.04	2.45	2.00	2.28	2.14	1.90	1.76	1.76	2.09	1.97	1.99	1.92
Error Variance		.001	.006	.003	.013	.005	.056	.011	.005	.007	.012	.006	.005	.006	.005

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# Scottish Political Poll

**Table 24**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1 NEG	(1)	1940 19%	979b 20%	961 18%	111 10%	234a 13%	339ab 17%	367abc 21%	307abc 22%	579abcde 29%	544bcd 22%	412 19%	492 18%	491 19%	598 18%	495 16%
2	(2)	575 6%	264 5%	311 6%	79bcd 7%	75 4%	89 4%	95 5%	90bc 6%	146bcd 7%	168cd 7%	137 6%	136 5%	134 5%	182 5%	150 5%
3	(3)	629 6%	316 7%	312 6%	57 5%	99 6%	130 7%	132ab 7%	90 6%	120 6%	175 7%	139 6%	157 6%	158 6%	241b 7%	170 6%
4	(4)	657 7%	309 6%	348 7%	69 6%	110 6%	125 6%	139f 8%	108f 8%	105 5%	176d 7%	166d 8%	173 6%	141 5%	218 7%	229 8%
5	(5)	1441 14%	612 13%	829a 16%	195cdef 18%	308def 17%	296df 15%	222 12%	182 13%	237 12%	297 12%	313a 14%	426a 16%	404a 16%	469 14%	471 15%
6	(6)	886 9%	406 8%	480 9%	125def 12%	194def 11%	216def 11%	139f 8%	104f 8%	107 5%	230 9%	200 9%	224 8%	232 9%	319 10%	293 10%
7	(7)	1002 10%	501 10%	501 10%	154cdef 14%	221cef 12%	173f 9%	190cf 11%	136f 10%	126 6%	277d 11%	215 10%	287d 11%	222 9%	338 10%	350 12%
8	(8)	1029 10%	506 11%	523 10%	138bdef 13%	181f 10%	243bdef 12%	169 9%	138 10%	160 8%	258 10%	221 10%	265 10%	285 11%	366 11%	319 10%
9	(9)	466 5%	231 5%	236 5%	55 5%	92 5%	80 4%	73 4%	79cd 6%	87 4%	101 4%	94 4%	132 5%	139a 5%	155 5%	134 4%
10 POS	(10)	725 7%	378b 8%	348 7%	51 5%	102 6%	119 6%	143abc 8%	128abc 9%	183abc 9%	126 5%	138a 6%	211ab 8%	250abc 10%	205 6%	191 6%
DK		53 1%	5 **%	48a 1%	14cdef 1%	11 1%	8 **%	5 **%	6 **%	10 1%	6 **%	12a 1%	14 1%	21a 1%	9 **%	23a 1%
REF		2 **%	1 **%	1 **%	- -%	1 **%	- -%	* **%	* **%	1 **%	2 **%	* **%	* **%	* **%	* **%	1 **%
No answer		601 6%	295 6%	306 6%	40e 4%	153adef 9%	162adef 8%	108ae 6%	19 1%	120ae 6%	142 6%	152d 7%	184d 7%	123 5%	220 7%	216 7%
Base for stats		9350	4502	4848	1035	1617	1810	1670	1361	1849	2352	2037	2504	2456	3091	2802
Mean Score		5.01	5.02	5.00	5.44cdef	5.36cdef	5.11f	4.93f	4.97f	4.46	4.74	4.93a	5.13ab	5.21ab	5.03	5.16
Standard Deviation		2.91	2.97	2.85	2.55	2.66	2.80	2.95	3.04	3.18	2.87	2.85	2.90	2.99	2.84	2.78
Error Variance		.001	.002	.002	.007	.005	.004	.005	.007	.005	.003	.003	.004	.006	.003	.003

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# Scottish Political Poll

**Table 24 (continuation)**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1 NEG	(1)	1940 19%	267 18%	233f 20%	200af 22%	273 20%	230 19%	228 17%	269f 21%	238f 20%	1546 19%	394a 22%	468bcde 39%	779d 22%	150d 24%	17 1%	178bd 29%
2	(2)	575 6%	90 6%	56 5%	60 6%	80 6%	69 6%	79 6%	70 5%	71 6%	460 6%	115 6%	116bd 10%	229d 6%	47d 8%	7 *	52d 9%
3	(3)	629 6%	89 6%	62 5%	53 6%	107befh 8%	70 6%	74 5%	115abcefh 9%	59 5%	496 6%	132a 7%	102d 9%	251d 7%	58d 9%	15 1%	58bd 9%
4	(4)	657 7%	73 5%	70 6%	63 7%	107a 8%	97a 8%	85 6%	77 6%	84a 7%	521 6%	136a 8%	85d 7%	310de 9%	63ade 10%	16 1%	31d 5%
5	(5)	1441 14%	202 14%	171 15%	124 13%	193 14%	187 15%	193 14%	193 15%	178 15%	1152 14%	289a 16%	149d 13%	592ade 17%	86d 14%	96 5%	79d 13%
6	(6)	886 9%	157cdegh 11%	133cdefgh 12%	73 8%	98 7%	99 8%	122 9%	104 8%	100 8%	716 9%	170 10%	79d 7%	388ade 11%	64ad 10%	98 5%	47d 8%
7	(7)	1002 10%	155g 11%	114 10%	86 9%	161g 11%	125g 10%	130 9%	101 8%	130g 11%	858b 10%	144 8%	58 5%	348a 10%	63a 10%	270abc 14%	66a 11%
8	(8)	1029 10%	157 11%	98 9%	95 10%	154b 11%	129 10%	152b 11%	137 11%	108 9%	867 11%	162 9%	53 4%	259a 7%	42 7%	470abce 24%	34 6%
9	(9)	466 5%	72b 5%	38 3%	38 4%	49 3%	49 4%	101abcdegh 7%	56 4%	55 5%	382 5%	84 5%	15 1%	93a 3%	8 1%	296abce 15%	13 2%
10 POS	(10)	725 7%	98 7%	94gh 8%	75h 8%	90 6%	100h 8%	120dgh 9%	79 6%	69 6%	579 7%	146 8%	10 1%	79a 2%	6 1%	550abce 28%	19ac 3%
DK		53 1%	8 1%	2 *	9bd 1%	3 *	7 1%	10bd 1%	6 *	9bd 1%	53b 1%	- -%	6 *	19 1%	- -%	5 *	3 *
REF		2 *	* *	- -%	- -%	1 *	* *	* *	1 *	* *	2 *	- -%	1 *	- -%	- -%	- -%	- -%
No answer		601 6%	82 6%	71 6%	45 5%	85 6%	77 6%	78 6%	84 6%	80 7%	601b 7%	- -%	47 4%	183 5%	36 6%	113a 6%	32 5%
Base for stats		9350	1361	1068	867	1313	1157	1284	1200	1092	7577	1773	1135	3327	588	1834	578
Mean Score		5.01	5.09g	4.98	4.89	4.90	5.06g	5.35abcdegh	4.79	4.89	5.05b	4.83	3.19	4.40ace	4.08a	8.19abce	3.98a
Standard Deviation		2.91	2.88	2.90	2.87	2.92	2.87	2.95	2.89	2.87	2.90	2.93	2.41	2.58	2.48	1.76	2.73
Error Variance		.001	.006	.007	.010	.007	.007	.007	.007	.007	.001	.005	.005	.002	.013	.002	.013

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 24 (continuation)**

Q8A Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1 NEG	(1)	1940 19%	524bcde 41%	738cd 23%	279d 19%	35 2%	63bcd 33%	386bcdefgh 46%	254f 18%	142f 16%	159bcefg 25%	293cfg 20%	11 1%	247f 16%	448bcefg 25%
2	(2)	575 6%	113bd 9%	195d 6%	122bd 8%	17 1%	11d 6%	71cefh 9%	92f 7%	50f 6%	60bcefg 10%	90f 6%	3 *%	99f 7%	109f 6%
3	(3)	629 6%	105bd 8%	194d 6%	135bd 9%	21 1%	24bd 12%	73bf 9%	91f 7%	60f 7%	57bf 9%	101f 7%	10 1%	114f 8%	121f 7%
4	(4)	657 7%	81d 6%	278ade 9%	123de 8%	27 2%	6 3%	56f 7%	88f 6%	59f 7%	63abcef 10%	97f 7%	12 1%	138abef 9%	144f 8%
5	(5)	1441 14%	130d 10%	532acd 17%	187ad 13%	109 7%	23d 12%	96f 11%	197f 14%	120f 14%	92f 15%	349abcdefgh 24%	54 4%	234af 16%	299af 17%
6	(6)	886 9%	79 6%	350ad 11%	137ad 9%	74 5%	15 8%	34 4%	130af 9%	88af 10%	65af 10%	139af 9%	80 5%	186abefh 12%	165af 9%
7	(7)	1002 10%	71 6%	311a 10%	156a 11%	175abe 11%	13 7%	35 4%	166aeh 12%	92a 11%	55a 9%	129a 9%	167ae 11%	184adeh 12%	174a 10%
8	(8)	1029 10%	58 5%	265a 8%	129a 9%	330abce 22%	13 7%	22 3%	155adeh 11%	104adeh 12%	40a 6%	78a 5%	361abcdegh 24%	141adeh 9%	129ae 7%
9	(9)	466 5%	17 1%	89a 3%	46a 3%	205abce 13%	4 2%	12d 1%	59adeg 4%	47adeh 5%	2 *%	36d 2%	220abcdegh 15%	36d 2%	55ad 3%
10 POS	(10)	725 7%	27 2%	102 3%	30 2%	431abce 28%	9ac 5%	10 1%	55adeg 4%	34adeg 4%	4 1%	25 2%	505abcdegh 33%	34d 2%	58ade 3%
DK		53 1%	7 1%	11 *%	3 *%	6 *%	- -	1 *%	10cf 1%	1 *%	1 *%	30abcdefgh 2%	1 *%	5 *%	6 *%
REF		2 *%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	* *%	- -%	1 *%	- -%	- -%	- -%
No answer		601 6%	66 5%	158 5%	103b 7%	97b 6%	11 6%	38 5%	98ad 7%	66adh 8%	27 4%	96a 7%	92 6%	88 6%	98 5%
Base for stats		9350	1207	3053	1343	1423	181	794	1288	797	596	1337	1424	1412	1701
Mean Score		5.01	3.24	4.49ae	4.48ae	7.90abce	3.94a	2.87	4.90adeh	5.06adeh	3.87a	4.37ad	8.38abcdegh	4.74adeh	4.36ad
Standard Deviation		2.91	2.58	2.67	2.63	2.17	2.87	2.35	2.77	2.75	2.38	2.45	1.71	2.52	2.70
Error Variance		.001	.005	.003	.008	.003	.049	.007	.006	.009	.012	.004	.002	.005	.005

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 25**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - Summary Table.

Base: Split sample = 50 % of total

		<b>PARTY</b>		
		The SCOTTISH Labour Party	The SCOTTISH Co nservatives	The SCOTTISH Liberal Democrats
Unweighted row		4972	4972	4972
Total		4965	4965	4965
1 NEG	(1)	402 8%	1331 27%	823 17%
2	(2)	212 4%	471 9%	418 8%
3	(3)	323 7%	460 9%	529 11%
4	(4)	367 7%	512 10%	619 12%
5	(5)	897 18%	806 16%	1103 22%
6	(6)	621 12%	390 8%	529 11%
7	(7)	694 14%	293 6%	322 6%
8	(8)	597 12%	210 4%	186 4%
9	(9)	233 5%	65 1%	38 1%
10 POS	(10)	302 6%	103 2%	50 1%
DK		36 1%	42 1%	64 1%
REF		1 *%	1 *%	2 *%
No answer		282 6%	282 6%	282 6%
Base for stats		4646	4641	4617
Mean Score		5.64	3.75	4.11
Standard Deviation		2.46	2.44	2.15
Error Variance		.001	.001	.001

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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



# Scottish Political Poll

**Table 26**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Labour Party.

Base: Split sample = 50 % of total

		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		4972	2347	2625	524	822	951	924	717	1011	1451	1520	1060	830	1652	1511
Total		4965	2384	2581	550	875	978	896	686	977	1262	1084	1352	1266	1678	1490
1 NEG	(1)	402 8%	216b 9%	186 7%	20 4%	37 4%	63ab 6%	87abc 10%	72abc 10%	122abcd 12%	113 9%	88 8%	104 8%	97 8%	127 8%	96 6%
2	(2)	212 4%	115 5%	97 4%	5 1%	34a 4%	36a 4%	47a 5%	41ac 6%	49a 5%	70d 6%	44 4%	59 4%	38 3%	75b 4%	47 3%
3	(3)	323 7%	179b 8%	144 6%	16 3%	36 4%	61a 6%	79abc 9%	58ab 8%	72ab 7%	94c 7%	85c 8%	64 5%	80 6%	131b 8%	86 6%
4	(4)	367 7%	193 8%	173 7%	25 5%	54 6%	78a 8%	84ab 9%	47 7%	78a 8%	126bcd 10%	80 7%	90 7%	70 6%	148b 9%	100 7%
5	(5)	897 18%	432 18%	465 18%	99 18%	165 19%	172 18%	171 19%	121 18%	169 17%	216 17%	191 18%	267 20%	222 18%	301 18%	266 18%
6	(6)	621 12%	311 13%	310 12%	79f 14%	122f 14%	136f 14%	107 12%	83 12%	94 10%	186c 15%	141 13%	143 11%	151 12%	253b 15%	182 12%
7	(7)	694 14%	328 14%	365 14%	119bcdef 22%	143def 16%	137d 14%	94 10%	84 12%	117 12%	180 14%	163 15%	195 14%	156 12%	225 13%	234 16%
8	(8)	597 12%	241 10%	356a 14%	101bcdef 18%	109 12%	124 13%	90 10%	72 11%	99 10%	145 12%	125 12%	163 12%	163 13%	164 10%	209a 14%
9	(9)	233 5%	95 4%	138a 5%	35df 6%	47f 5%	39 4%	32 4%	46cdf 7%	33 3%	35 3%	41 4%	70a 5%	88ab 7%	60 4%	84a 6%
10 POS	(10)	302 6%	134 6%	168 7%	22 4%	37 4%	48 5%	53 6%	50abc 7%	91abcd 9%	33 3%	43a 4%	88ab 6%	138abc 11%	74 4%	67 4%
DK		36 1%	6 *%	30a 1%	8df 1%	12df 1%	6 1%	2 *%	5 1%	4 *%	6 *%	8 1%	8 1%	15 1%	10 1%	15 1%
REF		1 *%	* *%	1 *%	- -%	1 *%	- -%	* *%	* *%	- -%	1 *%	- -%	* *%	* *%	* *%	1 *%
No answer		282 6%	132 6%	149 6%	22e 4%	77adef 9%	77adef 8%	49e 5%	8 1%	48e 5%	56 4%	74ad 7%	103ad 8%	49 4%	109 7%	105 7%
Base for stats		4646	2245	2401	520	786	895	845	674	925	1199	1003	1242	1202	1560	1370
Mean Score		5.64	5.44	5.83a	6.38bcdef	5.93cdef	5.69df	5.27	5.49	5.38	5.26	5.48a	5.75ab	6.05abc	5.42	5.84a
Standard Deviation		2.46	2.47	2.44	1.98	2.20	2.33	2.50	2.64	2.73	2.32	2.38	2.47	2.59	2.34	2.33
Error Variance		.001	.003	.002	.008	.006	.006	.007	.010	.008	.004	.004	.006	.008	.004	.004

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 26 (continuation)**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Labour Party.

Base: Split sample = 50 % of total

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		4972	691	589	521	672	601	643	643	612	4096	876	596	1570	225	1095	295
Total		4965	729	569	505	704	589	640	647	581	4077	889	580	1789	283	959	303
1 NEG	(1)	402 8%	57 8%	39 7%	53bd 10%	48 7%	51 9%	51 8%	56 9%	47 8%	299 7%	103a 12%	118bcd 20%	23 1%	25b 9%	104b 11%	53bcd 17%
2	(2)	212 4%	24 3%	20 4%	24 5%	28 4%	26 4%	27 4%	36a 6%	26 5%	164 4%	48 5%	65bcde 11%	6 *	11b 4%	46b 5%	21b 7%
3	(3)	323 7%	25 3%	22 4%	41abh 8%	54abh 8%	50abh 9%	57abh 9%	46ab 7%	28 5%	248 6%	75a 8%	71bd 12%	27 2%	34b 12%	84b 9%	30b 10%
4	(4)	367 7%	43 6%	29 5%	44b 9%	57b 8%	43 7%	69abeg 11%	38 6%	44 8%	292 7%	75 8%	91bd 16%	29 2%	32b 11%	85b 9%	38b 12%
5	(5)	897 18%	106 14%	83 15%	115abdh 23%	126 18%	111ab 19%	142abdh 22%	120a 19%	96 16%	717 18%	180 20%	101b 17%	166 9%	64b 22%	213ab 22%	62b 20%
6	(6)	621 12%	87 12%	64 11%	78bfh 16%	107bfh 15%	81f 14%	62 10%	78 12%	63 11%	523 13%	97 11%	56 10%	209 12%	55abe 19%	142ab 15%	38 13%
7	(7)	694 14%	116cef 16%	106cefgh 19%	50 10%	105c 15%	71 12%	77 12%	85 13%	84c 14%	577 14%	117 13%	30 5%	388acde 22%	28a 10%	108a 11%	25 8%
8	(8)	597 12%	108cfg 15%	78cg 14%	41 8%	85c 12%	71c 12%	67 10%	57 9%	89cfg 15%	519b 13%	78 9%	17 3%	411acde 23%	18a 6%	76ae 8%	13 4%
9	(9)	233 5%	44cef 6%	37cef 7%	8 2%	34c 5%	21c 3%	20 3%	39cef 6%	30c 5%	183 4%	49 6%	4 1%	174acde 10%	2 1%	22a 2%	5 2%
10 POS	(10)	302 6%	67cdef 9%	54cdef 10%	21 4%	22 3%	31f 5%	19 3%	49cdf 8%	38df 7%	237 6%	66 7%	1 *	268acde 15%	2 1%	14a 1%	6a 2%
DK		36 1%	8d 1%	1 *	6bd 1%	* *	3 *	7d 1%	8bd 1%	4d 1%	36b 1%	- -	3 1%	4 *	- -	6 1%	- -
REF		1 *	* *	- -	- -	* *	* *	* *	1 *	* *	1 *	- -	- -	- -	- -	- -	- -
No answer		282 6%	46 6%	35 6%	24 5%	37 5%	32 5%	43 7%	33 5%	32 5%	282b 7%	- -	22 4%	86 5%	14 5%	59a 6%	13 4%
Base for stats		4646	675	533	475	667	555	591	604	545	3758	889	554	1699	269	894	290
Mean Score		5.64	6.13cdefgh	6.20cdefgh	5.06	5.56cf	5.45c	5.22	5.59cf	5.81cef	5.71b	5.35	3.71	7.39acde	4.79ae	4.93ae	4.32a
Standard Deviation		2.46	2.53	2.49	2.33	2.29	2.43	2.29	2.51	2.42	2.61	2.07	1.85	1.98	1.98	2.23	2.31
Error Variance		.001	.010	.011	.011	.008	.011	.009	.011	.011	.002	.008	.007	.002	.018	.005	.019

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 26 (continuation)**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Labour Party.

Base: Split sample = 50 % of total

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		4972	653	1385	503	973	82	439	742	450	225	760	832	716	808
Total		4965	623	1608	729	783	88	415	685	428	280	731	755	768	903
1 NEG	(1)	402 8%	141bcd 23%	25 2%	42b 6%	100bc 13%	12bc 13%	114bcdefgh 27%	52gh 8%	20gh 5%	24gh 8%	81bcgh 11%	86bcgh 11%	9 1%	17 2%
2	(2)	212 4%	70bcd 11%	16 1%	32b 4%	47b 6%	10bc 11%	49bcdefgh 12%	39gh 6%	19gh 5%	14gh 5%	41gh 6%	34gh 5%	7 1%	7 1%
3	(3)	323 7%	71b 11%	24 1%	79b 11%	72b 9%	8b 9%	43cgh 10%	58cgh 8%	17h 4%	27cgh 10%	70cgh 10%	80cgh 11%	16 2%	11 1%
4	(4)	367 7%	89bcd 14%	38 2%	71b 10%	71b 9%	13b 15%	49cgh 12%	83cefgh 12%	29gh 7%	39cefgh 14%	64gh 9%	68gh 9%	18 2%	17 2%
5	(5)	897 18%	102b 16%	186 12%	165ab 23%	164ab 21%	18b 20%	73gh 18%	122gh 18%	92gh 22%	54gh 19%	208abcdfgh 28%	164bgh 22%	93 12%	91 10%
6	(6)	621 12%	40 6%	207a 13%	128abd 18%	103a 13%	11 12%	35 8%	82 12%	64aeh 15%	51abeh 18%	70 10%	99ae 13%	129abefh 17%	91 10%
7	(7)	694 14%	39 6%	300acde 19%	89ae 12%	102ae 13%	4 4%	21 5%	90a 13%	63ae 15%	38a 14%	76a 10%	87a 11%	176abcdefh 23%	143aef 16%
8	(8)	597 12%	17 3%	340acde 21%	56a 8%	51a 7%	6 7%	6 1%	67ae 10%	51adef 12%	17a 6%	33a 5%	62ae 8%	168abcdef 22%	193abcdef 21%
9	(9)	233 5%	6 1%	151acde 9%	14 2%	14 2%	2 2%	3 1%	28ade 4%	21adef 5%	2 1%	16a 2%	18a 2%	51abdef 7%	94abcdefg 10%
10 POS	(10)	302 6%	6 1%	248acde 15%	2 *	7 1%	1 1%	1 *	18ae 3%	9ae 2%	4 1%	5 1%	15ae 2%	58abcdef 8%	191abcdefg 21%
DK		36 1%	3d 1%	8d *	3 *	- -	- -	- -	5g 1%	4ag 1%	1 *	21abcdfgh 3%	2 *	* *	4 *
REF		1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%
No answer		282 6%	37 6%	65 4%	48b 7%	52b 7%	5 6%	20 5%	41 6%	38adfgh 9%	10 4%	44 6%	41 5%	44 6%	44 5%
Base for stats		4646	583	1535	678	731	83	395	638	386	269	665	712	724	855
Mean Score		5.64	3.66	7.24acde	5.07ade	4.72a	4.32a	3.41	5.22aef	5.70abdef	4.90a	4.64a	4.90ae	6.90abcdef	7.53abcdefg
Standard Deviation		2.46	2.20	1.99	1.96	2.25	2.25	2.10	2.31	2.13	2.05	2.12	2.29	1.78	2.06
Error Variance		.001	.008	.003	.008	.006	.066	.011	.008	.011	.019	.007	.007	.005	.006

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 27**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Conservatives.

Base: Split sample = 50 % of total

		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		4972	2347	2625	524	822	951	924	717	1011	1451	1520	1060	830	1652	1511
Total		4965	2384	2581	550	875	978	896	686	977	1262	1084	1352	1266	1678	1490
1 NEG	(1)	1331 27%	669 28%	662 26%	77 14%	166a 19%	278ab 28%	272ab 30%	238abc 35%	298ab 31%	270 21%	271a 25%	357a 26%	432abc 34%	421 25%	374 25%
2	(2)	471 9%	237 10%	234 9%	35 6%	64 7%	104ab 11%	86a 10%	74ab 11%	109ab 11%	135c 11%	101 9%	110 8%	125 10%	144 9%	152 10%
3	(3)	460 9%	237 10%	223 9%	58 10%	84 10%	97 10%	84 9%	60 9%	77 8%	130 10%	101 9%	120 9%	108 9%	133 8%	163a 11%
4	(4)	512 10%	239 10%	273 11%	67f 12%	94 11%	95 10%	86 10%	82f 12%	87 9%	145 11%	125d 12%	129 10%	113 9%	196 12%	158 11%
5	(5)	806 16%	344 14%	462a 18%	134cdef 24%	194cdef 22%	131 13%	130 15%	86 13%	129 13%	202 16%	175 16%	237 18%	191 15%	268 16%	239 16%
6	(6)	390 8%	197 8%	193 7%	57ef 10%	70 8%	79 8%	82ef 9%	38 6%	63 6%	129bcd 10%	80 7%	101 8%	80 6%	151 9%	120 8%
7	(7)	293 6%	140 6%	153 6%	41c 7%	55 6%	47 5%	50 6%	41 6%	59 6%	92d 7%	69 6%	73 5%	59 5%	113 7%	76 5%
8	(8)	210 4%	103 4%	107 4%	26 5%	35 4%	28 3%	38 4%	32c 5%	50c 5%	59 5%	48 4%	52 4%	51 4%	80b 5%	41 3%
9	(9)	65 1%	28 1%	36 1%	11d 2%	9 1%	18d 2%	3 *%	9d 1%	13d 1%	18 1%	10 1%	21 2%	16 1%	20 1%	19 1%
10 POS	(10)	103 2%	49 2%	54 2%	11 2%	14 2%	18 2%	12 1%	12 2%	36bcde 4%	21 2%	20 2%	36 3%	27 2%	29 2%	28 2%
DK		42 1%	9 *%	33a 1%	11cde 2%	12cd 1%	5 *%	3 *%	4 1%	8 1%	5 *%	10 1%	13 1%	14 1%	14 1%	13 1%
REF		1 *%	* *%	1 *%	- -%	1 *%	- -%	* *%	* *%	- -%	1 *%	- -%	* *%	* *%	* *%	1 *%
No answer		282 6%	132 6%	149 6%	22e 4%	77adef 9%	77adef 8%	49e 5%	8 1%	48e 5%	56 4%	74ad 7%	103ad 8%	49 4%	109 7%	105 7%
Base for stats		4641	2243	2398	517	785	896	843	675	921	1200	1000	1237	1202	1556	1371
Mean Score		3.75	3.68	3.82	4.46bcdef	4.08cdef	3.56	3.54	3.43	3.70e	3.98bd	3.78d	3.82d	3.43	3.88b	3.67
Standard Deviation		2.44	2.45	2.44	2.25	2.29	2.43	2.37	2.46	2.65	2.38	2.39	2.47	2.47	2.43	2.35
Error Variance		.001	.003	.002	.010	.007	.007	.006	.009	.007	.004	.004	.006	.008	.004	.004

95 percent as lower case or \*

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

# Scottish Political Poll

Table 27 (continuation)

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Conservatives.

Base: Split sample = 50 % of total

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		4972	691	589	521	672	601	643	643	612	4096	876	596	1570	225	1095	295
Total		4965	729	569	505	704	589	640	647	581	4077	889	580	1789	283	959	303
1 NEG	(1)	1331 27%	229cdefg 31%	191cdefgh 33%	122 24%	182 26%	136 23%	138 22%	170f 26%	164ef 28%	1069 26%	262a 29%	8 1%	651ac 36%	33a 12%	357ace 37%	92ac 30%
2	(2)	471 9%	88efg 12%	58g 10%	44 9%	75g 11%	45 8%	51 8%	42 7%	69efg 12%	387 9%	85 10%	10 2%	184a 10%	33a 12%	124ab 13%	29a 9%
3	(3)	460 9%	57 8%	46 8%	53 10%	79ag 11%	67abg 11%	62 10%	47 7%	50 9%	373 9%	87 10%	6 1%	190a 11%	34a 12%	104a 11%	35a 12%
4	(4)	512 10%	70 10%	50 9%	50 10%	84f 12%	79abf 13%	55 9%	65 10%	59 10%	423 10%	89 10%	26 4%	212ad 12%	42ad 15%	87a 9%	33a 11%
5	(5)	806 16%	105 14%	86 15%	88 17%	113 16%	113ah 19%	105 16%	117h 18%	79 14%	646 16%	160 18%	89 15%	245 14%	55bd 19%	115 12%	47 15%
6	(6)	390 8%	54 7%	34 6%	39 8%	53 7%	38 6%	67abe 11%	59b 9%	46 8%	319 8%	71 8%	102bcde 18%	103 6%	29bd 10%	48 5%	22 7%
7	(7)	293 6%	37 5%	33 6%	36 7%	39 6%	28 5%	42 7%	39 6%	38 7%	243 6%	50 6%	106bcde 18%	58 3%	26bde 9%	28 3%	14 5%
8	(8)	210 4%	27 4%	20 4%	20 4%	27 4%	23 4%	41abdh 6%	32 5%	21 4%	167 4%	43 5%	103bcde 18%	34 2%	14bd 5%	22 2%	11b 4%
9	(9)	65 1%	6 1%	1 *%	4 1%	8 1%	11b 2%	9b 1%	16abc 3%	9b 2%	49 1%	16 2%	39bcde 7%	7 1%	2 1%	1 *%	6bd 2%
10 POS	(10)	103 2%	5 1%	11a 2%	20abdh 4%	7 1%	15ad 3%	20ad 3%	15a 2%	11a 2%	77 2%	26 3%	66bcde 11%	12 1%	2 1%	11 1%	2 1%
DK		42 1%	5 1%	6d 1%	5d 1%	1 *%	3 *%	8d 1%	10d 2%	5 1%	42b 1%	- -%	2 *%	8 *%	- -%	4 *%	- -%
REF		1 *%	* *%	- -%	- -%	* *%	* *%	* *%	1 *%	* *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%
No answer		282 6%	46 6%	35 6%	24 5%	37 5%	32 5%	43 7%	33 5%	32 5%	282b 7%	- -%	22 4%	86 5%	14 5%	59a 6%	13 4%
Base for stats		4641	678	529	476	666	555	590	602	545	3752	889	556	1695	269	897	290
Mean Score		3.75	3.37	3.38	3.98abdh	3.62a	3.90abd	4.19abdeh	4.02abdh	3.64	3.74	3.79	6.81bcde	3.03	4.26bde	2.92	3.48bd
Standard Deviation		2.44	2.31	2.41	2.53	2.29	2.39	2.55	2.46	2.43	2.52	1.98	2.10	2.11	2.14	2.33	
Error Variance		.001	.008	.011	.013	.008	.010	.011	.011	.011	.002	.007	.007	.003	.021	.004	.019

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

# Scottish Political Poll

**Table 27 (continuation)**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Conservatives.

Base: Split sample = 50 % of total

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		4972	653	1385	503	973	82	439	742	450	225	760	832	716	808
Total		4965	623	1608	729	783	88	415	685	428	280	731	755	768	903
1 NEG	(1)	1331 27%	27 4%	592ac 37%	162a 22%	289ac 37%	25a 28%	11 3%	31 5%	36ab 8%	34ab 12%	182abcd 25%	351abcdeg 47%	275abcde 36%	411abcdeg 45%
2	(2)	471 9%	11 2%	180a 11%	78a 11%	101a 13%	12a 13%	10 2%	24 4%	28ab 7%	32abc 11%	75abc 10%	93abc 12%	102abc 13%	108abc 12%
3	(3)	460 9%	18 3%	169a 11%	84a 12%	81a 10%	4 5%	4 1%	44a 6%	28a 6%	36abc 13%	76abc 10%	82abc 11%	103abch 13%	88abc 10%
4	(4)	512 10%	38 6%	179a 11%	95ad 13%	72a 9%	13a 15%	17 4%	79af 12%	51af 12%	45aefh 16%	75af 10%	56a 7%	106aefh 14%	84a 9%
5	(5)	806 16%	92 15%	218 14%	129bd 18%	95 12%	9 10%	60fh 15%	153afgh 22%	106afgh 25%	65afgh 23%	168afgh 23%	73 10%	88 11%	93 10%
6	(6)	390 8%	89bcd 14%	97 6%	67bd 9%	44 6%	12bd 14%	64defgh 15%	112defgh 16%	52efgh 12%	25fgh 9%	47fgh 6%	26 3%	31 4%	33 4%
7	(7)	293 6%	105bcde 17%	44 3%	41bd 6%	25 3%	1 1%	67cdefgh 16%	101defgh 15%	48defgh 11%	18efgh 6%	24fgh 3%	11 1%	10 1%	14 2%
8	(8)	210 4%	101bcde 16%	36 2%	20 3%	16 2%	2 2%	69bcdefgh 17%	68cdefgh 10%	22efgh 5%	14efgh 5%	9 1%	8 1%	7 1%	14 2%
9	(9)	65 1%	39bcd 6%	6 *	1 *	2 *	4bcd 4%	34bcdefgh 8%	15defgh 2%	8efgh 2%	1 *	1 *	2 *	- -%	4 *
10 POS	(10)	103 2%	64bcde 10%	11c 1%	- -%	6c 1%	2c 2%	59bcdefgh 14%	11deg 2%	8deg 2%	- -%	3 *	11eg 1%	2 *	8 1%
DK		42 1%	3 1%	10 1%	3 *	1 *	- -%	- -%	4g 1%	3g 1%	1 *	28abcdfgh 4%	2 *	* *	3 *
REF		1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%
No answer		282 6%	37 6%	65 4%	48b 7%	52b 7%	5 6%	20 5%	41 6%	38cdfgh 9%	10 4%	44 6%	41 5%	44 6%	44 5%
Base for stats		4641	583	1532	678	730	83	395	640	387	269	658	712	724	856
Mean Score		3.75	6.48bcde	3.01	3.63bd	2.93	3.66bd	6.87bcdefgh	5.42cdefgh	4.87defgh	4.10efgh	3.42fgh	2.52	2.74f	2.59
Standard Deviation		2.44	2.27	2.11	2.07	2.12	2.53	2.20	1.98	2.13	1.96	2.00	2.02	1.79	2.02
Error Variance		.001	.008	.003	.009	.005	.083	.012	.006	.011	.018	.006	.005	.005	.005

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

# Scottish Political Poll

**Table 28**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Liberal Democrats.

Base: Split sample = 50 % of total

		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		4972	2347	2625	524	822	951	924	717	1011	1451	1520	1060	830	1652	1511
Total		4965	2384	2581	550	875	978	896	686	977	1262	1084	1352	1266	1678	1490
1 NEG	(1)	823 17%	459b 19%	364 14%	37 7%	85 10%	139ab 14%	168abc 19%	167abcd 24%	225abcd 23%	144 11%	167a 15%	238a 18%	275abc 22%	251 15%	223 15%
2	(2)	418 8%	227b 10%	191 7%	31 6%	60 7%	71 7%	98abc 11%	65a 9%	93ab 10%	104 8%	87 8%	117 9%	110 9%	131 8%	118 8%
3	(3)	529 11%	252 11%	277 11%	43 8%	76 9%	105 11%	108ab 12%	103abcf 15%	95 10%	133 11%	118 11%	144 11%	135 11%	169 10%	173 12%
4	(4)	619 12%	321b 13%	298 12%	75 14%	119 14%	127 13%	113 13%	81 12%	106 11%	165 13%	137 13%	164 12%	153 12%	223 13%	208 14%
5	(5)	1103 22%	503 21%	599 23%	170cdef 31%	250cdef 29%	219ef 22%	180 20%	115 17%	167 17%	306d 24%	233 21%	321d 24%	243 19%	399 24%	321 22%
6	(6)	529 11%	224 9%	306a 12%	75bde 14%	89 10%	119d 12%	79 9%	67 10%	101 10%	164bc 13%	114 11%	115 9%	136 11%	183 11%	153 10%
7	(7)	322 6%	137 6%	185a 7%	49ef 9%	57 7%	66 7%	59 7%	38 6%	53 5%	108cd 9%	78cd 7%	71 5%	64 5%	109 6%	101 7%
8	(8)	186 4%	80 3%	105 4%	27d 5%	31 4%	32 3%	24 3%	24 4%	47d 5%	46 4%	50c 5%	41 3%	48 4%	64 4%	48 3%
9	(9)	38 1%	16 1%	22 1%	5b 1%	1 *%	10b 1%	6 1%	6b 1%	10b 1%	14 1%	6 1%	11 1%	7 1%	10 1%	7 *%
10 POS	(10)	50 1%	21 1%	29 1%	5 1%	10 1%	9 1%	4 *%	5 1%	17d 2%	12 1%	6 1%	11 1%	21b 2%	14 1%	11 1%
DK		64 1%	10 *%	54a 2%	12cd 2%	18cd 2%	5 1%	8 1%	8 1%	14c 1%	10 1%	16 1%	14 1%	24a 2%	14 1%	22 1%
REF		2 *%	* *%	2 *%	- -%	2 *%	- -%	* *%	* *%	- -%	1 *%	- -%	2 *%	* *%	2 *%	1 *%
No answer		282 6%	132 6%	149 6%	22e 4%	77adef 9%	77adef 8%	49e 5%	8 1%	48e 5%	56 4%	74ad 7%	103ad 8%	49 4%	109 7%	105 7%
Base for stats		4617	2242	2376	516	778	895	839	671	914	1195	995	1234	1193	1553	1363
Mean Score		4.11	3.91	4.30a	4.80bcdef	4.44def	4.25def	3.83	3.68	3.90	4.43bcd	4.17cd	3.97	3.90	4.19	4.11
Standard Deviation		2.15	2.15	2.14	1.88	1.95	2.10	2.10	2.20	2.37	2.06	2.12	2.12	2.27	2.09	2.07
Error Variance		.001	.002	.002	.007	.005	.005	.005	.007	.006	.003	.003	.005	.007	.003	.003

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# Scottish Political Poll

**Table 28 (continuation)**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Liberal Democrats.

Base: Split sample = 50 % of total

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		4972	691	589	521	672	601	643	643	612	4096	876	596	1570	225	1095	295
Total		4965	729	569	505	704	589	640	647	581	4077	889	580	1789	283	959	303
1 NEG	(1)	823 17%	159cdefg 22%	133cdefgh 23%	71f 14%	95 14%	83f 14%	65 10%	109f 17%	107def 18%	656 16%	167a 19%	53c 9%	371ac 21%	1 1%	205ac 21%	71ac 24%
2	(2)	418 8%	75cg 10%	51c 9%	22 4%	68cg 10%	45c 8%	58c 9%	40 6%	57cg 10%	331 8%	87 10%	36c 6%	171ac 10%	1 *%	88ac 9%	32ac 11%
3	(3)	529 11%	69 9%	55 10%	54 11%	100abefgh 14%	62 10%	66 10%	62 10%	60 10%	434 11%	95 11%	55c 9%	216c 12%	14 5%	109c 11%	39c 13%
4	(4)	619 12%	91c 12%	83c 15%	44 9%	84 12%	67 11%	87c 14%	97c 15%	66 11%	521 13%	98 11%	66c 11%	273ace 15%	13 5%	125c 13%	30c 10%
5	(5)	1103 22%	162 22%	119 21%	105 21%	151 21%	133 23%	148 23%	160 25%	123 21%	902 22%	201 23%	143cd 25%	378c 21%	33 12%	184c 19%	68c 22%
6	(6)	529 11%	64 9%	44 8%	66abg 13%	71 10%	87abdgh 15%	74b 12%	59 9%	63 11%	423 10%	106 12%	97bde 17%	151 8%	47bde 17%	95 10%	27 9%
7	(7)	322 6%	27 4%	24 4%	47abgh 9%	57ab 8%	37a 6%	55ab 9%	38 6%	35 6%	265 6%	57 6%	56bde 10%	72 4%	74abde 26%	46 5%	15 5%
8	(8)	186 4%	15 2%	11 2%	43abdefgh 8%	32ab 4%	18 3%	22 3%	28ab 4%	17 3%	138 3%	48a 5%	31bde 5%	37 2%	56abde 20%	25 3%	5 2%
9	(9)	38 1%	6 1%	3 *%	8g 2%	4 1%	7 1%	4 1%	2 *%	4 1%	27 1%	11 1%	4 *%	7 *%	14abde 5%	4 *%	3 1%
10 POS	(10)	50 1%	1 *%	3d 1%	14abdgh 3%	- -%	10ad 2%	8ad 1%	6ad 1%	7ad 1%	32 1%	18a 2%	6 1%	11 1%	17abde 6%	10 1%	- -%
DK		64 1%	11d 2%	7 1%	5 1%	3 *%	8 1%	10d 2%	10d 2%	10d 2%	64b 2%	- -%	8 1%	15 1%	- -%	9 1%	1 *%
REF		2 *%	2 *%	- -%	- -%	* *%	* *%	* *%	1 *%	* *%	2 *%	- -%	2b *%	- -%	- -%	- -%	- -%
No answer		282 6%	46 6%	35 6%	24 5%	37 5%	32 5%	43 7%	33 5%	32 5%	282b 7%	- -%	22 4%	86 5%	14 5%	59a 6%	13 4%
Base for stats		4617	670	528	476	664	550	588	603	540	3729	889	548	1688	269	891	290
Mean Score		4.11	3.66	3.62	4.76abdefgh	4.14ab	4.33abh	4.41abdgh	4.14ab	3.97ab	4.09	4.19	4.73bde	3.69	6.68abde	3.77	3.59
Standard Deviation		2.15	2.05	2.07	2.39	2.05	2.16	2.05	2.10	2.18	2.11	2.31	2.02	2.02	1.74	2.15	2.05
Error Variance		.001	.007	.008	.012	.007	.008	.007	.007	.008	.001	.006	.007	.003	.014	.004	.015

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# Scottish Political Poll

**Table 28 (continuation)**

Q8B Please tell me how positive or negative you feel about each of the following parties on a scale of 1 to 10, where 1 means "extremely negative" and 10 means "extremely positive" - The SCOTTISH Liberal Democrats.

Base: Split sample = 50 % of total

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		4972	653	1385	503	973	82	439	742	450	225	760	832	716	808
Total		4965	623	1608	729	783	88	415	685	428	280	731	755	768	903
1 NEG	(1)	823 17%	70c 11%	362ac 23%	44 6%	170ac 22%	20ac 23%	61bcd 15%	40cd 6%	10 2%	1 1%	118bcd 16%	190abcdeg 25%	142bcd 18%	261abcdeg 29%
2	(2)	418 8%	44c 7%	167ac 10%	28 4%	74c 10%	6 7%	32cd 8%	39d 6%	18d 4%	1 *%	74bcd 10%	82bcd 11%	76bcd 10%	97bcd 11%
3	(3)	529 11%	62 10%	194c 12%	62 9%	102c 13%	8 9%	40d 10%	62d 9%	29d 7%	8 3%	87cd 12%	90cd 12%	88cd 11%	123abcd 14%
4	(4)	619 12%	75 12%	232c 14%	77 11%	102 13%	13 15%	49d 12%	98df 14%	51d 12%	11 4%	81d 11%	83d 11%	134acdefh 17%	113d 13%
5	(5)	1103 22%	159bcd 26%	339 21%	141 19%	141 18%	18 20%	99dfh 24%	172dfh 25%	121dfgh 28%	29 10%	212dfgh 29%	141d 19%	174dh 23%	154d 17%
6	(6)	529 11%	87bd 14%	138 9%	117bde 16%	76 10%	6 7%	58efgh 14%	106efgh 16%	77efgh 18%	54efgh 19%	47 6%	59 8%	67 9%	61 7%
7	(7)	322 6%	38b 6%	49 3%	106abd 15%	37b 5%	6b 7%	30egh 7%	63efgh 9%	47efgh 11%	75abcefg 27%	22 3%	36h 5%	29 4%	20 2%
8	(8)	186 4%	32bd 5%	30 2%	72abde 10%	19 2%	1 1%	13egh 3%	41aefgh 6%	26aefgh 6%	62abcefg 22%	8 1%	15 2%	10 1%	10 1%
9	(9)	38 1%	4 1%	4 *%	17abd 2%	1 *%	2bd 2%	3g 1%	7g 1%	2 *%	13abcefg 5%	3 *%	4g 1%	- -%	5 1%
10 POS	(10)	50 1%	8 1%	12 1%	12 2%	5 1%	1 1%	8beg 2%	4 1%	2 1%	15abcefg 6%	1 *%	11eg 2%	1 *%	7g 1%
DK		64 1%	7 1%	17 1%	6 1%	5 1%	1 1%	1 *%	11afg 2%	6 1%	1 *%	33abcdefgh 4%	3 *%	4 *%	7 1%
REF		2 *%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%	1 *%	- -%	- -%	- -%
No answer		282 6%	37 6%	65 4%	48b 7%	52b 7%	5 6%	20 5%	41 6%	38adefgh 9%	10 4%	44 6%	41 5%	44 6%	44 5%
Base for stats		4617	579	1526	675	727	82	394	632	385	269	654	711	721	852
Mean Score		4.11	4.49bde	3.58	5.32abde	3.66	3.88	4.34efgh	4.85aefgh	5.17abefgh	6.80abcefg	3.75h	3.57h	3.69h	3.23
Standard Deviation		2.15	2.07	2.02	2.10	2.08	2.28	2.17	1.89	1.68	1.62	1.86	2.21	1.86	2.01
Error Variance		.001	.007	.003	.009	.005	.068	.011	.005	.007	.012	.005	.006	.005	.005

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 29**

Q9 Would you say you were more favourable towards David Cameron, or the Conservative Party generally?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
I am more favourable towards DAVID CAMERON than I am to the Conservatives generally	1830 18%	951b 20%	879 17%	240def 22%	353ef 20%	376ef 19%	334f 19%	223 16%	305 15%	558bcd 22%	424d 19%	471d 17%	377 14%	666 20%	600 20%
I am more favourable towards the CONSERVATIVES generally than I am to David Cameron	1663 17%	843b 18%	821 16%	182d 17%	269 15%	285 14%	245 14%	213 15%	467abcde 24%	526bcd 21%	402cd 18%	376 14%	359 14%	537b 16%	426 14%
I am NO MORE favourable or unfavourable towards David Cameron than to the Conservatives generally	6233 62%	2916 61%	3317a 64%	627 58%	1080 61%	1275abf 64%	1159abf 65%	922abf 67%	1164 59%	1381 55%	1326a 60%	1742ab 64%	1783abc 69%	2028 61%	1934a 64%
Don't Know (DO NOT READ OUT)	274 3%	89 2%	185a 4%	41cdef 4%	80cdef 4%	43 2%	43 2%	26 2%	42 2%	35 1%	49a 2%	111ab 4%	80a 3%	85 3%	82 3%
Refused (DO NOT READ OUT)	6 *%	5 *%	2 *%	- -%	- -%	1 *%	2 *%	2 *%	2 *%	2 *%	1 *%	2 *%	2 *%	3 *%	* *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 29 (continuation)**

Q9 Would you say you were more favourable towards David Cameron, or the Conservative Party generally?

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
I am more favourable towards DAVID CAMERON than I am to the Conservatives generally	1830 18%	254 18%	174 15%	179 <sup>bg</sup> 19%	296 <sup>abg</sup> 21%	246 <sup>bg</sup> 20%	264 <sup>bg</sup> 19%	199 15%	217 <sup>bg</sup> 18%	1602 <sup>b</sup> 19%	227 13%	261 <sup>bde</sup> 22%	643 <sup>de</sup> 18%	174 <sup>abde</sup> 28%	307 16%	85 14%
I am more favourable towards the CONSERVATIVES generally than I am to David Cameron	1663 17%	202 14%	154 13%	160 <sup>ab</sup> 17%	236 <sup>ab</sup> 17%	215 <sup>ab</sup> 17%	256 <sup>abh</sup> 19%	256 <sup>abdh</sup> 20%	185 16%	1394 17%	269 15%	529 <sup>bcde</sup> 45%	337 10%	123 <sup>bd</sup> 20%	207 11%	136 <sup>bd</sup> 22%
I am NO MORE favourable or unfavourable towards David Cameron than to the Conservatives generally	6233 62%	951 <sup>cdefg</sup> 66%	778 <sup>cdefgh</sup> 68%	544 59%	836 60%	750 60%	828 60%	797 62%	749 <sup>cd</sup> 63%	5133 62%	1099 62%	388 33%	2473 <sup>ace</sup> 70%	313 <sup>a</sup> 50%	1381 <sup>ace</sup> 71%	379 <sup>ac</sup> 62%
Don't Know (DO NOT READ OUT)	274 3%	44 <sup>f</sup> 3%	35 <sup>f</sup> 3%	35 <sup>df</sup> 4%	32 2%	30 2%	24 2%	37 <sup>f</sup> 3%	29 2%	98 1%	176 <sup>a</sup> 10%	10 1%	74 <sup>a</sup> 2%	14 <sup>a</sup> 2%	55 <sup>a</sup> 3%	13 <sup>a</sup> 2%
Refused (DO NOT READ OUT)	6 *%	* *%	- -%	2 *%	2 *%	- -%	- -%	2 *%	1 *%	6 *%	- -%	1 *%	3 *%	- -%	1 *%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 29 (continuation)**

Q9 Would you say you were more favourable towards David Cameron, or the Conservative Party generally?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
I am more favourable towards DAVID CAMERON than I am to the Conservatives generally	1830 18%	238d 19%	522 16%	321abd 22%	236 15%	37 19%	199efgh 24%	544acdefgh 39%	249aefgh 29%	167efgh 27%	132 9%	152 10%	216efh 14%	172 10%
I am more favourable towards the CONSERVATIVES generally than I am to David Cameron	1663 17%	602bcde 47%	282 9%	253bd 17%	177b 12%	29b 15%	388bcdefgh 46%	340cdefgh 24%	177efgh 21%	114efgh 18%	171h 12%	157h 10%	171h 11%	145 8%
I am NO MORE favourable or unfavourable towards David Cameron than to the Conservatives generally	6233 62%	426 33%	2342ace 73%	844a 58%	1084ace 71%	119a 62%	241 29%	484a 35%	407ab 47%	335abc 54%	1029abcd 70%	1185abcdeg 78%	1107abcde 74%	1446abcdeg 80%
Don't Know (DO NOT READ OUT)	274 3%	14 1%	74a 2%	30 2%	28 2%	7a 4%	7 1%	29ag 2%	27adfg 3%	8 1%	133abcdfgh 9%	21 1%	11 1%	39ag 2%
Refused (DO NOT READ OUT)	6 *%	1 *%	3 *%	2 *%	1 *%	- -%	1 *%	- -%	2 *%	- -%	* *%	1 *%	- -%	3 *%

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

# Scottish Political Poll

**Table 30**

Q10 Would you say you were more favourable towards Ed Miliband, or the Labour Party generally?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
I am more favourable to ED MILIBAND than I am to the Labour Party generally	1043 10%	496 10%	547 11%	126bc 12%	164 9%	159 8%	190c 11%	154c 11%	249bc 13%	238 10%	197 9%	279 10%	329abc 13%	284 9%	323a 11%
I am more favourable to the LABOUR PARTY generally than I am to Ed Miliband	4617 46%	2243 47%	2374 46%	541def 50%	870ef 49%	969def 49%	814f 46%	624f 45%	794 40%	1253bcd 50%	1027d 47%	1257d 47%	1079 42%	1561 47%	1529a 50%
I am NO MORE favourable or unfavourable to Ed Miliband than to the Labour Party generally	4087 41%	1979 41%	2109 41%	374 34%	683a 38%	815a 41%	745ab 42%	572a 41%	895abcde 45%	969 39%	925a 42%	1080 40%	1113a 43%	1393b 42%	1122 37%
Don't Know (DO NOT READ OUT)	251 3%	80 2%	171a 3%	47cdef 4%	64cdef 4%	37 2%	32 2%	33 2%	38 2%	39 2%	50a 2%	85a 3%	77a 3%	79 2%	67 2%
Refused (DO NOT READ OUT)	8 **%	5 **%	3 **%	- -%	- -%	1 **%	1 **%	2 **%	4 **%	3 **%	2 **%	1 **%	1 **%	3 **%	1 **%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 30 (continuation)**

Q10 Would you say you were more favourable towards Ed Milliband, or the Labour Party generally?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
I am more favourable to ED MILIBAND than I am to the Labour Party generally	1043 10%	127 9%	119 10%	88 10%	164a 12%	125 10%	133 10%	142a 11%	145acf 12%	886b 11%	157 9%	110 9%	408a 12%	81a 13%	214 11%	81a 13%
I am more favourable to the LABOUR PARTY generally than I am to Ed Milliband	4617 46%	728cefg 50%	591cefg 52%	388 42%	685cefg 49%	551f 44%	533 39%	555f 43%	586cefg 50%	3973b 48%	645 36%	328 28%	2319acde 66%	272ae 44%	761ae 39%	197a 32%
I am NO MORE favourable or unfavourable to Ed Milliband than to the Labour Party generally	4087 41%	556 38%	403 35%	415abdh 45%	523 37%	536abdh 43%	673abdegh 49%	548abdh 42%	426 36%	3285 40%	802a 45%	729bcde 61%	758 21%	254b 41%	936bc 48%	325bcd 53%
Don't Know (DO NOT READ OUT)	251 3%	39 3%	26 2%	29 3%	30 2%	28 2%	33 2%	44dh 3%	22 2%	82 1%	169a 10%	17 1%	45 1%	17b 3%	39b 2%	10 2%
Refused (DO NOT READ OUT)	8 *%	1 *%	1 *%	1 *%	* *%	1 *%	- -%	2 *%	2 *%	8 *%	- -%	4b *%	- -%	- -%	2b *%	- -%

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

# Scottish Political Poll

**Table 30 (continuation)**

Q10 Would you say you were more favourable towards Ed Miliband, or the Labour Party generally?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
I am more favourable to ED MILIBAND than I am to the Labour Party generally	1043 10%	95 7%	373ad 12%	162a 11%	143 9%	30ad 16%	64 8%	101 7%	111abe 13%	84abe 13%	99 7%	163abe 11%	187abe 12%	234abe 13%
I am more favourable to the LABOUR PARTY generally than I am to Ed Miliband	4617 46%	364 28%	2037acde 63%	653ade 45%	585ae 38%	58 30%	186 22%	680aef 49%	419aef 49%	274aef 44%	423a 29%	585ae 39%	957abcdef 64%	1092abcdef 60%
I am NO MORE favourable or unfavourable to Ed Miliband than to the Labour Party generally	4087 41%	800bcde 62%	748 23%	607b 42%	772bc 51%	98bc 51%	566bcdefgh 68%	592cgh 42%	319gh 37%	251gh 40%	814bcdfgh 56%	742bcdgh 49%	354 23%	450 25%
Don't Know (DO NOT READ OUT)	251 3%	18 1%	64 2%	26 2%	26 2%	5 3%	14g 2%	23g 2%	14g 2%	15g 2%	127abcdfgh 9%	22g 1%	7 *%	29g 2%
Refused (DO NOT READ OUT)	8 *%	4b *%	- -%	1 *%	1 *%	- -%	4bcegh 1%	- -%	* *%	- -%	* *%	3 *%	- -%	- -%

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 31**

Q11 Would you say you were more favourable towards Nick Clegg, or the Liberal Democrats generally?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
I am more favourable towards NICK CLEGG than I am to the Liberal Democrats generally	1046 10%	530 11%	517 10%	156bcdef 14%	199de 11%	221de 11%	163 9%	118 9%	189 10%	246 10%	215 10%	274 10%	311ab 12%	372 11%	344 11%
I am more favourable towards the LIBERAL DEMOCRATS generally than I am to Nick Clegg	3003 30%	1441 30%	1562 30%	362def 33%	543 30%	597 30%	528 30%	392 28%	579 29%	993bcd 40%	712cd 32%	719d 27%	579 22%	1016 31%	940 31%
I am NO MORE favourable or unfavourable towards Nick Clegg than to the Liberal Democrats generally	5660 57%	2742 57%	2918 56%	521 48%	974a 55%	1116a 56%	1046ab 59%	845abc 61%	1153ab 58%	1212 48%	1214a 55%	1609ab 60%	1623ab 62%	1848 56%	1683 55%
Don't Know (DO NOT READ OUT)	287 3%	84 2%	203a 4%	51cdef 5%	65cde 4%	45 2%	44 2%	30 2%	52 3%	49 2%	57 3%	98ab 4%	83a 3%	81 2%	74 2%
Refused (DO NOT READ OUT)	10 **%	7 **%	3 **%	- -%	* **%	1 **%	1 **%	1 **%	6bd **%	2 **%	4 **%	1 **%	4 **%	2 **%	1 **%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 31 (continuation)**

Q11 Would you say you were more favourable towards Nick Clegg, or the Liberal Democrats generally?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
I am more favourable towards NICK CLEGG than I am to the Liberal Democrats generally	1046 10%	145 10%	114 10%	95 10%	159 11%	138 11%	151 11%	126 10%	118 10%	930b 11%	116 7%	211bcde 18%	339 10%	75d 12%	178 9%	57 9%
I am more favourable towards the LIBERAL DEMOCRATS generally than I am to Nick Clegg	3003 30%	383 26%	311 27%	347abdefgh 38%	464abfg 33%	383ab 31%	396 29%	357 28%	362a 31%	2553b 31%	450 25%	330 28%	997 28%	370abde 59%	566 29%	164 27%
I am NO MORE favourable or unfavourable towards Nick Clegg than to the Liberal Democrats generally	5660 57%	881cdeh 61%	682cde 60%	456 50%	739 53%	677c 55%	782cd 57%	767cde 59%	668cd 57%	4625 56%	1036 58%	625c 53%	2100ac 60%	172 28%	1166ac 60%	376ac 61%
Don't Know (DO NOT READ OUT)	287 3%	42 3%	33 3%	20 2%	39 3%	43 3%	41 3%	39 3%	30 3%	116 1%	171a 10%	21 2%	93c 3%	6 1%	39 2%	14 2%
Refused (DO NOT READ OUT)	10 *%	1 *%	2 *%	3d *%	* *%	- -%	1 *%	2 *%	2 *%	10 *%	- -%	2 *%	2 *%	- -%	3 *%	2b *%

95 percent as lower case or \*

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# Scottish Political Poll

**Table 31 (continuation)**

Q11 Would you say you were more favourable towards Nick Clegg, or the Liberal Democrats generally?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
I am more favourable towards NICK CLEGG than I am to the Liberal Democrats generally	1046 10%	223bcde 17%	278 9%	128 9%	135 9%	17 9%	141defgh 17%	225defgh 16%	145defgh 17%	70efh 11%	72 5%	103e 7%	153efh 10%	137e 8%
I am more favourable towards the LIBERAL DEMOCRATS generally than I am to Nick Clegg	3003 30%	343 27%	827 26%	787abde 54%	430 28%	56 29%	202e 24%	466aefh 33%	324abefh 38%	387abcfehg 62%	281 19%	420eh 28%	542aefh 36%	381 21%
I am NO MORE favourable or unfavourable towards Nick Clegg than to the Liberal Democrats generally	5660 57%	694c 54%	2027ac 63%	516 36%	926ac 61%	112c 58%	475bcdg 57%	676cd 48%	374d 43%	165 26%	975abcdg 67%	968abcdg 64%	792bcd 53%	1234abcdfg 68%
Don't Know (DO NOT READ OUT)	287 3%	19 1%	88ac 3%	15 1%	33c 2%	7ac 4%	15d 2%	28d 2%	20dg 2%	2 *%	133abcdfigh 9%	20d 1%	18 1%	52dfg 3%
Refused (DO NOT READ OUT)	10 *%	2 *%	2 *%	3 *%	2 *%	- -%	1 *%	1 *%	* *%	- -%	2 *%	4g *%	- -%	2 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 32**

Q12 Would you say you were more favourable towards Alex Salmond, or the Scottish National Party generally?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
I am more favourable towards ALEX SALMOND than I am to the SNP generally	1584 16%	897b 19%	687 13%	194cf 18%	272 15%	297 15%	312cf 18%	241f 17%	266 13%	471bcd 19%	349 16%	381 14%	383 15%	564 17%	482 16%
I am more favourable towards the SNP generally than I am to Alex Salmond	3446 34%	1626 34%	1820 35%	419def 38%	683def 38%	742def 37%	609f 34%	445f 32%	548 28%	818 33%	768 35%	999ad 37%	860 33%	1149 35%	1149a 38%
I am NO MORE favourable or unfavourable towards Alex Salmond than to the SNP generally	4728 47%	2207 46%	2522a 48%	426 39%	771a 43%	907a 46%	822a 46%	671ab 48%	1125abcde 57%	1173 47%	1037 47%	1241 46%	1277c 49%	1544 47%	1346 44%
Don't Know (DO NOT READ OUT)	243 2%	69 1%	174a 3%	50cdef 5%	56cdf 3%	34 2%	36 2%	29 2%	37 2%	36 1%	48a 2%	81a 3%	77a 3%	61 2%	65 2%
Refused (DO NOT READ OUT)	6 **%	5 **%	1 **%	- -%	* **%	* **%	2 **%	- -%	4 **%	4bc **%	- -%	* **%	2 **%	2 **%	1 **%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 32 (continuation)**

Q12 Would you say you were more favourable towards Alex Salmond, or the Scottish National Party generally?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
I am more favourable towards ALEX SALMOND than I am to the SNP generally	1584 16%	218 15%	167 15%	136 15%	265abcgh 19%	222abg 18%	228g 17%	164 13%	185g 16%	1387b 17%	197 11%	128 11%	510a 14%	95a 15%	461abce 24%	89a 15%
I am more favourable towards the SNP generally than I am to Alex Salmond	3446 34%	539cdg 37%	403g 35%	298 32%	455 32%	417 34%	495dg 36%	407 32%	431cdg 36%	2966b 36%	480 27%	318 27%	1173a 33%	195 31%	908abce 46%	193a 31%
I am NO MORE favourable or unfavourable towards Alex Salmond than to the SNP generally	4728 47%	651 45%	549 48%	456a 49%	649 46%	574 46%	625 46%	676abdefh 52%	540 46%	3791 46%	938a 53%	721bcde 61%	1763d 50%	318d 51%	567 29%	315d 51%
Don't Know (DO NOT READ OUT)	243 2%	43f 3%	22 2%	31bf 3%	32 2%	26 2%	22 2%	43bf 3%	24 2%	84 1%	159a 9%	19 2%	83d 2%	15d 2%	16 1%	16d 3%
Refused (DO NOT READ OUT)	6 *%	* *%	- -%	- -%	* *%	2 *%	2 *%	2 *%	1 *%	6 *%	- -%	3bd *%	2 *%	- -%	- -%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 32 (continuation)**

Q12 Would you say you were more favourable towards Alex Salmond, or the Scottish National Party generally?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
I am more favourable towards ALEX SALMOND than I am to the SNP generally	1584 16%	145 11%	449a 14%	226a 16%	345abce 23%	25 13%	86 10%	255adegh 18%	144adeh 17%	78 13%	148 10%	416abcdegh 27%	232aeh 15%	223e 12%
I am more favourable towards the SNP generally than I am to Alex Salmond	3446 34%	331 26%	1067a 33%	482a 33%	699abce 46%	62 33%	191 23%	510adeh 37%	304ade 35%	186a 30%	440a 30%	635abcdeh 42%	599acdeh 40%	580a 32%
I am NO MORE favourable or unfavourable towards Alex Salmond than to the SNP generally	4728 47%	779bcde 61%	1633d 51%	717d 49%	466 31%	99d 51%	545bcdefgh 65%	606f 43%	399f 46%	348bcfg 56%	763bcfg 52%	455 30%	657f 44%	954bcfg 53%
Don't Know (DO NOT READ OUT)	243 2%	23 2%	71d 2%	24 2%	17 1%	6d 3%	10 1%	25f 2%	15f 2%	11f 2%	111abcdfgh 8%	9 1%	17 1%	45afg 3%
Refused (DO NOT READ OUT)	6 **%	3 **%	2 **%	2 **%	- -%	- -%	2fg **%	1 **%	* **%	- -%	1 **%	- -%	- -%	2 **%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 33**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - On the side of people like me?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	4210 42%	2012 42%	2198 42%	543bcdef 50%	782f 44%	831f 42%	766f 43%	571f 41%	714 36%	950 38%	927a 42%	1187a 44%	1145a 44%	1326 40%	1396a 46%
Conservative party	1580 16%	845b 18%	735 14%	146 13%	245 14%	297 15%	284 16%	210 15%	395abcde 20%	555bcd 22%	374cd 17%	372d 14%	278 11%	632b 19%	381 13%
Liberal Democrats	1526 15%	729 15%	797 15%	175 16%	262 15%	289 15%	295 17%	197 14%	307 15%	546bcd 22%	368cd 17%	330 12%	281 11%	575b 17%	452 15%
Scottish National Party	3296 33%	1632b 34%	1664 32%	374f 34%	631ef 35%	686ef 35%	618ef 35%	433f 31%	553 28%	800 32%	738 34%	913 34%	845 32%	1102 33%	1058 35%
None DNRO	1938 19%	856 18%	1083a 21%	160 15%	336a 19%	433abf 22%	366af 21%	288af 21%	352a 18%	466 19%	402 18%	529 20%	540b 21%	646 19%	595 20%
DK DNRO	532 5%	195 4%	337a 6%	97cdef 9%	125cdef 7%	96de 5%	61 3%	48 3%	104de 5%	99 4%	108 5%	137 5%	188abc 7%	163 5%	175 6%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 33 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - On the side of people like me?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	4210 42%	734cdefg 51%	561cdefg 49%	282 31%	574cf 41%	494cf 40%	454 33%	539cf 42%	572cdefg 48%	3642b 44%	568 32%	157 13%	2695acde 76%	149a 24%	526ae 27%	139a 23%
Conservative party	1580 16%	188 13%	143 13%	166abh 18%	235ab 17%	214ab 17%	234ab 17%	225ab 17%	175 15%	1360b 17%	220 12%	779bcde 66%	222 6%	88bd 14%	125 6%	94bd 15%
Liberal Democrats	1526 15%	155 11%	131 12%	227abcdefg 25%	231abh 17%	215abgh 17%	232abgh 17%	182a 14%	152 13%	1320b 16%	206 12%	200bde 17%	352 10%	406abde 65%	208 11%	81b 13%
Scottish National Party	3296 33%	495g 34%	385 34%	290 32%	446 32%	397 32%	520abcdegh 38%	394 30%	369 31%	2829b 34%	468 26%	136 11%	886ac 25%	111a 18%	1461abce 75%	153ac 25%
None DNRO	1938 19%	258 18%	219 19%	186 20%	272 19%	232 19%	266 19%	272a 21%	223 19%	1323 16%	615a 35%	207bd 17%	396 11%	106bd 17%	249 13%	240abcd 39%
DK DNRO	532 5%	72 5%	54 5%	63bh 7%	69 5%	69 6%	77 6%	79h 6%	49 4%	532b 6%	- -	56 5%	132 4%	21 3%	74 4%	18 3%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 33 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - On the side of people like me?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	4210 42%	174 14%	2290acde 71%	462ad 32%	380a 25%	47a 24%	69 8%	441adef 32%	492abdef 57%	151ae 24%	219a 15%	374ae 25%	1062abcdefl 71%	403abcdefg 78%
Conservative party	1580 16%	758bcde 59%	185 6%	216bd 15%	97 6%	22bd 12%	631bcdefgh 76%	322defgh 23%	352bdefgh 41%	82efgh 13%	39 3%	34 2%	72efh 5%	47 3%
Liberal Democrats	1526 15%	173bd 14%	291 9%	610abde 42%	159 10%	22 11%	91efh 11%	159efh 11%	446abefgh 52%	427abcefg 68%	75 5%	92 6%	144efh 10%	91 5%
Scottish National Party	3296 33%	177 14%	853a 26%	376a 26%	1103abce 72%	51a 26%	71 9%	378ade 27%	416abdegh 48%	94ae 15%	149 10%	1373abcdegh 91%	367ade 24%	449ade 25%
None DNRO	1938 19%	270bd 21%	461 14%	306bd 21%	218 14%	83abcd 43%	112cf 13%	347acdfgh 25%	65f 8%	95cfh 15%	840abcdfgh 57%	72 5%	199cf 13%	207cf 11%
DK DNRO	532 5%	62 5%	123 4%	66 5%	68 4%	6 3%	30f 4%	94acdfgh 7%	35f 4%	22f 4%	216abcdfgh 15%	27 2%	57f 4%	52f 3%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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



# Scottish Political Poll

**Table 34**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Wants to help ordinary people get on in life?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	5107 51%	2439 51%	2667 51%	630bcdef 58%	957f 54%	1023f 52%	917f 51%	702f 51%	874 44%	1359bcd 54%	1119 51%	1349 50%	1279 49%	1706 51%	1621 53%
Conservative party	1677 17%	907b 19%	769 15%	158 14%	293 16%	299 15%	281 16%	216 16%	427abcde 22%	568bcd 23%	370d 17%	429d 16%	309 12%	641b 19%	398 13%
Liberal Democrats	2028 20%	1025b 21%	1002 19%	241b 22%	328 18%	424b 21%	380b 21%	267 19%	387 20%	706bcd 28%	503cd 23%	447 17%	372 14%	776b 23%	573 19%
Scottish National Party	3521 35%	1750b 36%	1771 34%	369f 34%	644f 36%	743f 38%	691af 39%	497f 36%	574 29%	911 36%	780 35%	953 35%	875 34%	1216 37%	1124 37%
None DNRO	1766 18%	795 17%	971a 19%	133 12%	312a 18%	375a 19%	331a 19%	273a 20%	339a 17%	356 14%	376a 17%	502a 19%	531ab 20%	577 17%	554 18%
DK DNRO	395 4%	153 3%	242a 5%	92bcdef 8%	76de 4%	73e 4%	49 3%	29 2%	75e 4%	78 3%	93a 4%	101 4%	122a 5%	96 3%	138a 5%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 34 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Wants to help ordinary people get on in life?

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	5107 51%	835cefg 58%	643cefg 56%	389 42%	755cefg 54%	594c 48%	616 45%	623c 48%	653cefg 55%	4360b 53%	747 42%	338 28%	2806acde 79%	253a 41%	751a 38%	214a 35%
Conservative party	1677 17%	195 13%	135 12%	190abdh 21%	224b 16%	221ab 18%	289abdeh 21%	235ab 18%	187b 16%	1481b 18%	196 11%	703bcde 59%	263 7%	107bd 17%	180b 9%	116bd 19%
Liberal Democrats	2028 20%	223 15%	184 16%	259abdefgh 28%	289ab 21%	281abh 23%	321abgh 23%	259ab 20%	212 18%	1717b 21%	311 18%	298bde 25%	519 15%	393abde 63%	311 16%	118b 19%
Scottish National Party	3521 35%	529g 36%	414g 36%	310 34%	472 34%	429 35%	533cdeg 39%	414 32%	419 35%	2994b 36%	527 30%	223 19%	971a 28%	165a 27%	1399abce 72%	179a 29%
None DNRO	1766 18%	231 16%	195 17%	165 18%	238 17%	207 17%	262a 19%	264abdeh 20%	196 17%	1228 15%	538a 30%	194bd 16%	358 10%	89b 14%	244b 12%	190abcd 31%
DK DNRO	395 4%	47 3%	37 3%	47abh 5%	60 4%	58h 5%	58 4%	51 4%	36 3%	395b 5%	- -	57bcde 5%	84 2%	12 2%	61 3%	16 3%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 34 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Wants to help ordinary people get on in life?

Base: All respondents

	Total	2010 VOTE					SEGMENTATION							
		Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	5107 51%	376 29%	2396acde 74%	712ade 49%	558a 37%	67 35%	167 20%	598aef 43%	642abdef 74%	249aef 40%	324 22%	504ae 33%	1178abcdef 78%	1445abcdef 80%
Conservative party	1677 17%	696bcde 54%	244 8%	254bd 18%	136 9%	28bd 15%	620bcdefgh 74%	253efgh 18%	442bdefgh 51%	106efgh 17%	68h 5%	52 3%	82fh 5%	53 3%
Liberal Democrats	2028 20%	297bde 23%	439 14%	658abde 45%	228 15%	24 12%	155efh 19%	261efh 19%	581abefgh 67%	400abefgh 64%	128h 9%	144h 10%	247efh 16%	112 6%
Scottish National Party	3521 35%	260 20%	948a 29%	477ab 33%	1054abce 69%	56a 29%	111e 13%	392ade 28%	519abdegh 60%	137ae 22%	148 10%	1332abcdegh 88%	401ade 27%	481ade 27%
None DNRO	1766 18%	229bd 18%	431 13%	232b 16%	214 14%	63abcd 33%	92cf 11%	317acdfgh 23%	32 4%	84cf 14%	790abcdfgh 54%	78 5%	158cf 10%	213cf 12%
DK DNRO	395 4%	57bcd 4%	74 2%	42 3%	47 3%	11b 6%	33cfgh 4%	78cdfgh 6%	15 2%	16 3%	176abcdfgh 12%	22 1%	30 2%	25 1%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 35**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Willing to take tough decisions for the long term?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	3174 32%	1460 30%	1714a 33%	426bcdef 39%	616cdef 35%	592 30%	533 30%	429 31%	575 29%	703 28%	654 30%	875ab 32%	942abc 36%	990 30%	1021a 34%
Conservative party	4026 40%	2092b 44%	1935 37%	413 38%	719 40%	800 40%	758ae 43%	537 39%	797 40%	1266bcd 51%	934cd 42%	1035d 38%	791 30%	1535b 46%	1141 38%
Liberal Democrats	1425 14%	695 14%	730 14%	196bcdef 18%	268e 15%	291e 15%	246 14%	161 12%	263 13%	441bcd 18%	326cd 15%	348 13%	310 12%	520 16%	428 14%
Scottish National Party	2751 27%	1367b 28%	1384 27%	333f 31%	525f 29%	548f 28%	503f 28%	382f 28%	458 23%	651 26%	595 27%	795a 29%	710 27%	935 28%	838 28%
None DNRO	1729 17%	757 16%	972a 19%	152 14%	300a 17%	401abf 20%	318af 18%	257af 19%	300 15%	421 17%	395 18%	474 18%	439 17%	585 18%	540 18%
DK DNRO	537 5%	173 4%	364a 7%	93bcdef 9%	114def 6%	99 5%	82 5%	58 4%	90 5%	92 4%	112a 5%	142a 5%	190abc 7%	124 4%	205a 7%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 35 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Willing to take tough decisions for the long term?

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	3174 32%	542cdefg 37%	432cdefg 38%	229 25%	429cf 31%	351 28%	361 26%	401cf 31%	429cdefg 36%	2721b 33%	453 26%	89 7%	1964acde 56%	118a 19%	460ace 24%	113a 19%
Conservative party	4026 40%	543 37%	400 35%	377b 41%	560b 40%	545abd 44%	570ab 42%	530b 41%	500ab 42%	3512b 43%	514 29%	996bcde 84%	1184d 34%	281bde 45%	565 29%	240bd 39%
Liberal Democrats	1425 14%	204 14%	137 12%	181abcdefg 20%	204g 15%	181g 15%	217bgh 16%	151 12%	150 13%	1230b 15%	195 11%	161 14%	430 12%	247abde 40%	239 12%	73 12%
Scottish National Party	2751 27%	411 28%	323 28%	265 29%	363 26%	346 28%	407dgh 30%	328 25%	306 26%	2337b 28%	414 23%	100 8%	759a 21%	115a 18%	1208abce 62%	133a 22%
None DNRO	1729 17%	225 15%	194 17%	172ah 19%	245 18%	206 17%	256ah 19%	248ah 19%	175 15%	1137 14%	592a 33%	104 9%	459a 13%	103abd 16%	255a 13%	190abcd 31%
DK DNRO	537 5%	74 5%	63 6%	59 6%	81 6%	56 5%	78 6%	70 5%	56 5%	537b 7%	- -	31 3%	166ae 5%	21 3%	79a 4%	15 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 35 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Willing to take tough decisions for the long term?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	3174 32%	104 8%	1686acde 52%	317a 22%	328a 22%	32a 17%	46 6%	228a 16%	440abdefg 51%	113a 18%	225a 15%	331abe 22%	550abdef 37%	1241abcdefg 69%
Conservative party	4026 40%	1014bcde 79%	988 31%	697bde 48%	476 31%	76bd 40%	712bcdefgh 85%	1009defgh 72%	651defgh 75%	281efh 45%	203 14%	219 14%	703efh 47%	248 14%
Liberal Democrats	1425 14%	158 12%	375 12%	368abde 25%	171 11%	26 14%	75 9%	119 9%	450abdefgh 52%	262abefgh 42%	107 7%	120 8%	145e 10%	147 8%
Scottish National Party	2751 27%	126 10%	729a 23%	326a 22%	920abce 60%	40a 21%	52 6%	247ae 18%	405abdegh 47%	104ae 17%	140a 10%	1187abcdegh 78%	235ae 16%	380abdeg 21%
None DNRO	1729 17%	134 10%	515ad 16%	291abd 20%	210a 14%	58abcd 30%	75c 9%	142c 10%	40 5%	99abcf 16%	739abcdfgh 50%	128c 8%	262abcfh 17%	244abcf 14%
DK DNRO	537 5%	37 3%	159ad 5%	57 4%	50 3%	4 2%	15 2%	44ac 3%	9 1%	24ac 4%	240abcdfgh 16%	48ac 3%	86abcfh 6%	70ac 4%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 36**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Shares my values?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	3930 39%	1864 39%	2065 40%	491bcdef 45%	721f 40%	773f 39%	710f 40%	564f 41%	667 34%	924 37%	868a 39%	1080a 40%	1057a 41%	1218 37%	1308a 43%
Conservative party	1751 17%	917b 19%	834 16%	144 13%	283 16%	328a 17%	305a 17%	235a 17%	454abcde 23%	588bcd 24%	408cd 19%	423d 16%	331 13%	679b 20%	415 14%
Liberal Democrats	1604 16%	767 16%	837 16%	157 14%	278 16%	312 16%	301 17%	213 15%	344a 17%	579bcd 23%	401cd 18%	334 12%	291 11%	592b 18%	475 16%
Scottish National Party	2954 30%	1498b 31%	1456 28%	346f 32%	562ef 32%	618f 31%	548f 31%	390f 28%	490 25%	691 28%	642 29%	831a 31%	788 30%	985 30%	925 30%
None DNRO	1975 20%	861 18%	1114a 21%	177 16%	371af 21%	424af 21%	372af 21%	274a 20%	355 18%	416 17%	414a 19%	586ab 22%	559ab 22%	688 21%	603 20%
DK DNRO	471 5%	178 4%	293a 6%	101bcdef 9%	100cde 6%	81 4%	52 3%	42 3%	93de 5%	74 3%	103a 5%	129a 5%	165abc 6%	125 4%	163a 5%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 36 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Shares my values?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	3930 39%	697cdefg 48%	535cdefg 47%	261 28%	563cf 40%	457cf 37%	403 29%	476cf 37%	538cdefg 46%	3397b 41%	532 30%	109 9%	2649acde 75%	104a 17%	448ac 23%	123a 20%
Conservative party	1751 17%	214 15%	162 14%	177ab 19%	247ab 18%	230ab 18%	262ab 19%	252ab 20%	206b 17%	1524b 19%	226 13%	872bcde 73%	230 7%	73bd 12%	152 8%	122bcd 20%
Liberal Democrats	1604 16%	160 11%	141 12%	249abdefgh 27%	234abgh 17%	240abgh 19%	253abgh 18%	165 13%	162a 14%	1398b 17%	207 12%	197bd 17%	346 10%	421abde 67%	220 11%	101bd 16%
Scottish National Party	2954 30%	473cdgh 33%	339g 30%	253 27%	394 28%	376g 30%	466bcdegh 34%	321 25%	332 28%	2501b 30%	453 26%	101 9%	706ac 20%	82a 13%	1445abce 74%	139ac 23%
None DNRO	1975 20%	267 18%	227 20%	190 21%	272 19%	232 19%	269 20%	298adefh 23%	212 18%	1356 16%	619a 35%	164 14%	446 13%	89 14%	247 13%	231abcd 38%
DK DNRO	471 5%	54 4%	43 4%	51ab 6%	62 4%	57 5%	78ab 6%	71ab 5%	56 5%	471b 6%	- -	42e 4%	119e 3%	18 3%	67e 3%	11 2%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 36 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Shares my values?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	3930 39%	130 10%	2268acde 70%	413ade 29%	323a 21%	36a 19%	51 6%	360adef 26%	448abdef 52%	113ae 18%	198a 14%	324ae 21%	1062abcdefg 71%	1374abcdefg 76%
Conservative party	1751 17%	862bcde 67%	206 6%	186bd 13%	131b 9%	34bd 18%	650bcdefgh 78%	457defgh 33%	364bdefgh 42%	75efgh 12%	53 4%	41 3%	66fh 4%	44 2%
Liberal Democrats	1604 16%	190bd 15%	289 9%	662abde 46%	166b 11%	27b 14%	77fh 9%	204aefgh 15%	429abefgh 50%	439abcefg 70%	111h 8%	100h 7%	172efh 11%	72 4%
Scottish National Party	2954 30%	136 11%	707a 22%	308a 21%	1072abce 70%	39a 20%	52 6%	338adegh 24%	366abdegh 42%	67a 11%	129a 9%	1336abcdegh 88%	292ade 19%	373ade 21%
None DNRO	1975 20%	222 17%	491 15%	285bd 20%	227 15%	80abcd 42%	95cf 11%	322acdfgh 23%	63 7%	90cf 14%	862abcdfgh 59%	88 6%	213cf 14%	241cf 13%
DK DNRO	471 5%	52 4%	113 4%	52 4%	54 4%	5 3%	28f 3%	80acdfgh 6%	27f 3%	18f 3%	198abcdfgh 14%	24 2%	44f 3%	51f 3%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 37**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Competent and capable?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	3381 34%	1580 33%	1800 35%	474bcdef 44%	657cdef 37%	632 32%	576f 32%	462f 33%	576 29%	751 30%	710 32%	975ab 36%	944ab 36%	1059 32%	1105a 36%
Conservative party	2307 23%	1227b 26%	1080 21%	279be 26%	390 22%	452e 23%	399 22%	275 20%	511bcde 26%	733bcd 29%	521d 24%	600d 22%	453 17%	894b 27%	603 20%
Liberal Democrats	1258 13%	615 13%	643 12%	193bcdef 18%	224 13%	242 12%	197 11%	155 11%	246 12%	355cd 14%	301cd 14%	317 12%	285 11%	452 14%	367 12%
Scottish National Party	3021 30%	1554b 32%	1467 28%	338f 31%	526 30%	621f 31%	576f 32%	429f 31%	529 27%	776 31%	666 30%	824 30%	755 29%	1011 30%	946 31%
None DNRO	2751 27%	1178 25%	1573a 30%	221 20%	511a 29%	611af 31%	499a 28%	393a 28%	512a 26%	666 27%	627 28%	751 28%	705 27%	934 28%	841 28%
DK DNRO	500 5%	156 3%	343a 7%	105bcdef 10%	114cdef 6%	82 4%	70 4%	45 3%	83 4%	99 4%	110a 5%	141a 5%	150a 6%	138 4%	191a 6%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 37 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Competent and capable?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	3381 34%	585cdefg 40%	457cdefg 40%	235 26%	446cf 32%	390c 31%	384 28%	428cf 33%	456cdefg 39%	2911b 35%	470 27%	136 11%	2167acde 61%	142a 23%	396a 20%	111a 18%
Conservative party	2307 23%	278 19%	204 18%	229ab 25%	311ab 22%	309ab 25%	359abd 26%	345abdh 27%	272ab 23%	2035b 25%	273 15%	854bcde 72%	527d 15%	166bde 27%	232 12%	128bd 21%
Liberal Democrats	1258 13%	135 9%	122 11%	163abdefgh 18%	170a 12%	177ab 14%	195ab 14%	151a 12%	144a 12%	1096b 13%	162 9%	190bde 16%	337 10%	285abde 46%	162 8%	59 10%
Scottish National Party	3021 30%	435g 30%	359g 31%	285g 31%	422g 30%	383g 31%	471adgh 34%	320 25%	345g 29%	2575b 31%	446 25%	148 12%	765a 22%	121a 19%	1382abce 71%	133a 22%
None DNRO	2751 27%	377 26%	295 26%	259 28%	391 28%	343 28%	379 28%	377 29%	321 27%	2014 24%	736a 42%	213 18%	821ad 23%	168ad 27%	337 17%	289abcd 47%
DK DNRO	500 5%	60 4%	51 4%	55ad 6%	58 4%	58 5%	73 5%	96abdefh 7%	49 4%	500b 6%	- -	39 3%	128 4%	17 3%	71 4%	16 3%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 37 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Competent and capable?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	3381 34%	149 12%	1815acde 56%	367ade 25%	283a 19%	34a 18%	65 8%	322aef 23%	469abdefg 54%	149aef 24%	180a 12%	275ae 18%	691abdef 46%	1230abcdefg 68%
Conservative party	2307 23%	809bcde 63%	451d 14%	338bd 23%	183 12%	36d 19%	639bcdefgh 77%	588defgh 42%	530bdefgh 61%	166efgh 27%	84f 6%	45 3%	165efh 11%	90f 5%
Liberal Democrats	1258 13%	162bd 13%	284 9%	379abde 26%	112 7%	18 9%	78efgh 9%	138efgh 10%	448abefgh 52%	295abefgh 47%	92fh 6%	45 3%	86f 6%	76 4%
Scottish National Party	3021 30%	168 13%	748a 23%	385ab 27%	1025abce 67%	43a 23%	72 9%	355adegh 25%	428abdegh 50%	113ae 18%	122 8%	1281abcdegh 85%	278ae 18%	373ae 21%
None DNRO	2751 27%	304d 24%	838d 26%	464abd 32%	311 20%	88abcd 46%	119cf 14%	400acfh 29%	84 10%	164acfh 26%	939abcdfgh 64%	147 10%	521abcdfh 35%	375acf 21%
DK DNRO	500 5%	47 4%	130 4%	67 5%	54 4%	7 4%	29f 3%	68cdfh 5%	23 3%	16 3%	203abcdfgh 14%	28 2%	87cdfh 6%	46 3%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 38**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Will do what they say?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	2342 23%	1108 23%	1234 24%	350bcdef 32%	409 23%	428 22%	386 22%	323 23%	442 22%	514 21%	468 21%	661ab 24%	699ab 27%	695 21%	728a 24%
Conservative party	1456 15%	777b 16%	679 13%	193bcde 18%	255 14%	257 13%	247 14%	181 13%	320cde 16%	460bcd 18%	335d 15%	395d 15%	266 10%	535b 16%	393 13%
Liberal Democrats	813 8%	400 8%	413 8%	116bdef 11%	127 7%	176e 9%	132 7%	97 7%	165 8%	225 9%	194 9%	203 8%	191 7%	300b 9%	228 8%
Scottish National Party	2493 25%	1345b 28%	1148 22%	342bcdef 31%	458f 26%	509f 26%	437f 25%	341f 25%	404 20%	645 26%	551 25%	676 25%	620 24%	846 25%	771 25%
None DNRO	4424 44%	1996 42%	2428a 47%	344 32%	804a 45%	944af 48%	835af 47%	635a 46%	859a 43%	1115 45%	996 45%	1211 45%	1102 42%	1522 46%	1361 45%
DK DNRO	433 4%	167 3%	266a 5%	80bcdef 7%	90ce 5%	66 3%	73e 4%	36 3%	88e 4%	93 4%	104 5%	101 4%	134ac 5%	107 3%	170a 6%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 38 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Will do what they say?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	2342 23%	426cdefg 29%	308cdfg 27%	146 16%	314cf 22%	294cf 24%	238 17%	289cf 22%	327cdefg 28%	2009b 24%	333 19%	88 7%	1586acde 45%	87a 14%	259a 13%	66a 11%
Conservative party	1456 15%	183 13%	137 12%	143ab 16%	193 14%	198ab 16%	204b 15%	217abd 17%	180b 15%	1292b 16%	164 9%	568bcde 48%	357d 10%	93bde 15%	142 7%	66d 11%
Liberal Democrats	813 8%	111 8%	67 6%	104abdgh 11%	108 8%	115bg 9%	127bg 9%	89 7%	90 8%	701b 9%	111 6%	119bde 10%	216 6%	200abde 32%	122 6%	31 5%
Scottish National Party	2493 25%	378g 26%	301g 26%	212 23%	333 24%	343cdgh 28%	371cgh 27%	278 22%	277 23%	2116b 26%	377 21%	134 11%	680a 19%	108a 17%	1092abce 56%	113a 18%
None DNRO	4424 44%	593 41%	485 43%	437abe 48%	638a 46%	524 42%	639abe 47%	585a 45%	513 43%	3450 42%	974a 55%	495bd 42%	1350d 38%	277bd 44%	658 34%	383abcd 63%
DK DNRO	433 4%	51 4%	43 4%	48ah 5%	66 5%	58 5%	66 5%	60 5%	41 3%	433b 5%	- -	37 3%	125 4%	16 3%	66 3%	19 3%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 38 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Will do what they say?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	2342 23%	104 8%	1329acde 41%	224ade 15%	184a 12%	18 10%	49 6%	181ae 13%	304abdefg 35%	79ae 13%	86 6%	202ae 13%	438abdef 29%	1004abcdefg 56%
Conservative party	1456 15%	532bcde 42%	295 9%	203bd 14%	121 8%	19 10%	466bcdefgh 56%	256defgh 18%	347bdefgh 40%	89efgh 14%	28 2%	44 3%	139efh 9%	86ef 5%
Liberal Democrats	813 8%	109bd 8%	199 6%	227abde 16%	87 6%	10 5%	57efgh 7%	74efh 5%	265abefgh 31%	198abefgh 32%	38 3%	47 3%	70ef 5%	64 4%
Scottish National Party	2493 25%	162 13%	625a 19%	316a 22%	832abce 54%	34 18%	64e 8%	299adegh 21%	308abdegh 36%	94ae 15%	63 4%	1086abcdegh 72%	261ae 17%	319ae 18%
None DNRO	4424 44%	582bd 45%	1329d 41%	721abd 50%	534 35%	123abcd 64%	298f 36%	732acdfh 52%	285f 33%	286acfh 46%	1124abcdfgh 77%	359 24%	748acfh 50%	592f 33%
DK DNRO	433 4%	35 3%	125 4%	64a 4%	53 3%	6 3%	26 3%	71adefgh 5%	31f 4%	17 3%	157abcdfgh 11%	33 2%	53f 4%	46 3%

95 percent as lower case or \*

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# Scottish Political Poll

**Table 39**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Represents everyone, not just some types of people?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	3676 37%	1728 36%	1948 37%	472bcdef 43%	687cf 39%	700 35%	663f 37%	488 35%	662 33%	832 33%	794a 36%	1009a 37%	1041ab 40%	1154 35%	1202a 40%
Conservative party	1201 12%	610b 13%	592 11%	130 12%	203 11%	196 10%	183 10%	151 11%	337abcde 17%	333d 13%	270 12%	312 12%	287 11%	407b 12%	293 10%
Liberal Democrats	1806 18%	909b 19%	897 17%	206 19%	319 18%	354 18%	313 18%	253 18%	359 18%	619bcd 25%	448cd 20%	402 15%	338 13%	690b 21%	487 16%
Scottish National Party	2739 27%	1396b 29%	1343 26%	281 26%	478 27%	566f 29%	514f 29%	401f 29%	497 25%	662 26%	615 28%	769 28%	693 27%	910 27%	851 28%
None DNRO	2969 30%	1381 29%	1588 31%	246 23%	559af 31%	655af 33%	579af 32%	420af 30%	507 26%	795d 32%	656 30%	800 30%	718 28%	1053 32%	947 31%
DK DNRO	489 5%	161 3%	328a 6%	104bcdef 10%	106de 6%	90d 5%	51 3%	45 3%	92de 5%	78 3%	97a 4%	150a 6%	163ab 6%	114 3%	169a 6%

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**Fieldwork Conducted 22nd February to 9th May**



# Scottish Political Poll

**Table 39 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Represents everyone, not just some types of people?

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	3676 37%	630cdefg 43%	461cdefg 40%	276 30%	506cf 36%	408 33%	431 31%	457cf 35%	508cdefg 43%	3143b 38%	533 30%	194 16%	2228acde 63%	146a 23%	507ae 26%	134a 22%
Conservative party	1201 12%	147 10%	108 10%	129abdh 14%	152 11%	157ab 13%	211abdeh 15%	170ab 13%	126 11%	1035b 13%	166 9%	513bcde 43%	212 6%	65bd 10%	144b 7%	75bd 12%
Liberal Democrats	1806 18%	194 13%	172 15%	238abdefgh 26%	264ab 19%	232ab 19%	297abgh 22%	212a 16%	198a 17%	1542b 19%	264 15%	273bde 23%	487 14%	345abde 55%	285 15%	95 16%
Scottish National Party	2739 27%	414g 28%	304 27%	255g 28%	366 26%	369dgh 30%	430bdgh 31%	301 23%	300 25%	2261 27%	478 27%	148 12%	724ac 21%	101a 16%	1229abce 63%	132ac 22%
None DNRO	2969 30%	411 28%	346 30%	279 30%	418 30%	362 29%	404 29%	407 32%	334 28%	2289 28%	681a 38%	382bcd 32%	778 22%	163bd 26%	415 21%	281abcd 46%
DK DNRO	489 5%	60 4%	46 4%	51h 6%	73h 5%	61 5%	81abh 6%	76abh 6%	42 4%	489b 6%	- -	39 3%	132 4%	17 3%	65 3%	18 3%

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# Scottish Political Poll

**Table 39 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Represents everyone, not just some types of people?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	3676 37%	208 16%	1906acde 59%	422ade 29%	370a 24%	35 18%	105 13%	361ae 26%	428abdef 50%	144ae 23%	184 13%	366ae 24%	806abdef 54%	1282abcdefg 71%
Conservative party	1201 12%	504bcde 39%	190 6%	109 8%	104 7%	12 6%	513bcdefgh 62%	113efgh 8%	284bdefgh 33%	56efgh 9%	46 3%	55 4%	59 4%	76 4%
Liberal Democrats	1806 18%	254bd 20%	427 13%	544abde 38%	217 14%	27 14%	127efh 15%	252efh 18%	479abefgh 56%	346abefgh 55%	96 7%	144eh 10%	252efh 17%	109 6%
Scottish National Party	2739 27%	177 14%	693a 22%	322a 22%	942abce 62%	42a 22%	92e 11%	287ade 21%	352abdegh 41%	83e 13%	116 8%	1172abcdegh 77%	294ade 20%	343ade 19%
None DNRO	2969 30%	448bd 35%	795 25%	455bd 31%	344 23%	96abcd 50%	217cfh 26%	560acdfgh 40%	150f 17%	166cfh 27%	913abcdfgh 62%	203 13%	401cfh 27%	359f 20%
DK DNRO	489 5%	53 4%	116 4%	59 4%	56 4%	6 3%	29 3%	72cfgh 5%	27 3%	23 4%	211abcdfgh 14%	35 2%	46 3%	47 3%

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

# Scottish Political Poll

**Table 40**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Its heart is in the right place?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	3898 39%	1861 39%	2036 39%	437f 40%	696 39%	774f 39%	733f 41%	544f 39%	712 36%	960 38%	847 38%	1055 39%	1036 40%	1234 37%	1263a 42%
Conservative party	1785 18%	930b 19%	856 16%	205 19%	286 16%	326 16%	299 17%	243 18%	425bcde 21%	554bcd 22%	422d 19%	475d 18%	334 13%	610 18%	504 17%
Liberal Democrats	2226 22%	1112b 23%	1114 21%	238 22%	425f 24%	478f 24%	414f 23%	297 21%	373 19%	804bcd 32%	538cd 24%	496d 18%	388 15%	870b 26%	664 22%
Scottish National Party	3789 38%	1924b 40%	1865 36%	427f 39%	743f 42%	789f 40%	691f 39%	535f 39%	601 30%	923 37%	838 38%	1040 38%	988 38%	1297 39%	1230 40%
None DNRO	2012 20%	849 18%	1163a 22%	188 17%	360 20%	438af 22%	376af 21%	282 20%	365 18%	459 18%	455a 21%	552 20%	545a 21%	686 21%	613 20%
DK DNRO	427 4%	159 3%	268a 5%	93bcdef 9%	99cde 6%	72e 4%	46 3%	29 2%	86de 4%	82 3%	78 4%	134ab 5%	133ab 5%	115 3%	149a 5%
No answer	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	2 *%	- -%

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# Scottish Political Poll

**Table 40 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Its heart is in the right place?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	3898 39%	663cdefg 46%	503cdefg 44%	284 31%	547cef 39%	432 35%	432 32%	499cef 39%	528cdefg 45%	3359b 41%	538 30%	235 20%	2287acde 65%	168a 27%	500a 26%	152a 25%
Conservative party	1785 18%	244b 17%	143 13%	183b 20%	248b 18%	238b 19%	269b 20%	249b 19%	203b 17%	1568b 19%	217 12%	692bcde 58%	327 9%	104bd 17%	195 10%	120bd 20%
Liberal Democrats	2226 22%	268 18%	184 16%	266abdefgh 29%	350abh 25%	304abh 24%	331abh 24%	286ab 22%	230b 19%	1892b 23%	334 19%	323bde 27%	631 18%	368abde 59%	331 17%	133bd 22%
Scottish National Party	3789 38%	590begh 41%	400 35%	340 37%	523 37%	456 37%	599bcdegh 44%	442 34%	431 36%	3213b 39%	576 32%	230 19%	1042a 30%	160a 26%	1486abce 76%	188a 31%
None DNRO	2012 20%	270 19%	251ah 22%	203ah 22%	277 20%	248 20%	276 20%	278h 22%	209 18%	1463 18%	549a 31%	213bd 18%	541d 15%	111d 18%	231 12%	204abcd 33%
DK DNRO	427 4%	44 3%	36 3%	41 4%	58 4%	66ab 5%	69ab 5%	65ab 5%	50 4%	427b 5%	- -%	43 4%	113 3%	26 4%	54 3%	19 3%
No answer	2 **%	- -%	2 **%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2a **%	- -%	- -%	- -%	- -%	- -%

95 percent as lower case or \*

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# Scottish Political Poll

**Table 40 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Its heart is in the right place?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	3898 39%	268 21%	1954acde 61%	479ad 33%	369a 24%	55a 29%	84 10%	428aef 31%	572abdefg 66%	165ae 27%	218a 15%	344ae 23%	825abdef 55%	1261abdefg 70%
Conservative party	1785 18%	690bcde 54%	295 9%	224bd 15%	150 10%	40bd 21%	589bcdefgh 71%	293defgh 21%	504bdefgh 58%	86efgh 14%	98fh 7%	47 3%	112fh 7%	55 3%
Liberal Democrats	2226 22%	303bd 24%	541 17%	652abde 45%	248 16%	37 19%	139efh 17%	311aefh 22%	632abdefgh 73%	370abefgh 59%	160h 11%	171h 11%	306aefh 20%	138 8%
Scottish National Party	3789 38%	279 22%	999a 31%	452a 31%	1109abce 73%	59a 31%	98 12%	476adeh 34%	530abdeh 61%	141ae 23%	256a 17%	1337abcdeh 88%	447ade 30%	503ade 28%
None DNRO	2012 20%	256d 20%	569d 18%	293d 20%	222 15%	70abcd 36%	127cf 15%	315acdfgh 23%	41 5%	114cf 18%	777abcdfgh 53%	98 6%	269cfh 18%	271cf 15%
DK DNRO	427 4%	50 4%	96 3%	66bd 5%	42 3%	4 2%	30cfh 4%	81acfgh 6%	13 1%	27cfh 4%	168abcdfgh 11%	25 2%	52cfh 3%	31 2%
No answer	2 *%	- -%	2 *%	- -%	- -%	- -%	- -%	- -%	2h *%	- -%	- -%	- -%	- -%	- -%

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# Scottish Political Poll

**Table 41**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Stands for fairness?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	4213 42%	2036 42%	2177 42%	565bcdef 52%	774f 43%	813f 41%	743f 42%	587f 42%	728 37%	1057 42%	911 41%	1142 42%	1103 42%	1371 41%	1336a 44%
Conservative party	1608 16%	844b 18%	764 15%	165 15%	281 16%	281 14%	254 14%	200 14%	425abcde 21%	473bcd 19%	357d 16%	446d 17%	332 13%	610b 18%	402 13%
Liberal Democrats	2160 22%	1117b 23%	1043 20%	232 21%	386 22%	409 21%	400 22%	306 22%	426 22%	793bcd 32%	526cd 24%	459 17%	382 15%	844b 25%	598 20%
Scottish National Party	3102 31%	1595b 33%	1507 29%	351f 32%	584f 33%	629f 32%	600ef 34%	416f 30%	520 26%	754 30%	657 30%	896ab 33%	794 31%	1037 31%	1007 33%
None DNRO	2144 21%	962 20%	1181a 23%	167 15%	389a 22%	471af 24%	416af 23%	309a 22%	388a 20%	477 19%	498a 23%	607a 22%	561a 22%	718 22%	670 22%
DK DNRO	505 5%	168 4%	337a 6%	101bcdef 9%	122cdef 7%	89 4%	60 3%	45 3%	87 4%	86 3%	108a 5%	136a 5%	174abc 7%	128 4%	190a 6%

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# Scottish Political Poll

**Table 41 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Stands for fairness?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	4213 42%	694cdefg 48%	541cdefg 47%	289 31%	600cf 43%	497cf 40%	490c 36%	546cf 42%	555cdefg 47%	3649b 44%	564 32%	215 18%	2519acde 71%	180a 29%	591ae 30%	150a 24%
Conservative party	1608 16%	192 13%	143 13%	167abd 18%	203 14%	213ab 17%	246abd 18%	258abdh 20%	186b 16%	1412b 17%	196 11%	704bcde 59%	254 7%	94bd 15%	163 8%	106bd 17%
Liberal Democrats	2160 22%	233 16%	186 16%	265abdefgh 29%	328ab 23%	275ab 22%	329ab 24%	280ab 22%	256ab 22%	1887b 23%	273 15%	337bde 28%	553 16%	395abde 63%	331 17%	135bd 22%
Scottish National Party	3102 31%	464 32%	347 30%	274 30%	406 29%	399 32%	476bcdgh 35%	370 29%	357 30%	2640b 32%	462 26%	157 13%	801a 23%	117a 19%	1386abce 71%	144a 24%
None DNRO	2144 21%	308 21%	237 21%	204 22%	308 22%	254 20%	299 22%	300h 23%	233 20%	1504 18%	640a 36%	224bd 19%	529 15%	97 16%	282 14%	237abcd 39%
DK DNRO	505 5%	63 4%	50 4%	55 6%	77 5%	64 5%	81 6%	65 5%	51 4%	505b 6%	- -	55e 5%	133e 4%	21 3%	69 4%	12 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 41 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Stands for fairness?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	4213 42%	225 18%	2150acde 67%	501ade 35%	415a 27%	45a 24%	95 11%	429aef 31%	569abdef 66%	167ae 27%	216a 15%	398ae 26%	997abdef 66%	1341abcdefg 74%
Conservative party	1608 16%	681bcde 53%	229 7%	196bd 13%	130 9%	34bd 18%	624bcdefgh 75%	258defgh 18%	426bdefgh 49%	75efgh 12%	46 3%	43 3%	77efh 5%	59 3%
Liberal Democrats	2160 22%	315bd 25%	484 15%	662abde 46%	237 16%	42bd 22%	142efh 17%	320aefgh 23%	613abdefgh 71%	409abefgh 66%	122 8%	152h 10%	283efh 19%	120 7%
Scottish National Party	3102 31%	182 14%	783a 24%	353a 24%	1035abcbe 68%	42a 22%	75 9%	332ade 24%	471abdegh 55%	102ae 16%	131 9%	1286abcdegh 85%	316ade 21%	390ade 22%
None DNRO	2144 21%	301bd 23%	570 18%	301bd 21%	255 17%	74abcd 39%	117cf 14%	383acdfgh 27%	41 5%	97cf 16%	855abcdfgh 58%	120c 8%	257acf 17%	274cf 15%
DK DNRO	505 5%	51 4%	121 4%	63 4%	56 4%	8 4%	35f 4%	81cfgh 6%	22 3%	23f 4%	214abcdfgh 15%	26 2%	48f 3%	57f 3%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 42**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Will stand up for Scotland?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Labour party	3033 30%	1507b 31%	1526 29%	317 29%	484 27%	555 28%	557bc 31%	460abc 33%	658abc 33%	771 31%	642 29%	787 29%	833b 32%	966 29%	915 30%
Conservative party	1010 10%	582b 12%	428 8%	113c 10%	151 8%	158 8%	164 9%	134 10%	288abcde 15%	342bcd 14%	215d 10%	255d 9%	198 8%	354b 11%	235 8%
Liberal Democrats	1017 10%	547b 11%	471 9%	117 11%	176 10%	173 9%	192c 11%	137 10%	223c 11%	340bcd 14%	244cd 11%	225 8%	208 8%	345 10%	292 10%
Scottish National Party	6755 68%	3307b 69%	3447 66%	786ef 72%	1293ef 73%	1407ef 71%	1241ef 70%	917f 66%	1106 56%	1761cd 70%	1548cd 70%	1826d 68%	1620 62%	2313 70%	2166 71%
None DNRO	1010 10%	414 9%	595a 11%	88 8%	183 10%	209a 11%	184 10%	144 10%	201 10%	221 9%	214 10%	283 10%	291a 11%	329 10%	301 10%
DK DNRO	294 3%	92 2%	202a 4%	50cde 5%	61de 3%	50 3%	40 2%	27 2%	65e 3%	55 2%	64 3%	79 3%	95a 4%	84 3%	95 3%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 42 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Will stand up for Scotland?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Labour party	3033 30%	492cefg 34%	435acdefg 38%	190 21%	441cf 31%	366cf 29%	321 23%	382cf 30%	407cefg 34%	2647b 32%	387 22%	229d 19%	1895acde 54%	132d 21%	237 12%	118d 19%
Conservative party	1010 10%	110 8%	95 8%	102ab 11%	133 9%	135ab 11%	148ab 11%	167abdh 13%	121a 10%	868b 11%	141 8%	471bcde 40%	193d 5%	58bd 9%	44 2%	70bd 11%
Liberal Democrats	1017 10%	102 7%	97 8%	157abdefgh 17%	137a 10%	128a 10%	171abdgh 12%	113 9%	114a 10%	877b 11%	140 8%	194bde 16%	257d 7%	239abde 38%	89 5%	61bd 10%
Scottish National Party	6755 68%	988g 68%	755 66%	598 65%	947g 68%	852g 69%	997abcdegh 73%	813 63%	804g 68%	5688b 69%	1067 60%	635 53%	2164a 61%	383a 61%	1837abce 94%	392a 64%
None DNRO	1010 10%	138 10%	122e 11%	106efh 11%	152eh 11%	96 8%	122 9%	165aefh 13%	100 8%	646 8%	363a 20%	126bd 11%	264d 7%	61d 10%	68 3%	113abcd 18%
DK DNRO	294 3%	25 2%	19 2%	44abfh 5%	57abfh 4%	50abfh 4%	29 2%	46abfh 4%	24 2%	294b 4%	- -	47bd 4%	68d 2%	20d 3%	14 1%	15d 2%

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 42 (continuation)**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Will stand up for Scotland?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Labour party	3033 30%	265d 21%	1647acde 51%	340d 23%	176 12%	39d 20%	138ef 17%	321aef 23%	425abdefg 49%	137aef 22%	190 13%	163 11%	608abdef 40%	1051abcdefg 58%
Conservative party	1010 10%	471bcde 37%	164d 5%	119bd 8%	32 2%	21bd 11%	434bcdefgh 52%	96efgh 7%	273bdefgh 32%	49efgh 8%	53fh 4%	9 1%	59fh 4%	35f 2%
Liberal Democrats	1017 10%	186bd 14%	214d 7%	333abde 23%	61 4%	23bd 12%	113befgh 14%	98efgh 7%	317abefgh 37%	267abcfehg 43%	55f 4%	33 2%	70f 5%	65f 4%
Scottish National Party	6755 68%	683 53%	1955a 61%	1001ab 69%	1409abce 92%	123a 64%	338 41%	1040adeh 74%	694abdegh 80%	368aeh 59%	734a 50%	1504abcdegh 99%	1109adeh 74%	967a 54%
None DNRO	1010 10%	155bd 12%	277d 9%	139d 10%	73 5%	39abcd 20%	95cfgh 11%	136cfg 10%	24f 3%	53cf 9%	456abcdfgh 31%	4 *%	100cf 7%	142cf 8%
DK DNRO	294 3%	50bd 4%	65d 2%	52bd 4%	13 1%	4 2%	39bcfgh 5%	37fg 3%	15f 2%	20fgh 3%	129abcdfgh 9%	4 *%	20f 1%	30f 2%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 43**

Q13 I am going to read out some things that people have said about each of the political parties. Please say whether you think each one is true, or not true, of Labour, the Conservatives, the Liberal Democrats and the SNP - Summary Table.

Base: All respondents

	STATEMENTS									
	On the side of people like me	Wants to help ordinary people get on in life	Willing to take tough decisions for the long term	Shares my values	Competent and capable	Will do what they say	Represents everyone, not just some types of people	Its heart is in the right place	Stands for fairness	Will stand up for Scotland
Unweighted row	10007	10007	10007	10007	10007	10007	10007	10007	10007	10007
Total	10007	10007	10007	10007	10007	10007	10007	10007	10007	10007
Labour party	4210 42%	5107 51%	3174 32%	3930 39%	3381 34%	2342 23%	3676 37%	3898 39%	4213 42%	3033 30%
Conservative party	1580 16%	1677 17%	4026 40%	1751 17%	2307 23%	1456 15%	1201 12%	1785 18%	1608 16%	1010 10%
Liberal Democrats	1526 15%	2028 20%	1425 14%	1604 16%	1258 13%	813 8%	1806 18%	2226 22%	2160 22%	1017 10%
Scottish National Party	3296 33%	3521 35%	2751 27%	2954 30%	3021 30%	2493 25%	2739 27%	3789 38%	3102 31%	6755 68%
None DNRO	1938 19%	1766 18%	1729 17%	1975 20%	2751 27%	4424 44%	2969 30%	2012 20%	2144 21%	1010 10%
DK DNRO	532 5%	395 4%	537 5%	471 5%	500 5%	433 4%	489 5%	427 4%	505 5%	294 3%
No answer	- -%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	- -%	- -%

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 44**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Getting the economy growing and creating jobs.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1970 20%	1083b 23%	887 17%	133 12%	260 15%	382ab 19%	364ab 20%	258ab 19%	573abcde 29%	686bcd 27%	454cd 21%	455d 17%	375 14%	761b 23%	450 15%
Labour	3970 40%	1868 39%	2102 40%	492cdf 45%	749df 42%	770f 39%	689f 39%	584df 42%	683 34%	902 36%	830 38%	1126ab 42%	1110ab 43%	1252 38%	1324a 44%
Liberal Democrats	550 6%	241 5%	310a 6%	49 4%	103 6%	102 5%	81 5%	78 6%	137acd 7%	171cd 7%	134d 6%	133 5%	113 4%	167 5%	185 6%
SNP	1944 19%	1061b 22%	883 17%	241cf 22%	349 20%	377 19%	358f 20%	273 20%	346 17%	423 17%	416a 19%	545a 20%	561ab 22%	661 20%	554 18%
DK DNRO	1508 15%	528 11%	980a 19%	173ef 16%	315def 18%	340ef 17%	269f 15%	178 13%	232 12%	309 12%	348a 16%	427a 16%	424a 16%	459 14%	511a 17%
REF DNRO	63 1%	22 *%	41a 1%	1 *%	7 *%	10 *%	22abcf 1%	14ab 1%	9 *%	11 *%	20a 1%	15 1%	17 1%	19 1%	18 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 44 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Getting the economy growing and creating jobs.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1970 20%	224 15%	168 15%	202ab 22%	285ab 20%	285abh 23%	296ab 22%	282ab 22%	230ab 19%	1690b 21%	281 16%	970bcde 82%	211 6%	121bd 19%	138 7%	155bcd 25%
Labour	3970 40%	703cdefg 48%	533cdefg 47%	272 30%	554cef 40%	431c 35%	431 31%	502cef 39%	544cdefg 46%	3389b 41%	581 33%	68 6%	2690acde 76%	135a 22%	360a 18%	154ad 25%
Liberal Democrats	550 6%	47 3%	40 3%	85abdefgh 9%	84ab 6%	84abh 7%	96abgh 7%	64a 5%	51 4%	426 5%	125a 7%	33 3%	71 2%	236abde 38%	47 2%	43abd 7%
SNP	1944 19%	285 20%	219 19%	190g 21%	269 19%	250g 20%	308bdgh 22%	218 17%	206 17%	1630b 20%	315 18%	29 2%	241a 7%	60ab 10%	1166abce 60%	109abc 18%
DK DNRO	1508 15%	186 13%	174h 15%	165adeh 18%	205 15%	182 15%	225ah 16%	219ah 17%	145 12%	1036 13%	472a 27%	86 7%	305 9%	68a 11%	235ab 12%	137abcd 22%
REF DNRO	63 1%	6 *%	8 1%	8 1%	5 *%	10 1%	16adgh 1%	5 *%	5 *%	63b 1%	- -%	2 *%	12 *%	4 1%	7 *%	13abcd 2%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 44 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Getting the economy growing and creating jobs.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1970 20%	940bcde 73%	223 7%	283bd 20%	146b 10%	44bd 23%	779bcdefgh 93%	689cdefgh 49%	184efgh 21%	135efgh 22%	63fh 4%	36h 2%	70fh 5%	15 1%
Labour	3970 40%	120 9%	2291acde 71%	441ad 30%	265a 17%	50ad 26%	21 3%	340aef 24%	317abdef 37%	126aef 20%	186a 13%	195a 13%	1147abcdefl 76%	639abcdefg 91%
Liberal Democrats	550 6%	32 2%	65 2%	263abde 18%	36 2%	15abd 8%	5 1%	48afh 3%	78abefgh 9%	238abcefg 38%	80abfgh 5%	29ah 2%	52afh 3%	19 1%
SNP	1944 19%	55 4%	291a 9%	201ab 14%	887abce 58%	36ab 19%	10 1%	162adgh 12%	177abdegh 21%	44ah 7%	229abdgh 16%	1116abcdegh 74%	120ah 8%	86a 5%
DK DNRO	1508 15%	129 10%	342 11%	249abd 17%	185 12%	43abd 23%	19 2%	154afgh 11%	105afgh 12%	76afgh 12%	868abcdfgh 59%	133ah 9%	109ah 7%	44 2%
REF DNRO	63 1%	7 1%	10 *%	13b 1%	7 *%	4abd 2%	1 *%	3 *%	1 *%	5ach 1%	38abcdfgh 3%	7h *%	6 *%	2 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 45**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Cutting the deficit and the debt.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	3573 36%	1917b 40%	1656 32%	301 28%	570a 32%	711ab 36%	659ab 37%	509ab 37%	818abcde 41%	1141bcd 46%	822cd 37%	898d 33%	711 27%	1363b 41%	994 33%
Labour	2772 28%	1294 27%	1478 28%	355bcdef 33%	513f 29%	532 27%	479 27%	391 28%	500 25%	561 22%	565a 26%	791ab 29%	854abc 33%	834 25%	870a 29%
Liberal Democrats	518 5%	249 5%	269 5%	74cde 7%	91d 5%	90 5%	65 4%	67 5%	131cde 7%	161cd 6%	116 5%	115 4%	126 5%	156 5%	155 5%
SNP	1269 13%	672b 14%	597 11%	141 13%	244 14%	232 12%	236 13%	182 13%	234 12%	252 10%	256 12%	376ab 14%	384ab 15%	404 12%	363 12%
DK DNRO	1796 18%	641 13%	1155a 22%	215ef 20%	355ef 20%	401ef 20%	320f 18%	222 16%	283 14%	371 15%	422a 19%	503a 19%	500a 19%	535 16%	632a 21%
REF DNRO	79 1%	30 1%	49 1%	3 *	10 1%	14 1%	24abf 1%	15a 1%	14 1%	15 1%	20 1%	19 1%	25 1%	27 1%	29 1%

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls**  
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# Scottish Political Poll

**Table 45 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Cutting the deficit and the debt.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	3573 36%	471 32%	332 29%	353ab 38%	515ab 37%	470ab 38%	519ab 38%	488ab 38%	425b 36%	3092b 38%	481 27%	1043bcde 88%	917d 26%	256bd 41%	411 21%	268bd 44%
Labour	2772 28%	492cdefg 34%	398cdefg 35%	164 18%	403cef 29%	297c 24%	286 21%	340cf 26%	391cdefg 33%	2365b 29%	406 23%	38 3%	1869acde 53%	66a 11%	315ac 16%	109ac 18%
Liberal Democrats	518 5%	37 3%	51a 4%	66abh 7%	74a 5%	70a 6%	105abdegh 8%	67a 5%	47a 4%	412 5%	105 6%	20 2%	101a 3%	181abde 29%	73a 4%	39abd 6%
SNP	1269 13%	201dgh 14%	153dh 13%	138dgh 15%	150 11%	173dgh 14%	185dgh 14%	142 11%	119 10%	1031 13%	237 13%	15 1%	161a 5%	24a 4%	817abce 42%	57abc 9%
DK DNRO	1796 18%	240 17%	197 17%	192abh 21%	252 18%	219 18%	258 19%	247 19%	192 16%	1254 15%	542a 31%	72 6%	468a 13%	88a 14%	321ab 16%	128abcd 21%
REF DNRO	79 1%	10 1%	11 1%	8 1%	6 *%	13 1%	19dgh 1%	6 *%	7 1%	79b 1%	- -%	1 *%	15 *%	8ab 1%	16ab 1%	11abd 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 45 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Cutting the deficit and the debt.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	3573 36%	1067bcde 83%	799 25%	611bd 42%	369 24%	75bd 39%	780bcdefgh 94%	1025cdefgh 73%	372efh 43%	269efh 43%	154h 11%	176h 12%	742cdefh 49%	55 3%
Labour	2772 28%	45 3%	1628acde 51%	252ad 17%	212a 14%	36a 19%	23 3%	128ae 9%	189abdef 22%	69ae 11%	97a 7%	220abde 15%	439abcdef1605abcdefg 29%	89%
Liberal Democrats	518 5%	24 2%	92 3%	214abde 15%	48a 3%	11ab 6%	7 1%	51ah 4%	82abefgh 10%	164abcefg 26%	87abfgh 6%	49ah 3%	65ah 4%	13 1%
SNP	1269 13%	25 2%	193a 6%	95a 7%	609abce 40%	24abc 13%	5 1%	71agh 5%	92abdgh 11%	19a 3%	169abdgh 12%	819abcdegh 54%	51a 3%	43a 2%
DK DNRO	1796 18%	113 9%	496a 15%	264ab 18%	274ab 18%	42ab 22%	20 2%	117ah 8%	126abh 15%	95abh 15%	915abcdfgh 63%	236abh 16%	204abh 14%	85a 5%
REF DNRO	79 1%	6 *%	13 *%	14b 1%	12 1%	3 1%	- -%	3 *%	2 *%	8abcgh 1%	42abcdfgh 3%	15abcgh 1%	5 *%	4 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 46**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Improving the NHS.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1216 12%	633b 13%	583 11%	97 9%	164 9%	209 11%	164 9%	159abd 11%	419abcde 21%	378bcd 15%	273d 12%	299 11%	265 10%	396b 12%	288 9%
Labour	4616 46%	2276b 47%	2340 45%	535f 49%	807f 45%	926f 47%	857f 48%	656f 47%	831 42%	1101 44%	993 45%	1274a 47%	1247a 48%	1525 46%	1442 47%
Liberal Democrats	713 7%	366 8%	347 7%	76 7%	132 7%	137 7%	116 6%	103 7%	149 8%	250bcd 10%	170cd 8%	164 6%	129 5%	281b 8%	208 7%
SNP	1760 18%	873 18%	888 17%	164 15%	330af 19%	363af 18%	344af 19%	252af 18%	307 16%	394 16%	366 17%	496a 18%	504ab 19%	570 17%	559 18%
DK DNRO	1640 16%	635 13%	1005a 19%	216def 20%	340def 19%	335f 17%	280f 16%	205 15%	263 13%	365 15%	381a 17%	455a 17%	438a 17%	527 16%	527 17%
REF DNRO	62 1%	21 *%	41a 1%	1 *%	8 *%	10 1%	21abcf 1%	10a 1%	11 1%	13 1%	18 1%	14 1%	17 1%	21 1%	18 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 46 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Improving the NHS.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1216 12%	124 9%	102 9%	133abdh 14%	155a 11%	177abdh 14%	199abdh 15%	201abdh 16%	125 11%	1029b 12%	187 11%	621bcde 52%	107 3%	55bd 9%	112b 6%	102bcd 17%
Labour	4616 46%	786cdefg 54%	619cdefg 54%	302 33%	679cef 48%	524cf 42%	484 35%	585cf 45%	629cdefg 53%	3976b 48%	640 36%	220 19%	2793acde 79%	174a 28%	496a 25%	227acd 37%
Liberal Democrats	713 7%	64 4%	49 4%	116abdefgh 13%	97ab 7%	104abh 8%	125abdgh 9%	88ab 7%	70 6%	545 7%	167a 9%	100bd 8%	91 3%	251abde 40%	68b 4%	60bd 10%
SNP	1760 18%	261g 18%	200g 18%	173gh 19%	233g 17%	232gh 19%	305abcdegh 22%	175 14%	181 15%	1479b 18%	282 16%	54 5%	235a 7%	53a 9%	1042abce 53%	93abc 15%
DK DNRO	1640 16%	212 15%	162 14%	191abdeh 21%	228 16%	198 16%	243abh 18%	235abh 18%	172 15%	1143 14%	497a 28%	186bd 16%	297 8%	88b 14%	226b 12%	123abcd 20%
REF DNRO	62 1%	5 *%	9 1%	6 1%	9 1%	7 1%	16ah 1%	8 1%	3 *%	62b 1%	- -%	7b 1%	7 *%	2 *%	7 *%	7bd 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 46 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Improving the NHS.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1216 12%	618bcde 48%	100 3%	124bd 9%	96b 6%	28bcd 15%	692bcdefgh 83%	201cefgh 14%	72efgh 8%	72efgh 12%	49h 3%	53h 4%	49h 3%	27 2%
Labour	4616 46%	252 20%	2441acde 76%	581ad 40%	372a 24%	67ad 35%	52 6%	667adef 48%	387adef 45%	161aef 26%	210a 14%	264ae 17%	1215abcdef1661abcdefg 81%	1661abcdefg 92%
Liberal Democrats	713 7%	93bd 7%	68 2%	325abde 22%	47b 3%	15bd 8%	23h 3%	124afgh 9%	104abefgh 12%	247abcefgh 40%	103afgh 7%	39h 3%	62fh 4%	11 1%
SNP	1760 18%	74 6%	277a 9%	158ab 11%	817abce 54%	40abc 21%	13 2%	168adgh 12%	140abdgh 16%	52ah 8%	198adgh 14%	1017abcdegh 67%	93ah 6%	79a 4%
DK DNRO	1640 16%	231bd 18%	327 10%	248bd 17%	185b 12%	41bd 22%	54h 6%	227afgh 16%	155afgh 18%	87afgh 14%	869abcdfgh 59%	135agh 9%	85h 6%	26 1%
REF DNRO	62 1%	13b 1%	8 *%	13b 1%	9b 1%	1 *%	1 *%	10agh 1%	4h *%	4gh 1%	34abcdfgh 2%	7gh *%	1 *%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 47**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Improving schools.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1445 14%	729b 15%	716 14%	102 9%	188 11%	266ab 13%	221a 12%	198ab 14%	466abcde 24%	461bcd 18%	306 14%	359 13%	318 12%	493b 15%	344 11%
Labour	4032 40%	1953 41%	2079 40%	441 40%	741f 42%	814f 41%	735f 41%	560 40%	737 37%	942 38%	871 40%	1150ab 43%	1068a 41%	1309 39%	1293a 43%
Liberal Democrats	806 8%	436b 9%	370 7%	90 8%	122 7%	161 8%	152 9%	104 8%	176b 9%	287bcd 11%	202cd 9%	164 6%	152 6%	300b 9%	226 7%
SNP	1934 19%	992b 21%	942 18%	228f 21%	351f 20%	407f 21%	348f 20%	283f 20%	316 16%	426 17%	403 18%	543a 20%	562ab 22%	638 19%	605 20%
DK DNRO	1733 17%	674 14%	1059a 20%	226cdef 21%	366cdef 21%	327f 16%	303f 17%	233f 17%	278 14%	377 15%	405a 18%	471a 17%	479a 18%	557 17%	555 18%
REF DNRO	57 1%	19 *%	38a 1%	1 *%	13a 1%	6 *%	23acef 1%	8 1%	6 *%	9 *%	14 1%	14 1%	20 1%	21 1%	19 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 47 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Improving schools.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1445 14%	164 11%	133 12%	154abdh 17%	180 13%	205abdh 16%	218abdh 16%	244abdfh 19%	148 13%	1216b 15%	229 13%	659bcde 55%	192 5%	79bd 13%	126 6%	120bcd 20%
Labour	4032 40%	727cdefg 50%	550cdefg 48%	249 27%	581cef 41%	451cf 36%	401 29%	496cf 38%	577cdefg 49%	3480b 42%	552 31%	187 16%	2547acde 72%	150ad 24%	380a 19%	177ad 29%
Liberal Democrats	806 8%	64 4%	54 5%	134abdefgh 15%	137abgh 10%	107abh 9%	152abegh 11%	94abh 7%	64 5%	643 8%	163 9%	117bd 10%	140 4%	246abde 39%	85 4%	75bd 12%
SNP	1934 19%	293dg 20%	218g 19%	186g 20%	240 17%	255dg 21%	344abcdegh 25%	189 15%	210g 18%	1635b 20%	299 17%	62 5%	289a 8%	46 7%	1112abce 57%	94abc 15%
DK DNRO	1733 17%	199 14%	179 16%	194abefh 21%	257ah 18%	219a 18%	238a 17%	262abh 20%	176 15%	1203 15%	530a 30%	160b 13%	353 10%	100bd 16%	239b 12%	142abcd 23%
REF DNRO	57 1%	4 *%	8 1%	4 *%	6 *%	5 *%	19acdegh 1%	5 *%	6 *%	57b 1%	- -%	4 *%	9 *%	4 1%	10 1%	5b 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 47 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Improving schools.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1445 14%	666bcde 52%	179 6%	171bd 12%	108b 7%	30bd 16%	703bcdefgh 84%	264cdefgh 19%	88efgh 10%	94cefgh 15%	88fh 6%	62h 4%	104fh 7%	42 2%
Labour	4032 40%	207 16%	2217acde 69%	479ad 33%	299a 20%	50ad 26%	43 5%	575adef 41%	342adef 40%	134aef 21%	115a 8%	200ae 13%	1058abcdef 70%	1565abcdefg 87%
Liberal Democrats	806 8%	112bd 9%	115 4%	324abde 22%	65 4%	27abd 14%	36h 4%	137aefgh 10%	119abefgh 14%	240abcefg 38%	101afh 7%	53h 3%	82fh 5%	38 2%
SNP	1934 19%	79 6%	322a 10%	175a 12%	855abce 56%	39abc 20%	19 2%	183adgh 13%	169abdegh 20%	42a 7%	216adgh 15%	1049abcdegh 69%	143ah 10%	114a 6%
DK DNRO	1733 17%	209bd 16%	381 12%	288abd 20%	192 13%	45abd 23%	32 4%	231afgh 17%	145afgh 17%	108afgh 17%	912abcdfgh 62%	144ah 9%	116ah 8%	46 3%
REF DNRO	57 1%	7 1%	8 *%	12b 1%	8 1%	1 *%	1 *%	6gh *%	2 *%	7acgh 1%	32abcdfgh 2%	9gh 1%	1 *%	- -%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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



# Scottish Political Poll

**Table 48**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Dealing with crime.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	2767 28%	1584b 33%	1182 23%	199 18%	357 20%	562ab 28%	549ab 31%	413ab 30%	683abcde 34%	970bcd 39%	621cd 28%	640d 24%	536 21%	1041b 31%	746 25%
Labour	2986 30%	1336 28%	1651a 32%	360cdf 33%	578cdf 32%	550 28%	523 29%	430cf 31%	543 27%	586 23%	598a 27%	897ab 33%	905ab 35%	908 27%	974a 32%
Liberal Democrats	469 5%	203 4%	266a 5%	61d 6%	86 5%	83 4%	69 4%	68 5%	102 5%	154cd 6%	117cd 5%	98 4%	100 4%	139 4%	152 5%
SNP	1566 16%	845b 18%	721 14%	179 16%	296 17%	323 16%	275 15%	209 15%	284 14%	318 13%	345a 16%	443a 16%	460a 18%	526 16%	443 15%
DK DNRO	2140 21%	803 17%	1338a 26%	289cdef 27%	456cdef 26%	444def 22%	339 19%	254 18%	358 18%	460 18%	500a 23%	608a 22%	571a 22%	677 20%	701a 23%
REF DNRO	78 1%	33 1%	46 1%	1 *%	9 1%	18a 1%	27abf 2%	13a 1%	10 *%	14 1%	21 1%	16 1%	27 1%	27 1%	27 1%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 48 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Dealing with crime.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	2767 28%	342 24%	250 22%	266ab 29%	398ab 28%	377ab 30%	415ab 30%	384ab 30%	335ab 28%	2415b 29%	352 20%	876bcde 74%	665d 19%	222bd 36%	304 16%	200bd 33%
Labour	2986 30%	515cdefg 36%	407cdefg 36%	191 21%	415cf 30%	331cf 27%	300 22%	391cef 30%	435cdefg 37%	2558b 31%	428 24%	82 7%	2007acde 57%	80a 13%	284a 15%	113acd 18%
Liberal Democrats	469 5%	43 3%	40 4%	73abdegh 8%	83abgh 6%	54 4%	86abegh 6%	54 4%	36 3%	357 4%	112a 6%	31 3%	92 3%	164abde 26%	52 3%	38abd 6%
SNP	1566 16%	251dgh 17%	197gh 17%	140 15%	204 15%	201gh 16%	258cdgh 19%	164 13%	150 13%	1303 16%	263 15%	39 3%	206a 6%	43a 7%	965abce 49%	65abc 11%
DK DNRO	2140 21%	295 20%	237 21%	240abdefh 26%	290 21%	268h 22%	295h 22%	292h 23%	215 18%	1523 18%	617a 35%	156 13%	547a 15%	112a 18%	328a 17%	184abcd 30%
REF DNRO	78 1%	5 *%	9 1%	11a 1%	12 1%	10 1%	16ag 1%	6 *%	10 1%	78b 1%	- -%	4 *%	13 *%	4 1%	18ab 1%	13abcd 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 48 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Dealing with crime.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	2767 28%	888bcde 69%	581 18%	512bd 35%	254 17%	71bd 37%	732bcdefgh 88%	745cdefgh 53%	266efh 31%	240cefh 39%	72h 5%	115eh 8%	560cefh 37%	36 2%
Labour	2986 30%	86 7%	1757acde 55%	264ad 18%	232a 15%	35a 18%	22 3%	248adef 18%	233abdef 27%	84ae 13%	104a 7%	164ae 11%	528abcdef1605abcdefg 35%	89%
Liberal Democrats	469 5%	31 2%	58 2%	197abde 14%	41b 3%	10ab 5%	7 1%	52afh 4%	73abefgh 8%	152abcfehg 24%	77abfgh 5%	37ah 2%	51ah 3%	21 1%
SNP	1566 16%	52 4%	253a 8%	143a 10%	725abcde 48%	28ab 15%	12 1%	118adh 8%	116abdgh 13%	27a 4%	165abdgh 11%	949abcdegh 63%	111adh 7%	67a 4%
DK DNRO	2140 21%	213 17%	561 17%	321abd 22%	263 17%	45abd 23%	58h 7%	226ah 16%	172abfgh 20%	117ah 19%	1007abcdfgh 69%	239ah 16%	247ah 16%	75 4%
REF DNRO	78 1%	10 1%	12 *%	13 1%	12 1%	3b 2%	2 *%	7h 1%	4h *%	4h 1%	40abcdfgh 3%	13h 1%	8h 1%	1 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 49**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Defending Britain's interests in Europe.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	3316 33%	1797b 37%	1520 29%	284 26%	477 27%	658ab 33%	627ab 35%	473ab 34%	795abcde 40%	1070bcd 43%	781cd 35%	809d 30%	657 25%	1221b 37%	924 30%
Labour	2946 29%	1452 30%	1494 29%	363def 33%	562f 32%	611f 31%	516f 29%	393f 28%	498 25%	601 24%	606a 28%	848ab 31%	890ab 34%	942 28%	937a 31%
Liberal Democrats	575 6%	274 6%	301 6%	80bcd 7%	95 5%	89 4%	89 5%	82 6%	141bcd 7%	202bcd 8%	127d 6%	138 5%	108 4%	167 5%	185 6%
SNP	1099 11%	515 11%	585 11%	135cf 12%	230cdf 13%	197 10%	192 11%	162f 12%	183 9%	213 9%	219 10%	304a 11%	362abc 14%	354 11%	319 10%
DK DNRO	1994 20%	728 15%	1266a 24%	224f 21%	412def 23%	404f 20%	338 19%	266 19%	347 18%	402 16%	442a 20%	585a 22%	565a 22%	614 18%	652a 21%
REF DNRO	76 1%	38 1%	38 1%	3 *%	6 *%	21ab 1%	20ab 1%	10 1%	16 1%	14 1%	27ac 1%	18 1%	18 1%	21 1%	25 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 49 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Defending Britain's interests in Europe.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	3316 33%	447 31%	340 30%	318b 35%	487ab 35%	435ab 35%	470b 34%	430 33%	388 33%	2919b 35%	397 22%	951bcde 80%	863d 24%	245bd 39%	412 21%	232bd 38%
Labour	2946 29%	519cdefg 36%	396cdefg 35%	183 20%	402cf 29%	338cf 27%	325c 24%	369cf 29%	413cdefg 35%	2492b 30%	454 26%	56 5%	1889acde 54%	79a 13%	398ace 20%	103a 17%
Liberal Democrats	575 6%	53 4%	44 4%	104abdefgh 11%	93abh 7%	81abh 7%	97abgh 7%	64h 5%	38 3%	443 5%	132a 7%	43 4%	96 3%	189abde 30%	94b 5%	46abd 7%
SNP	1099 11%	165d 11%	140dgh 12%	108d 12%	121 9%	137d 11%	191adegh 14%	123 10%	114 10%	889 11%	210 12%	22 2%	154a 4%	26a 4%	653abce 33%	47abc 8%
DK DNRO	1994 20%	259 18%	211 19%	200a 22%	286 20%	239 19%	273 20%	299abefh 23%	218 18%	1415 17%	579a 33%	112 9%	513a 15%	79a 13%	378abc 19%	173abcd 28%
REF DNRO	76 1%	8 1%	9 1%	7 1%	12 1%	11 1%	14 1%	5 *%	10 1%	76b 1%	- -%	5 *%	15 *%	5 1%	17b 1%	11abd 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 49 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Defending Britain's interests in Europe.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	3316 33%	967bcde 75%	748 23%	575bd 40%	353 23%	69bd 36%	731bcdefgh 88%	919cdefgh 66%	333efh 39%	247efh 40%	121h 8%	202eh 13%	692cdefh 46%	72 4%
Labour	2946 29%	71 6%	1648acde 51%	261a 18%	303a 20%	43a 22%	18 2%	186ae 13%	213abdef 25%	92ae 15%	120a 8%	288abde 19%	469abcdef1558abcdefg 31%	86%
Liberal Democrats	575 6%	40 3%	84 3%	244abde 17%	59b 4%	8 4%	12 1%	58ah 4%	80abefgh 9%	175abcefg 28%	92abgh 6%	77ah 5%	60ah 4%	21 1%
SNP	1099 11%	26 2%	174a 5%	90a 6%	495abce 32%	20abc 10%	12 1%	72agh 5%	92abdgh 11%	20a 3%	151abdgh 10%	651abcdegh 43%	51a 3%	50a 3%
DK DNRO	1994 20%	168 13%	550a 17%	269a 19%	304ab 20%	49abc 26%	58 7%	152ah 11%	142abh 16%	86ah 14%	948abcdefgh281abdgh 65%	281abdgh 19%	223abh 15%	103 6%
REF DNRO	76 1%	9 1%	19 1%	11 1%	12 1%	3 2%	3 *%	8h 1%	2 *%	4h 1%	31abcdefgh 2%	17ch 1%	9h 1%	2 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 50**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Reforming welfare to stop scroungers and cut benefit dependency.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	4315 43%	2282b 48%	2032 39%	375 34%	695a 39%	853ab 43%	816ab 46%	613ab 44%	958abce 48%	1316bcd 53%	1033cd 47%	1080d 40%	885 34%	1589b 48%	1246 41%
Labour	2352 24%	1047 22%	1305a 25%	303bcdef 28%	410 23%	473 24%	415 23%	314 23%	435 22%	451 18%	440 20%	676ab 25%	784abc 30%	667 20%	746a 25%
Liberal Democrats	523 5%	245 5%	278 5%	60 6%	106d 6%	100 5%	71 4%	61 4%	124de 6%	150d 6%	120 5%	139 5%	113 4%	163 5%	171 6%
SNP	1063 11%	526 11%	538 10%	138df 13%	224df 13%	208 11%	167 9%	153f 11%	172 9%	195 8%	216a 10%	316ab 12%	335ab 13%	349 11%	316 10%
DK DNRO	1597 16%	624 13%	973a 19%	208cdef 19%	331cdef 19%	309 16%	263 15%	215 15%	270 14%	340 14%	352a 16%	462a 17%	442a 17%	494 15%	501 16%
REF DNRO	157 2%	79 2%	78 2%	5 *	16 1%	37abf 2%	49abf 3%	30abf 2%	20 1%	49c 2%	39c 2%	29 1%	40 2%	58 2%	62 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 50 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Reforming welfare to stop scroungers and cut benefit dependency.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	4315 43%	598 41%	463 41%	386 42%	611 44%	556b 45%	604 44%	577b 45%	520 44%	3721b 45%	594 33%	1004bcde 85%	1266d 36%	282bd 45%	642 33%	318bcd 52%
Labour	2352 24%	435cdefg 30%	310cdefg 27%	156 17%	324cf 23%	267cf 22%	244 18%	286cf 22%	329cdefg 28%	2001b 24%	351 20%	51 4%	1567acde 44%	69a 11%	256a 13%	79a 13%
Liberal Democrats	523 5%	49 3%	42 4%	80abdegh 9%	75ab 5%	69ab 6%	91abh 7%	67a 5%	50 4%	407 5%	115a 6%	31 3%	96 3%	185abde 30%	67 3%	48abd 8%
SNP	1063 11%	145 10%	133gh 12%	97 10%	140 10%	151gh 12%	181acdgh 13%	115 9%	102 9%	853 10%	211 12%	15 1%	129a 4%	20a 3%	663abce 34%	49abc 8%
DK DNRO	1597 16%	209 14%	170 15%	181abdeh 20%	217 15%	182 15%	235h 17%	232abeh 18%	164 14%	1095 13%	502a 28%	79 7%	423a 12%	62a 10%	289abc 15%	101abc 16%
REF DNRO	157 2%	16 1%	23a 2%	20a 2%	34aefg 2%	16 1%	16 1%	15 1%	16 1%	157b 2%	- -	9 1%	50 1%	5 1%	35a 2%	19abc 3%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 50 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Reforming welfare to stop scroungers and cut benefit dependency.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	4315 43%	1059bcde 83%	1139 35%	687bd 47%	552 36%	89bd 47%	760bcdefgh 91%	1024cdefh 73%	423efh 49%	290efh 47%	249h 17%	345eh 23%	1111cdefh 74%	111 6%
Labour	2352 24%	56 4%	1361acde 42%	191a 13%	194a 13%	23a 12%	22 3%	150ae 11%	152abdefg 18%	72ae 12%	104a 7%	181ae 12%	157ae 10%	1512abcdefg 84%
Liberal Democrats	523 5%	30 2%	73 2%	232abde 16%	49 3%	11ab 6%	18h 2%	48h 3%	76abefgh 9%	167abcefg 27%	87abfgh 6%	56ah 4%	50h 3%	20 1%
SNP	1063 11%	21 2%	156a 5%	79a 5%	484abce 32%	21abc 11%	5 1%	63agh 5%	99abdegh 12%	19a 3%	132abdgh 9%	667abcdegh 44%	26a 2%	52ag 3%
DK DNRO	1597 16%	106 8%	444a 14%	226a 16%	221a 14%	39abd 20%	19 2%	106ah 8%	105abgh 12%	67abh 11%	855abcdfgh222abdgh 58%	15% 15%	135ah 9%	88a 5%
REF DNRO	157 2%	8 1%	50a 2%	34a 2%	27a 2%	7ab 4%	9b 1%	5 *%	8 1%	7b 1%	36abc 2%	45abcdgh 3%	26b 2%	22b 1%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 51**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Controlling immigration.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	3427 34%	1895b 39%	1532 29%	277 25%	502 28%	654ab 33%	645abc 36%	506abc 37%	840abcde 42%	1173bcd 47%	781cd 35%	767 28%	705 27%	1229b 37%	960 32%
Labour	2429 24%	1090 23%	1339a 26%	320bcdef 29%	419 24%	494f 25%	419 24%	347f 25%	429 22%	446 18%	477a 22%	703ab 26%	802abc 31%	738 22%	762a 25%
Liberal Democrats	511 5%	250 5%	261 5%	71de 7%	93 5%	95 5%	74 4%	61 4%	116d 6%	133 5%	125 6%	131 5%	122 5%	163 5%	166 5%
SNP	1207 12%	615b 13%	592 11%	173cdef 16%	261cdef 15%	246f 12%	188f 11%	167f 12%	171 9%	212 8%	256a 12%	383ab 14%	356ab 14%	386 12%	375 12%
DK DNRO	2303 23%	897 19%	1406a 27%	246 23%	494acdef 28%	466ef 24%	414ef 23%	278 20%	404 20%	504 20%	528a 24%	685ad 25%	585 22%	766 23%	730 24%
REF DNRO	130 1%	57 1%	74 1%	3 *	12 1%	26a 1%	43abcf 2%	27abf 2%	20a 1%	34 1%	33 2%	34 1%	29 1%	38 1%	49 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 51 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Controlling immigration.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	3427 34%	459 32%	376 33%	306 33%	495a 35%	440a 35%	493a 36%	437 34%	420a 36%	2966b 36%	461 26%	879bcde 74%	963 27%	236bd 38%	496 25%	246bd 40%
Labour	2429 24%	435cdefg 30%	314cefg 28%	176 19%	352cef 25%	263 21%	258 19%	299cf 23%	331cefg 28%	2054b 25%	374 21%	69 6%	1602acde 45%	70a 11%	293ac 15%	73a 12%
Liberal Democrats	511 5%	66b 5%	28 2%	71abfgh 8%	82bh 6%	76bh 6%	75bh 5%	70bh 5%	43 4%	406 5%	105 6%	36 3%	117 3%	160abde 26%	70 4%	27 4%
SNP	1207 12%	184d 13%	139d 12%	112d 12%	129 9%	162dh 13%	207bcdgh 15%	151d 12%	122 10%	985 12%	222 13%	31 3%	199a 6%	34a 5%	677abce 35%	53abc 9%
DK DNRO	2303 23%	298 21%	264 23%	244aefh 27%	325 23%	280 23%	315 23%	319ah 25%	249 21%	1692 21%	611a 34%	166 14%	610a 17%	119a 19%	389ab 20%	199abcd 32%
REF DNRO	130 1%	9 1%	19a 2%	13a 1%	18 1%	20a 2%	22a 2%	14 1%	16 1%	130b 2%	- -	8 1%	39 1%	5 1%	28 1%	15abc 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 51 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Controlling immigration.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	3427 34%	895bcde 70%	880 27%	573bd 40%	436 29%	74bd 39%	712bcdefgh 85%	791cdefh 57%	332efh 38%	254efh 41%	119h 8%	284eh 19%	872cdefh 58%	63 3%
Labour	2429 24%	74 6%	1381acde 43%	198a 14%	218a 14%	24a 12%	23 3%	175ae 13%	169abdefg 20%	77ae 12%	79a 5%	178ae 12%	203ae 13%	1524abcdefg 84%
Liberal Democrats	511 5%	34 3%	88 3%	181abde 13%	54 4%	9 5%	13 2%	57ah 4%	81abefgh 9%	139abcefgh 22%	85abfgh 6%	55ah 4%	55ah 4%	26 1%
SNP	1207 12%	35 3%	210a 7%	118a 8%	473abce 31%	22ab 12%	12 1%	93ah 7%	87abdgh 10%	28a 5%	163abdgh 11%	662abcdegh 44%	104ah 7%	57a 3%
DK DNRO	2303 23%	228 18%	622 19%	361abd 25%	322a 21%	58abd 30%	68 8%	269ah 19%	188agh 22%	120ah 19%	975abcdfgh 67%	308agh 20%	249ah 17%	125 7%
REF DNRO	130 1%	14 1%	40 1%	18 1%	22 1%	4 2%	4 1%	11 1%	6 1%	6 1%	42abcdgh 3%	29abch 2%	22ah 1%	10 1%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 52**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Ensuring people are treated fairly.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1147 11%	604b 13%	543 10%	65 6%	133 7%	196ab 10%	173ab 10%	165abd 12%	412abcde 21%	343bcd 14%	256 12%	289 11%	259 10%	404b 12%	250 8%
Labour	4017 40%	1917 40%	2100 40%	477bcf 44%	705 40%	780 39%	738f 41%	584f 42%	729 37%	928 37%	852 39%	1096a 41%	1141abc 44%	1258 38%	1300a 43%
Liberal Democrats	1165 12%	623b 13%	542 10%	118 11%	223 13%	229 12%	209 12%	153 11%	232 12%	459bcd 18%	277cd 13%	256d 9%	173 7%	446b 13%	330 11%
SNP	1933 19%	989b 21%	944 18%	224f 21%	370f 21%	402f 20%	350f 20%	273f 20%	314 16%	412 16%	412a 19%	571ab 21%	537a 21%	664 20%	587 19%
DK DNRO	1667 17%	643 13%	1024a 20%	200ef 18%	342def 19%	352ef 18%	285 16%	200 14%	286 14%	349 14%	382a 17%	467a 17%	468a 18%	513 15%	558a 18%
REF DNRO	79 1%	28 1%	51a 1%	6 1%	9 1%	21f 1%	26abef 1%	10 1%	7 *	10 *	23a 1%	24a 1%	22 1%	34b 1%	18 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 52 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Ensuring people are treated fairly.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1147 11%	128 9%	107 9%	115abh 13%	154 11%	172abdh 14%	181abh 13%	176abdh 14%	114 10%	980b 12%	167 9%	625bcde 53%	100 3%	46bd 7%	79b 4%	96bcd 16%
Labour	4017 40%	719cdefg 50%	538cdefg 47%	245 27%	549cf 39%	472cf 38%	417c 30%	510cf 40%	566cdefg 48%	3454b 42%	562 32%	148 12%	2664acde 75%	117a 19%	368a 19%	172acd 28%
Liberal Democrats	1165 12%	102 7%	84 7%	195abdefgh 21%	204abegh 15%	143ab 12%	175abh 13%	145ab 11%	118ab 10%	949 12%	216 12%	176bd 15%	171 5%	358abde 57%	117 6%	90bd 15%
SNP	1933 19%	288g 20%	222g 19%	184g 20%	255 18%	244g 20%	330abcdegh 24%	210 16%	201 17%	1573 19%	359 20%	51 4%	260a 7%	32 5%	1148abce 59%	103abc 17%
DK DNRO	1667 17%	207 14%	181 16%	175ah 19%	232 17%	199 16%	252ah 18%	238ah 18%	175 15%	1199 15%	468a 26%	183bcd 15%	316 9%	67 11%	230b 12%	142abcd 23%
REF DNRO	79 1%	7 1%	10 1%	8 1%	8 1%	11 1%	16 1%	12 1%	7 1%	79b 1%	- -%	5 *%	19 1%	4 1%	9 *%	9abd 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 52 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Ensuring people are treated fairly.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1147 11%	621bcde 48%	111 3%	118bd 8%	74b 5%	26bcd 14%	730bcdefgh 87%	136efgh 10%	72efgh 8%	71efgh 11%	35h 2%	40h 3%	45h 3%	17 1%
Labour	4017 40%	184 14%	2303acde 71%	399ad 28%	285a 19%	55ad 29%	26 3%	513adef 37%	330adef 38%	107aef 17%	120a 8%	167ae 11%	1150abcdef1604abcdefg 76%	89%
Liberal Democrats	1165 12%	162bd 13%	132 4%	531abde 37%	86b 6%	23bd 12%	30h 4%	255aefgh 18%	177aefgh 21%	353abcefgh 57%	148afgh 10%	65h 4%	110afh 7%	25 1%
SNP	1933 19%	65 5%	284a 9%	167ab 12%	891abce 58%	40abc 21%	5 1%	228adegh 16%	153adegh 18%	24a 4%	188adgh 13%	1120abcdegh 74%	99ad 7%	115ad 6%
DK DNRO	1667 17%	236bd 18%	378 12%	227bd 16%	181 12%	42bcd 22%	41h 5%	248adefgh 18%	129adefgh 15%	62agh 10%	934abcdefgh 64%	119ah 8%	93h 6%	41 2%
REF DNRO	79 1%	12 1%	15 *%	8 1%	9 1%	7abcd 3%	2 *%	16acfh 1%	1 *%	6ch 1%	39abcdefgh 3%	5 *%	7 *%	2 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 53**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Managing the economy overall.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	2569 26%	1366b 28%	1203 23%	213 20%	389 22%	484a 24%	460ab 26%	351ab 25%	668abcde 34%	843bcd 34%	586cd 27%	612 23%	527 20%	978b 29%	637 21%
Labour	3303 33%	1577 33%	1726 33%	426bcdef 39%	607f 34%	650f 33%	588f 33%	455f 33%	576 29%	731 29%	684 31%	929ab 34%	958ab 37%	1011 30%	1100a 36%
Liberal Democrats	602 6%	298 6%	304 6%	61 6%	105 6%	118 6%	94 5%	90 6%	135d 7%	198bcd 8%	135d 6%	153 6%	115 4%	191 6%	195 6%
SNP	1526 15%	825b 17%	701 13%	164 15%	285f 16%	289 15%	293f 16%	231f 17%	262 13%	330 13%	319 15%	420a 16%	456ab 18%	532 16%	440 14%
DK DNRO	1912 19%	704 15%	1208a 23%	221f 20%	384def 22%	418def 21%	318 18%	243 18%	327 17%	375 15%	448a 20%	567a 21%	521a 20%	574 17%	637a 21%
REF DNRO	95 1%	34 1%	61a 1%	4 *	13 1%	20a 1%	31abf 2%	16a 1%	12 1%	24 1%	28 1%	20 1%	23 1%	34 1%	33 1%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 53 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Managing the economy overall.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	2569 26%	311 21%	230 20%	262ab 28%	357ab 26%	351ab 28%	394ab 29%	346ab 27%	317ab 27%	2205b 27%	364 21%	1036bcde 87%	433 12%	165bd 27%	242 12%	199bcd 33%
Labour	3303 33%	630bcdefgh 43%	452cdefg 40%	197 21%	462cf 33%	369cf 30%	347c 25%	406cf 31%	440cdefg 37%	2825b 34%	478 27%	21 2%	2353acde 67%	96a 15%	307a 16%	109a 18%
Liberal Democrats	602 6%	48 3%	48 4%	88abefgh 10%	118abgh 8%	85abh 7%	92abh 7%	74a 6%	49 4%	472 6%	130a 7%	29 2%	97 3%	237abde 38%	47 2%	58abd 10%
SNP	1526 15%	211 15%	180 16%	153gh 17%	209 15%	187 15%	256adegh 19%	169 13%	160 14%	1247 15%	279 16%	20 2%	155a 4%	30a 5%	1026abce 53%	72abc 12%
DK DNRO	1912 19%	238 16%	217 19%	212abdefh 23%	244 17%	240a 19%	263 19%	287abdh 22%	203 17%	1390 17%	522a 29%	79 7%	474a 13%	90a 14%	313ab 16%	163abcd 27%
REF DNRO	95 1%	12 1%	14 1%	9 1%	11 1%	9 1%	19 1%	9 1%	13 1%	95b 1%	- -%	4 *%	19 1%	5 1%	16 1%	12abd 2%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 53 (continuation)**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Managing the economy overall.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	2569 26%	1030bcde 80%	375 12%	385bd 27%	224b 15%	56bd 29%	792bcdefgh 95%	912cdefgh 65%	266efgh 31%	176efgh 28%	72h 5%	70h 5%	259efh 17%	21 1%
Labour	3303 33%	48 4%	2035acde 63%	314ade 22%	229a 15%	28a 15%	9 1%	181ae 13%	230abdef 27%	98ae 16%	85a 6%	208ae 14%	838abcdef1653abcdefg 56%	653abcdefg 92%
Liberal Democrats	602 6%	31 2%	76 2%	282abde 19%	40 3%	18abd 10%	8 1%	47afh 3%	90abfgh 10%	219abcefg 35%	120abfgh 8%	32ah 2%	72afh 5%	15 1%
SNP	1526 15%	32 2%	200a 6%	133ab 9%	773abce 51%	34abc 18%	5 1%	103adgh 7%	131abdegh 15%	24a 4%	152abdgh 10%	987abcdegh 65%	78ah 5%	46a 3%
DK DNRO	1912 19%	130 10%	516a 16%	317abd 22%	245a 16%	50abd 26%	16 2%	145ah 10%	143abfh 17%	100abh 16%	990abcdfgh 68%	207abh 14%	245abfh 16%	66a 4%
REF DNRO	95 1%	9 1%	20 1%	18 1%	16 1%	5abd 3%	4 *%	8 1%	2 *%	7ch 1%	45abcdfgh 3%	13h 1%	12h 1%	4 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 54**

Q14 Which party do you think would have the best approach to each of the following issues – the Conservatives, Labour, the Liberal Democrats or the SNP? - Summary Table.

Base: All respondents

	STATEMENTS									
	Getting the economy growing and creating jobs	Cutting the deficit and the debt	Improving the NHS	Improving schools	Dealing with crime	Defending Britain's interests in Europe	Reforming welfare to stop scroungers and cut benefit dependency	Controlling immigration	Ensuring people are treated fairly	Managing the economy overall
Unweighted row	10007	10007	10007	10007	10007	10007	10007	10007	10007	10007
Total	10007	10007	10007	10007	10007	10007	10007	10007	10007	10007
Conservatives	1970 20%	3573 36%	1216 12%	1445 14%	2767 28%	3316 33%	4315 43%	3427 34%	1147 11%	2569 26%
Labour	3970 40%	2772 28%	4616 46%	4032 40%	2986 30%	2946 29%	2352 24%	2429 24%	4017 40%	3303 33%
Liberal Democrats	550 6%	518 5%	713 7%	806 8%	469 5%	575 6%	523 5%	511 5%	1165 12%	602 6%
SNP	1944 19%	1269 13%	1760 18%	1934 19%	1566 16%	1099 11%	1063 11%	1207 12%	1933 19%	1526 15%
DK DNRO	1508 15%	1796 18%	1640 16%	1733 17%	2140 21%	1994 20%	1597 16%	2303 23%	1667 17%	1912 19%
REF DNRO	63 1%	79 1%	62 1%	57 1%	78 1%	76 1%	157 2%	130 1%	79 1%	95 1%

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

# Scottish Political Poll

**Table 55**

Q15 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain,\*David Cameron and the Chancellor of the Exchequer George Osborne or Ed Milliband and the Shadow Chancellor Ed Balls?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
David Cameron and George Osborne	3563 36%	1812b 38%	1751 34%	386 35%	612 34%	687 35%	617 35%	448 32%	809abcde 41%	1114bcd 45%	823cd 37%	903d 33%	723 28%	1311b 39%	970 32%
Ed Milliband and Ed Balls	4443 44%	2163 45%	2280 44%	533bcdf 49%	780 44%	854 43%	797 45%	649cf 47%	825 42%	1005 40%	931 42%	1260ab 47%	1247ab 48%	1388 42%	1442a 47%
Don't Know (DO NOT READ OUT)	1747 17%	696 14%	1051a 20%	147 13%	348af 20%	391af 20%	321af 18%	238a 17%	303 15%	329 13%	390a 18%	472a 17%	556abc 21%	537 16%	561a 18%
Refused (DO NOT READ OUT)	254 3%	132 3%	122 2%	23 2%	42 2%	47 2%	47 3%	52abcf 4%	43 2%	54 2%	58 3%	67 2%	74 3%	84 3%	70 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 55 (continuation)**

Q15 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain,\*David Cameron and the Chancellor of the Exchequer George Osborne or Ed Milliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
David Cameron and George Osborne	3563 36%	412 28%	318 28%	387abdgh 42%	513abh 37%	492abh 40%	583abdgh 43%	482abh 37%	377ab 32%	3138b 38%	426 24%	1084bcde 91%	590 17%	328bde 53%	567b 29%	233bd 38%
Ed Milliband and Ed Balls	4443 44%	768cdefg 53%	585cdefg 51%	328 36%	630cef 45%	497c 40%	499 36%	551cf 43%	584cdefg 49%	3871b 47%	571 32%	41 3%	2519acde 71%	207a 33%	851ace 44%	224a 36%
Don't Know (DO NOT READ OUT)	1747 17%	239 16%	209h 18%	179dh 19%	221 16%	216 17%	258dh 19%	239h 19%	177 15%	1077 13%	670a 38%	57 5%	382a 11%	75a 12%	447abc 23%	133abc 22%
Refused (DO NOT READ OUT)	254 3%	32 2%	28 2%	27g 3%	37g 3%	36g 3%	31 2%	19 1%	43afg 4%	148 2%	106a 6%	6 1%	39 1%	13a 2%	87abc 4%	23ab 4%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 55 (continuation)**

Q15 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain,\*David Cameron and the Chancellor of the Exchequer George Osborne or Ed Milliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
David Cameron and George Osborne	3563 36%	1085bcde 85%	526 16%	588bd 41%	452b 30%	70b 36%	765bcdefgh 92%	1206cdefgh 86%	468efgh 54%	317efgh 51%	253gh 17%	263gh 17%	115 8%	177g 10%
Ed Milliband and Ed Balls	4443 44%	93 7%	2210acde 69%	587a 41%	639ae 42%	65a 34%	36 4%	93a 7%	299abe 35%	206abe 33%	359ab 25%	779abcde 51%	1251abcde 83%	1421abcde 79%
Don't Know (DO NOT READ OUT)	1747 17%	90 7%	427a 13%	245ab 17%	359abc 24%	40ab 21%	31 4%	87a 6%	92ab 11%	88abgh 14%	766abcd 52%	380abcdgh 25%	127ab 8%	176ab 10%
Refused (DO NOT READ OUT)	254 3%	12 1%	59a 2%	29a 2%	76abc 5%	17abcd 9%	3 *%	10 1%	4 *%	13abcg 2%	86abcdgh 6%	94abcdgh 6%	13 1%	31abcg 2%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 56**

Q16 I am going to read out two statements. Please say which one you most agree with, even if you don't completely agree with either of them.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
If you work hard, it is possible to be very successful in Scotland no matter what your background	6421 64%	3147b 66%	3274 63%	738ef 68%	1176ef 66%	1321ef 67%	1149e 64%	793 57%	1239e 63%	1790bcd 72%	1522cd 69%	1724d 64%	1385 53%	2299b 69%	1962 64%
In Scotland today, people from some backgrounds will never have a real chance to be successful no matter how hard they work.	3322 33%	1553 32%	1768 34%	318 29%	557 31%	614 31%	603a 34%	560abcdef 40%	669a 34%	670 27%	632 29%	918ab 34%	1101abc 42%	962 29%	1024a 34%
Don't Know (DO NOT READ OUT)	243 2%	93 2%	151a 3%	28 3%	46 3%	41 2%	29 2%	30 2%	69cde 3%	40 2%	43 2%	56 2%	104abc 4%	52 2%	50 2%
Refused (DO NOT READ OUT)	20 *%	10 *%	10 *%	5d *%	3 *%	4 *%	1 *%	3 *%	4 *%	2 *%	5 *%	4 *%	9a *%	6 *%	7 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 56 (continuation)**

Q16 I am going to read out two statements. Please say which one you most agree with, even if you don't completely agree with either of them.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
If you work hard, it is possible to be very successful in Scotland no matter what your background	6421 64%	906b 62%	648 57%	652abdegh 71%	889b 63%	826abg 67%	941abdgh 69%	799b 62%	753b 64%	5411b 66%	1011 57%	950bcde 80%	2099 59%	432be 69%	1277be 65%	365 60%
In Scotland today, people from some backgrounds will never have a real chance to be successful no matter how hard they work.	3322 33%	508cef 35%	464acdefgh 41%	243 26%	482cef 34%	381c 31%	398 29%	442cf 34%	404cf 34%	2717 33%	604 34%	214 18%	1354acd 38%	181a 29%	638a 33%	229acd 37%
Don't Know (DO NOT READ OUT)	243 2%	34 2%	25 2%	25 3%	27 2%	31 2%	29 2%	50abdefh 4%	22 2%	102 1%	141a 8%	24 2%	69 2%	11 2%	33 2%	18 3%
Refused (DO NOT READ OUT)	20 *%	4 *%	4g *%	1 *%	3 *%	3 *%	4 *%	- -%	3 *%	4 *%	16a 1%	1 *%	7 *%	- -%	4 *%	1 *%

95 percent as lower case or \*

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 56 (continuation)**

Q16 I am going to read out two statements. Please say which one you most agree with, even if you don't completely agree with either of them.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
If you work hard, it is possible to be very successful in Scotland no matter what your background	6421 64%	976bcde 76%	1881 58%	1005b 69%	1006b 66%	121 63%	636defgh 76%	1037defgh 74%	650defgh 75%	432efgh 69%	778 53%	976egh 64%	909eh 60%	1004 56%
In Scotland today, people from some backgrounds will never have a real chance to be successful no matter how hard they work.	3322 33%	279 22%	1255acd 39%	415a 29%	497ac 33%	66a 34%	178 21%	344 25%	199 23%	180ac 29%	578abcdf 39%	511abcd 34%	575abcdf 38%	757abcdfg 42%
Don't Know (DO NOT READ OUT)	243 2%	24 2%	80d 2%	28 2%	19 1%	4 2%	20bg 2%	15 1%	14 2%	12 2%	96abcdfgh 7%	26 2%	20 1%	40b 2%
Refused (DO NOT READ OUT)	20 *%	1 *%	7 *%	1 *%	5 *%	1 *%	- -%	- -%	- -%	- -%	12abcdfgh 1%	3 *%	1 *%	4 *%

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 57**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - A middle class professional.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	4660 47%	2341b 49%	2318 45%	424 39%	762a 43%	941ab 48%	854ab 48%	662ab 48%	1015abcde 51%	1206d 48%	1070d 49%	1266d 47%	1118 43%	1648b 50%	1310 43%
Labour	2525 25%	1178 25%	1347 26%	318cdef 29%	526cdef 30%	503f 25%	455f 26%	326f 24%	395 20%	616 25%	529 24%	691 26%	689 27%	791 24%	866a 28%
Lib Dems	1034 10%	531b 11%	503 10%	139b 13%	143 8%	205b 10%	185b 10%	149b 11%	213b 11%	343bcd 14%	229d 10%	259 10%	204 8%	347 10%	302 10%
None	1287 13%	574 12%	712a 14%	123 11%	240 13%	253 13%	242 14%	189 14%	240 12%	261 10%	267a 12%	363a 13%	396ab 15%	405 12%	406 13%
REF DNRO	59 1%	26 1%	33 1%	10bd 1%	5 *%	11 1%	5 *%	7 *%	22bd 1%	9 *%	13 1%	17 1%	20 1%	18 1%	10 *%
DK DNRO	442 4%	152 3%	289a 6%	76cdef 7%	106cde 6%	67 3%	42 2%	54d 4%	95cd 5%	68 3%	94a 4%	107a 4%	173abc 7%	111 3%	149a 5%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 57 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - A middle class professional.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	4660 47%	694 48%	512 45%	418 45%	656 47%	593 48%	636 46%	610 47%	533 45%	3906b 47%	754 43%	954bcde 80%	1371 39%	276b 44%	871b 45%	319bcd 52%
Labour	2525 25%	429cdefg 30%	331cefg 29%	167 18%	364cf 26%	290c 23%	305c 22%	320c 25%	320cef 27%	2167b 26%	358 20%	58 5%	1560acde 44%	58a 9%	429ace 22%	80a 13%
Lib Dems	1034 10%	102 7%	103 9%	140abcdefg 15%	158ah 11%	150abgh 12%	162abgh 12%	118 9%	101 9%	801 10%	234a 13%	71 6%	230 7%	231abde 37%	232ab 12%	74ab 12%
None	1287 13%	175 12%	144 13%	128 14%	160 11%	159 13%	190 14%	169 13%	163 14%	860 10%	427a 24%	72 6%	255 7%	46 7%	339abc 17%	118abc 19%
REF DNRO	59 1%	7 *%	3 *%	5 1%	9 1%	8 1%	12b 1%	8 1%	8 1%	59b 1%	- -%	4 *%	17 *%	3 *%	9 *%	1 *%
DK DNRO	442 4%	45 3%	48 4%	63abdefh 7%	54 4%	42 3%	67a 5%	67ae 5%	57a 5%	442b 5%	- -%	29 2%	97 3%	10 2%	72ac 4%	21c 3%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 57 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - A middle class professional.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	4660 47%	990bcde 77%	1286 40%	678b 47%	689b 45%	85 44%	715bcdefgh 86%	889cdefgh 64%	449defh 52%	273eh 44%	456 31%	598eh 39%	756defh 50%	524 29%
Labour	2525 25%	61 5%	1335acde 41%	208a 14%	316ac 21%	36a 19%	34 4%	191ade 14%	196abde 23%	58a 9%	163a 11%	390abde 26%	461abcdef1033abcdefg 31%	57%
Lib Dems	1034 10%	83 6%	200 6%	344abde 24%	171ab 11%	19b 10%	20 2%	125ah 9%	128abefgh 15%	237abcefg 38%	113ah 8%	183abeh 12%	162aeh 11%	66 4%
None	1287 13%	105 8%	284 9%	164ab 11%	275abc 18%	45abc 23%	38 5%	133acg 10%	53 6%	44 7%	506abcdefgh292abcdgh 35%	292abcdgh 19%	84 6%	138ag 8%
REF DNRO	59 1%	6 *%	19 1%	10 1%	8 1%	- -%	3 *%	11c 1%	1 *%	3 *%	24abcdefgh 2%	5 *%	5 *%	6 *%
DK DNRO	442 4%	36 3%	97 3%	45 3%	67ab 4%	7 4%	24 3%	46dh 3%	35dgh 4%	9 1%	204abcdefgh 14%	48d 3%	37 2%	38 2%

95 percent as lower case or \*

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 58**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Someone who has started their own small business.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	2903 29%	1652b 34%	1252 24%	258b 24%	358 20%	541ab 27%	593abc 33%	424abc 31%	729abcde 37%	957bcd 38%	657cd 30%	707d 26%	582 22%	1019b 31%	805 26%
Labour	3376 34%	1556 32%	1820a 35%	412def 38%	709cdef 40%	704ef 36%	583f 33%	437f 32%	529 27%	690 28%	716a 33%	973ab 36%	996ab 38%	1079 32%	1116a 37%
Lib Dems	893 9%	447 9%	446 9%	115d 11%	155 9%	172 9%	128 7%	127d 9%	195d 10%	282bcd 11%	212cd 10%	202 7%	197 8%	297 9%	240 8%
None	1977 20%	884 18%	1093a 21%	175 16%	350a 20%	411a 21%	363a 20%	310af 22%	368 19%	402 16%	425a 19%	588ab 22%	562a 22%	694b 21%	560 18%
REF DNRO	121 1%	40 1%	81a 2%	15 1%	27 2%	17 1%	19 1%	20 1%	22 1%	26 1%	27 1%	37 1%	31 1%	39 1%	44 1%
DK DNRO	736 7%	224 5%	513a 10%	115cdef 11%	183cdef 10%	136e 7%	96 5%	68 5%	137de 7%	145 6%	164a 7%	195a 7%	232a 9%	192 6%	278a 9%

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 58 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Someone who has started their own small business.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	2903 29%	395 27%	275 24%	261b 28%	439ab 31%	368b 30%	432ab 31%	394b 30%	341b 29%	2495b 30%	409 23%	870bcde 73%	720 20%	198bd 32%	428 22%	210bd 34%
Labour	3376 34%	616cdefgh 42%	483cdefgh 42%	249 27%	448cf 32%	354 29%	378 28%	426cef 33%	422cdef 36%	2849b 35%	527 30%	62 5%	1963acde 56%	89a 14%	626ace 32%	132ac 22%
Lib Dems	893 9%	70 5%	84a 7%	116abdgh 13%	118a 8%	147abdgh 12%	161abdgh 12%	105a 8%	91a 8%	721 9%	172 10%	59 5%	184 5%	203abde 33%	214ab 11%	69ab 11%
None	1977 20%	261 18%	215 19%	193 21%	270 19%	272a 22%	280 20%	248 19%	238 20%	1312 16%	665a 38%	124 10%	436 12%	100ab 16%	541abc 28%	167abc 27%
REF DNRO	121 1%	19 1%	10 1%	11 1%	24e 2%	8 1%	15 1%	14 1%	20e 2%	121b 1%	- -	9 1%	42 1%	5 1%	23 1%	5 1%
DK DNRO	736 7%	91 6%	73 6%	92abdeh 10%	101 7%	92 7%	105 8%	105h 8%	69 6%	736b 9%	- -	64 5%	186 5%	29 5%	121 6%	30 5%

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 58 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Someone who has started their own small business.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	2903 29%	886bcde 69%	663 21%	421bd 29%	380b 25%	66bd 34%	685bcdefgh 82%	683cdefgh 49%	295efgh 34%	187efh 30%	155 11%	273eh 18%	420efh 28%	205 11%
Labour	3376 34%	98 8%	1726acde 54%	296a 20%	460ace 30%	39a 20%	28 3%	302ade 22%	260abde 30%	89a 14%	224a 15%	510abde 34%	681abcdef1282abcdefg 45%	71%
Lib Dems	893 9%	53 4%	154 5%	317abde 22%	152ab 10%	17ab 9%	19 2%	111ah 8%	129abefgh 15%	222abcefg 36%	91ah 6%	163abegh 11%	115ah 8%	44 2%
None	1977 20%	173 14%	462 14%	295ab 20%	424abc 28%	60abc 31%	69 8%	197ach 14%	94 11%	89a 14%	670abcdefgh 46%	476abcdgh 31%	182a 12%	199a 11%
REF DNRO	121 1%	9 1%	27 1%	24ab 2%	21 1%	1 1%	2 *	13 1%	12a 1%	8a 1%	37abcfg 3%	13 1%	22a 1%	14 1%
DK DNRO	736 7%	62 5%	190 6%	96 7%	88 6%	8 4%	31 4%	90ah 6%	74adfg 9%	29 5%	287abcdefgh 20%	81h 5%	85ah 6%	61 3%

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 59**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - A low-paid worker.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	785 8%	419b 9%	366 7%	96cd 9%	125 7%	130 7%	112 6%	113d 8%	208bcde 11%	212 8%	167 8%	220 8%	185 7%	259 8%	216 7%
Labour	6060 61%	3051b 64%	3009 58%	624 57%	1037 58%	1207 61%	1151abcf 65%	882abf 64%	1155 58%	1656bcd 66%	1328d 60%	1615d 60%	1460 56%	2052 62%	1825 60%
Lib Dems	682 7%	336 7%	346 7%	94de 9%	134de 8%	135 7%	99 6%	79 6%	141d 7%	199cd 8%	171cd 8%	153 6%	158 6%	228 7%	212 7%
None	2003 20%	855 18%	1148a 22%	197 18%	356 20%	422a 21%	369 21%	274 20%	384 19%	360 14%	419a 19%	582ab 22%	641abc 25%	651 20%	612 20%
REF DNRO	54 1%	17 *%	38a 1%	7 1%	13 1%	8 *%	7 *%	7 1%	12 1%	8 *%	16a 1%	17 1%	12 *%	21 1%	13 *%
DK DNRO	422 4%	126 3%	297a 6%	70cdef 6%	118cdef 7%	78de 4%	44 2%	30 2%	79de 4%	67 3%	100a 5%	113a 4%	143a 5%	109 3%	164a 5%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

**Conducted by Lord Ashcroft Polls**  
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# Scottish Political Poll

**Table 59 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - A low-paid worker.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	785 8%	93 6%	74 6%	78h 8%	95 7%	116abdh 9%	137abdh 10%	121abdh 9%	72 6%	649 8%	136 8%	347bcde 29%	100 3%	31b 5%	113b 6%	51bcd 8%
Labour	6060 61%	960cefg 66%	733cefg 64%	465 50%	912cefg 65%	713c 57%	754c 55%	751c 58%	773cefg 65%	5128b 62%	932 53%	548 46%	2933acde 83%	312 50%	1037ae 53%	289 47%
Lib Dems	682 7%	74 5%	62 5%	104abdegh 11%	94h 7%	82h 7%	126abdegh 9%	84h 7%	55 5%	553 7%	128 7%	99b 8%	77 2%	173abde 28%	143b 7%	49b 8%
None	2003 20%	275 19%	222 19%	209ad 23%	242 17%	271d 22%	275 20%	267d 21%	243d 21%	1427 17%	576a 32%	129 11%	353 10%	92ab 15%	579abc 30%	197abc 32%
REF DNRO	54 1%	3 *%	2 *%	6 1%	6 *%	10a 1%	11ab 1%	9 1%	6 1%	54b 1%	- -%	9b 1%	7 *%	3 *%	9 *%	2 *%
DK DNRO	422 4%	46 3%	48h 4%	59abdeh 6%	53 4%	50 4%	68ah 5%	59h 5%	32 3%	422b 5%	- -%	57bc 5%	60 2%	14 2%	71b 4%	24b 4%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 59 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - A low-paid worker.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	785 8%	353bcde 28%	96 3%	50 3%	77bc 5%	11 5%	382bcdefgh 46%	117defgh 8%	75defgh 9%	29gh 5%	48h 3%	57h 4%	42 3%	34 2%
Labour	6060 61%	588 46%	2562acde 80%	871ade 60%	824ae 54%	85 44%	279e 33%	903adef 65%	545adef 63%	318ae 51%	401 27%	811ae 53%	1278abcdef 85%	1527abcdef 85%
Lib Dems	682 7%	88b 7%	75 2%	215abd 15%	103b 7%	19b 10%	39gh 5%	116aegh 8%	112abefgh 13%	175abcefg 28%	69gh 5%	109aegh 7%	36h 2%	25 1%
None	2003 20%	188 15%	415 13%	259ab 18%	464abc 30%	69abc 36%	93g 11%	205acgh 15%	88 10%	82g 13%	717abcdefgh 49%	495abcdgh 33%	128 8%	196g 11%
REF DNRO	54 1%	9b 1%	7 **%	3 **%	9b 1%	- -%	8gh 1%	5 **%	5h 1%	2 **%	21bdfgh 1%	9h 1%	3 **%	2 **%
DK DNRO	422 4%	56b 4%	66 2%	51b 4%	50b 3%	9b 5%	34fgh 4%	49fgh 4%	37fgh 4%	18gh 3%	207abcdefgh 14%	35gh 2%	18 1%	23 1%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 60**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - People who would rather live on benefits than work.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1103 11%	527 11%	576 11%	123 11%	191 11%	231de 12%	168 9%	125 9%	263bde 13%	224 9%	203 9%	335ab 12%	342ab 13%	320 10%	353a 12%
Labour	4074 41%	2178b 45%	1895 36%	413 38%	711 40%	799 40%	759a 43%	584a 42%	805 41%	1170bcd 47%	936d 43%	1075d 40%	892 34%	1463b 44%	1188 39%
Lib Dems	514 5%	285b 6%	230 4%	90cdef 8%	116def 7%	118def 6%	77 4%	42 3%	71 4%	152c 6%	113 5%	127 5%	123 5%	175 5%	173 6%
None	3321 33%	1483 31%	1839a 35%	339 31%	573 32%	644 33%	624a 35%	495ab 36%	645 33%	759 30%	739a 34%	913a 34%	910a 35%	1082 33%	980 32%
REF DNRO	168 2%	68 1%	101a 2%	14 1%	30 2%	23 1%	29 2%	29c 2%	43c 2%	49 2%	34 2%	41 2%	45 2%	51 2%	51 2%
DK DNRO	825 8%	263 5%	563a 11%	109df 10%	162d 9%	165 8%	125 7%	110 8%	153 8%	149 6%	178a 8%	211a 8%	288abc 11%	228 7%	297a 10%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 60 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - People who would rather live on benefits than work.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1103 11%	161d 11%	145dh 13%	121dh 13%	119 9%	148dh 12%	150d 11%	154dh 12%	105 9%	957b 12%	146 8%	179bcd 15%	419cd 12%	43 7%	197c 10%	75c 12%
Labour	4074 41%	613cf 42%	441 39%	351 38%	612bcfg 44%	509 41%	524 38%	512 40%	504bcf 43%	3426b 42%	648 37%	732bcde 62%	1359 38%	309bde 49%	752 39%	253 41%
Lib Dems	514 5%	48 3%	58a 5%	60agh 7%	72a 5%	70a 6%	102abdgh 7%	57 4%	48 4%	391 5%	123a 7%	44 4%	180 5%	66abde 11%	93 5%	29 5%
None	3321 33%	499 34%	370 32%	288 31%	466 33%	405 33%	448 33%	423 33%	422c 36%	2466 30%	855a 48%	172 14%	1180ac 33%	168a 27%	763abc 39%	223ac 36%
REF DNRO	168 2%	14 1%	24a 2%	15 2%	24 2%	19 2%	18 1%	28a 2%	27af 2%	168b 2%	- -%	8 1%	72ac 2%	4 1%	34a 2%	5 1%
DK DNRO	825 8%	116 8%	104h 9%	86h 9%	108 8%	90 7%	130eh 10%	117h 9%	75 6%	825b 10%	- -%	53 4%	320acde 9%	34 5%	114 6%	26 4%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 60 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - People who would rather live on benefits than work.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1103 11%	178cd 14%	392cd 12%	88 6%	144c 9%	23c 12%	177bcdefgh 21%	135e 10%	78 9%	43 7%	104 7%	181bcde 12%	170de 11%	215bcde 12%
Labour	4074 41%	792bcde 62%	1194 37%	621b 43%	613b 40%	68 35%	491cdefgh 59%	797cdefgh 57%	397efgh 46%	305efgh 49%	287 20%	479e 32%	610ef 41%	707ef 39%
Lib Dems	514 5%	45 4%	137 4%	102abd 7%	63 4%	12 6%	27 3%	71a 5%	68abefgh 8%	73abcefg 12%	55 4%	67 4%	74 5%	79 4%
None	3321 33%	194 15%	1139a 35%	522a 36%	581a 38%	76a 40%	103 12%	289a 21%	236ab 27%	166ab 27%	714abcdefgh 49%	668abcdgh 44%	516abcd 34%	629abcd 35%
REF DNRO	168 2%	10 1%	63a 2%	24 2%	29a 2%	6a 3%	4 *	18a 1%	10 1%	5 1%	35abcd 2%	37abcd 2%	30a 2%	29a 2%
DK DNRO	825 8%	62 5%	297acde 9%	93 6%	96 6%	7 4%	32 4%	85a 6%	75abdf 9%	32 5%	268abcdefgh 18%	83 5%	104a 7%	145abdf 8%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 61**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - An ambitious person who wants to be successful.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	4151 41%	2161b 45%	1990 38%	339 31%	586 33%	822ab 42%	808abc 45%	627abc 45%	966abcde 49%	1245bcd 50%	955cd 43%	1069d 40%	881 34%	1508b 45%	1130 37%
Labour	2662 27%	1256 26%	1406 27%	358cdef 33%	597cdef 33%	501f 25%	442f 25%	344f 25%	418 21%	540 22%	539a 24%	781ab 29%	802ab 31%	804 24%	896a 29%
Lib Dems	651 7%	324 7%	327 6%	91bde 8%	96 5%	133d 7%	92 5%	84 6%	156bde 8%	209bcd 8%	142 6%	140 5%	161 6%	193 6%	200 7%
None	1847 18%	836 17%	1011a 19%	191 18%	341f 19%	390f 20%	341f 19%	267f 19%	316 16%	381 15%	402a 18%	540a 20%	524a 20%	621 19%	564 19%
REF DNRO	102 1%	39 1%	63 1%	13 1%	23d 1%	18 1%	11 1%	9 1%	26d 1%	18 1%	26 1%	24 1%	35a 1%	36 1%	27 1%
DK DNRO	593 6%	188 4%	406a 8%	96cdef 9%	139cdef 8%	116e 6%	88 5%	55 4%	98 5%	109 4%	138a 6%	149 6%	197ac 8%	158 5%	225a 7%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 61 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - An ambitious person who wants to be successful.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	4151 41%	535 37%	422 37%	413ab 45%	576ab 41%	561abd 45%	625abdgh 46%	527ab 41%	491ab 42%	3552b 43%	599 34%	1013bcde 85%	1043 30%	305bd 49%	698b 36%	298bd 49%
Labour	2662 27%	498cdefgh 34%	375cdefg 33%	167 18%	367cf 26%	293c 24%	288 21%	327cf 25%	347cefg 29%	2220 27%	443 25%	28 2%	1717acde 49%	49a 8%	466ace 24%	79ac 13%
Lib Dems	651 7%	61 4%	56 5%	95abfgh 10%	112abgh 8%	98abgh 8%	109abgh 8%	72 6%	48 4%	521 6%	130 7%	19 2%	136a 4%	184abde 29%	153ab 8%	36ab 6%
None	1847 18%	269 19%	214 19%	172 19%	254 18%	204 16%	247 18%	255e 20%	232e 20%	1245 15%	601a 34%	84 7%	420a 12%	60 10%	521abc 27%	174abc 28%
REF DNRO	102 1%	19h 1%	14h 1%	8 1%	10 1%	9 1%	18h 1%	18h 1%	5 *%	102b 1%	- -%	8 1%	44c 1%	1 *%	16 1%	3 *%
DK DNRO	593 6%	68 5%	61 5%	65ah 7%	83 6%	75 6%	84 6%	92ah 7%	58 5%	593b 7%	- -%	35 3%	170a 5%	26 4%	98a 5%	23 4%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 61 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - An ambitious person who wants to be successful.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	4151 41%	1053bcde 82%	940 29%	693bd 48%	611b 40%	89b 47%	762bcdefgh 91%	947cdefgh 68%	426efgh 49%	301efh 48%	305h 21%	467eh 31%	659efh 44%	285 16%
Labour	2662 27%	39 3%	1472acde 46%	201a 14%	310ac 20%	28a 14%	16 2%	143a 10%	184abde 21%	49a 8%	142a 10%	394abcde 26%	512abcdef1222abcdefg 34%	1222abcdefg 68%
Lib Dems	651 7%	21 2%	112a 3%	242abde 17%	100ab 7%	10a 5%	8 1%	55ah 4%	105abefgh 12%	188abcefg 30%	72ah 5%	115abegh 8%	86abh 6%	23 1%
None	1847 18%	123 10%	497a 15%	234a 16%	409abc 27%	56abc 29%	31 4%	183acd 13%	80a 9%	54a 9%	660abcdefgh 45%	463abcdgh 31%	172a 11%	203a 11%
REF DNRO	102 1%	8 1%	37 1%	7 *	17 1%	2 1%	4 *	9 1%	8d 1%	1 *	29abcdfh 2%	14 1%	18d 1%	20d 1%
DK DNRO	593 6%	36 3%	165a 5%	72a 5%	79a 5%	7 3%	13 2%	60ah 4%	59abfgh 7%	31ah 5%	256abcdfgh 18%	63ah 4%	58a 4%	52a 3%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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



# Scottish Political Poll

**Table 62**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Someone like you.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1831 18%	1036b 22%	795 15%	140 13%	261 15%	344ab 17%	328ab 18%	246ab 18%	510abcde 26%	667bcd 27%	414cd 19%	435d 16%	314 12%	727b 22%	415 14%
Labour	4195 42%	1972 41%	2223 43%	532bcdef 49%	794f 45%	832f 42%	756f 42%	578f 42%	700 35%	863 35%	891a 40%	1209ab 45%	1232ab 47%	1315 40%	1400a 46%
Lib Dems	981 10%	461 10%	520 10%	98 9%	168 9%	196 10%	163 9%	141 10%	216 11%	362bcd 14%	233cd 11%	194 7%	192 7%	335 10%	281 9%
None	2575 26%	1206 25%	1369 26%	246 23%	462a 26%	531af 27%	471a 26%	387af 28%	476 24%	539 22%	562a 26%	748a 28%	725a 28%	821 25%	797 26%
REF DNRO	65 1%	21 *%	44a 1%	6 1%	12 1%	13 1%	9 *%	8 1%	17 1%	11 *%	10 *%	13 *%	30abc 1%	23 1%	15 *%
DK DNRO	359 4%	107 2%	252a 5%	67cdef 6%	85cdef 5%	64e 3%	55e 3%	27 2%	60e 3%	59 2%	92a 4%	103a 4%	106a 4%	98 3%	134a 4%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 62 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Someone like you.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1831 18%	215 15%	164 14%	177ab 19%	253ab 18%	259abh 21%	293abdh 21%	270abh 21%	200 17%	1571b 19%	260 15%	948bcde 80%	152 4%	67b 11%	213b 11%	119bcd 19%
Labour	4195 42%	770cdefgh 53%	572cdefg 50%	251 27%	586cef 42%	462cf 37%	444c 32%	541cef 42%	568cdefg 48%	3552b 43%	644 36%	39 3%	2816acde 80%	61a 10%	654ace 34%	122ac 20%
Lib Dems	981 10%	81 6%	72 6%	177abdefgh 19%	153abgh 11%	145abgh 12%	171abgh 12%	111abh 9%	71 6%	811 10%	170 10%	44 4%	105 3%	391abde 63%	179ab 9%	71ab 12%
None	2575 26%	345 24%	298 26%	263ag 29%	350 25%	316 25%	391adg 29%	301 23%	302 26%	1876 23%	699a 39%	133 11%	387 11%	91ab 15%	838abc 43%	274abc 45%
REF DNRO	65 1%	8 1%	8 1%	8 1%	6 *%	8 1%	9 1%	11 1%	7 1%	65b 1%	- -%	1 *%	11 *%	6ab 1%	18ab 1%	5a 1%
DK DNRO	359 4%	32 2%	27 2%	46abh 5%	53ab 4%	50ab 4%	63abh 5%	56abh 4%	32 3%	359b 4%	- -%	23 2%	60 2%	7 1%	49b 3%	21bc 3%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 62 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Someone like you.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1831 18%	923bcde 72%	164 5%	195b 13%	178b 12%	31b 16%	745bcdefgh 89%	590cdefgh 42%	217defgh 25%	61efgh 10%	63h 4%	81gh 5%	51h 3%	22 1%
Labour	4195 42%	78 6%	2423acde 75%	329a 23%	485ace 32%	35a 18%	10 1%	343ade 25%	318abde 37%	52a 8%	221ad 15%	547abde 36%	1163abcdef1542abcdefg 77%	85%
Lib Dems	981 10%	44b 3%	65 2%	532abde 37%	129ab 8%	30abd 16%	7 1%	95ah 7%	136abefgh 16%	423abcefg 68%	87ah 6%	133abegh 9%	81ah 5%	19 1%
None	2575 26%	206 16%	499 15%	331ab 23%	663abc 43%	90abc 47%	61 7%	308acdgh 22%	134agh 16%	74a 12%	897abcdfigh715abcdgh 61%	47%	182a 12%	204a 11%
REF DNRO	65 1%	3 **	11 **	10 1%	17ab 1%	- -	2 **	3 **	6h 1%	6bh 1%	25abcfgh 2%	14abh 1%	6 **	3 **
DK DNRO	359 4%	26 2%	60 2%	52ab 4%	54ab 4%	5 2%	10 1%	57adefgh 4%	51abdfgh 6%	8 1%	170abcdfigh 12%	25h 2%	23 2%	15 1%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 63**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Scotland as a whole.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1037 10%	587b 12%	450 9%	79 7%	153 9%	184 9%	161 9%	144a 10%	314abcde 16%	311bd 12%	233d 11%	289d 11%	204 8%	397b 12%	208 7%
Labour	4511 45%	2170 45%	2341 45%	552bcdef 51%	806 45%	882 45%	800 45%	633f 46%	835 42%	1101 44%	958 44%	1267ab 47%	1184 46%	1457 44%	1454a 48%
Lib Dems	880 9%	415 9%	465 9%	90 8%	144 8%	178 9%	147 8%	125 9%	195 10%	276bcd 11%	202c 9%	193 7%	208 8%	265 8%	272 9%
None	3093 31%	1486 31%	1607 31%	285 26%	567af 32%	647af 33%	593af 33%	433a 31%	565 29%	733 29%	707a 32%	819 30%	834a 32%	1045 31%	923 30%
REF DNRO	63 1%	22 *%	41a 1%	11 1%	14 1%	9 *%	11 1%	6 *%	12 1%	9 *%	13 1%	24a 1%	16 1%	25 1%	18 1%
DK DNRO	423 4%	123 3%	300a 6%	72cdef 7%	97cdef 5%	80 4%	69 4%	45 3%	60 3%	71 3%	89a 4%	110a 4%	153abc 6%	130 4%	167a 5%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 63 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Scotland as a whole.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1037 10%	113 8%	85 7%	103ab 11%	131 9%	165abd 13%	184abd 13%	151abh 12%	105 9%	867 11%	170 10%	575bcde 48%	64 2%	27b 4%	107b 5%	79bcd 13%
Labour	4511 45%	792cdefg 55%	610cdefg 53%	265 29%	671cef 48%	514cf 41%	476c 35%	572cf 44%	611cefg 52%	3892b 47%	619 35%	193 16%	2756acde 78%	121 19%	638ace 33%	170ac 28%
Lib Dems	880 9%	74 5%	62 5%	193abdefgh 21%	120abh 9%	133abgh 11%	130abh 10%	102abh 8%	65 6%	732 9%	148 8%	86b 7%	70 2%	326abde 52%	155b 8%	69abd 11%
None	3093 31%	408 28%	343 30%	298a 32%	418 30%	386 31%	502abcdegh 37%	388 30%	350 30%	2257 27%	837a 47%	272b 23%	542 15%	132b 21%	992abce 51%	279abc 46%
REF DNRO	63 1%	7 1%	6 1%	7 1%	5 *%	9 1%	12 1%	11 1%	6 1%	63b 1%	- -%	9 1%	14 *%	4 1%	13 1%	1 *%
DK DNRO	423 4%	56 4%	35 3%	55abdeh 6%	56 4%	34 3%	68be 5%	67be 5%	44 4%	423b 5%	- -%	53bcde 4%	84 2%	13 2%	47 2%	15 2%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 63 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Scotland as a whole.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1037 10%	559bcde 44%	68 2%	77b 5%	80b 5%	20bcd 11%	546bcdefgh 65%	216defgh 15%	121defgh 14%	30fgh 5%	54fgh 4%	35gh 2%	15 1%	21 1%
Labour	4511 45%	222 17%	2392acde 74%	477ae 33%	485ae 32%	45a 23%	92 11%	524adef 37%	390abdef 45%	130a 21%	275a 19%	511ade 34%	1129abcdef1461 75%	1461 81%
Lib Dems	880 9%	81b 6%	75 2%	419abde 29%	115b 8%	24abd 12%	25h 3%	126aegh 9%	123abefgh 14%	331abcefg 53%	82agh 6%	112aegh 7%	57h 4%	24 1%
None	3093 31%	356b 28%	587 18%	422b 29%	794abc 52%	98abc 51%	130 16%	460acdgh 33%	184agh 21%	118h 19%	833abcdgh 57%	824abcdgh 54%	271h 18%	273 15%
REF DNRO	63 1%	10b 1%	11 **	9 1%	14b 1%	* **	9cgh 1%	9gh 1%	2 **	3 **	23bcdefgh 2%	12gh 1%	3 **	2 **
DK DNRO	423 4%	52bd 4%	89 3%	46 3%	38 3%	5 3%	33dfgh 4%	62dfgh 4%	43dfgh 5%	12 2%	197abcdfgh 13%	22 1%	31 2%	24 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 64**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Britain as a whole.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	2541 25%	1367b 28%	1174 23%	214 20%	379 21%	454a 23%	465abc 26%	342ab 25%	685abcde 35%	798bcd 32%	579cd 26%	638d 24%	525 20%	951b 29%	639 21%
Labour	4349 43%	2110 44%	2239 43%	544bcdef 50%	813f 46%	883f 45%	789f 44%	612f 44%	704 36%	1017 41%	911 41%	1239ab 46%	1181ab 45%	1395 42%	1425a 47%
Lib Dems	731 7%	353 7%	378 7%	84d 8%	140d 8%	152d 8%	100 6%	97 7%	159d 8%	238cd 9%	179cd 8%	145 5%	170 7%	229 7%	207 7%
None	1831 18%	808 17%	1023a 20%	150 14%	331a 19%	386af 20%	344a 19%	284af 20%	335a 17%	357 14%	414a 19%	519a 19%	541a 21%	587 18%	560 18%
REF DNRO	66 1%	13 *%	53a 1%	9 1%	12 1%	11 1%	9 1%	5 *%	19e 1%	9 *%	13 1%	23a 1%	21 1%	23 1%	19 1%
DK DNRO	488 5%	151 3%	337a 6%	87bcdef 8%	107def 6%	93 5%	76 4%	47 3%	77 4%	82 3%	106a 5%	137a 5%	162ab 6%	135 4%	192a 6%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 64 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Britain as a whole.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	2541 25%	314 22%	232 20%	266abdh 29%	351ab 25%	350abh 28%	402abdh 29%	344ab 27%	280b 24%	2203b 27%	338 19%	1039bcde 87%	317 9%	144bd 23%	365b 19%	199bcd 33%
Labour	4349 43%	764cdefgh 53%	587cdefg 51%	281 31%	603cf 43%	499c 40%	501c 37%	541cf 42%	573cdefg 48%	3700b 45%	649 37%	36 3%	2698acde 76%	119a 19%	782ace 40%	142a 23%
Lib Dems	731 7%	67 5%	54 5%	118abdefgh 13%	110abgh 8%	107abgh 9%	133abgh 10%	76 6%	66 6%	596 7%	135 8%	21 2%	77 2%	271abde 43%	161ab 8%	50ab 8%
None	1831 18%	232 16%	214 19%	174 19%	260 19%	226 18%	261a 19%	251a 19%	213 18%	1180 14%	651a 37%	69 6%	315a 9%	70a 11%	546abc 28%	203abcd 33%
REF DNRO	66 1%	5 *%	6 1%	9a 1%	9 1%	11 1%	9 1%	7 1%	9 1%	66b 1%	- -%	3 *%	19 1%	2 *%	21abe 1%	1 *%
DK DNRO	488 5%	69 5%	48 4%	71abdefgh 8%	67 5%	47 4%	65 5%	72eh 6%	40 3%	488b 6%	- -%	20 2%	105a 3%	17 3%	78ab 4%	16 3%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 64 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Britain as a whole.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	2541 25%	1013bcde 79%	317 10%	332b 23%	310b 20%	52bd 27%	779bcdefgh 93%	782cdefgh 56%	296defgh 34%	157efgh 25%	125h 9%	171eh 11%	179eh 12%	51 3%
Labour	4349 43%	75 6%	2325acde 72%	437ae 30%	586ace 38%	43a 22%	14 2%	302ae 22%	335abde 39%	117a 19%	258a 18%	684abcde 45%	1064abcdef 71%	1575abcdefg 87%
Lib Dems	731 7%	28 2%	69 2%	346abde 24%	111ab 7%	20ab 11%	4 1%	74ah 5%	99abefgh 11%	267abcefg 43%	77ah 5%	134abegh 9%	62ah 4%	15 1%
None	1831 18%	128 10%	378 12%	257ab 18%	440abc 29%	70abcd 37%	28 3%	174acgh 12%	79a 9%	61a 10%	748abcdfgh 51%	466abcdgh 31%	134a 9%	141a 8%
REF DNRO	66 1%	6 *%	16 1%	10 1%	16b 1%	- -%	3 *%	9h 1%	3 *%	3 *%	23abcdfh 2%	12h 1%	12h 1%	2 *%
DK DNRO	488 5%	31 2%	117a 4%	68a 5%	63a 4%	7 3%	5 1%	54ah 4%	51abdfgh 6%	19ah 3%	234abcdfgh 16%	48ah 3%	54ah 4%	22 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 65**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - An unemployed person who wants to work and is looking for a job.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservatives	1445 14%	795b 17%	650 12%	121 11%	216 12%	287ab 14%	254a 14%	173 12%	392abcde 20%	443bcd 18%	313d 14%	375 14%	313 12%	534b 16%	364 12%
Labour	4932 49%	2432b 51%	2499 48%	619bcdef 57%	875f 49%	983f 50%	905f 51%	712f 51%	833 42%	1258 50%	1058 48%	1341 50%	1274 49%	1621 49%	1547 51%
Lib Dems	718 7%	367 8%	351 7%	75d 7%	142d 8%	150d 8%	91 5%	111d 8%	149d 8%	245bcd 10%	173cd 8%	150 6%	150 6%	266 8%	209 7%
None	2274 23%	987 21%	1287a 25%	184 17%	415a 23%	452a 23%	434a 24%	333a 24%	454a 23%	441 18%	504a 23%	649a 24%	679ab 26%	727 22%	689 23%
REF DNRO	89 1%	37 1%	52 1%	10 1%	11 1%	15 1%	14 1%	12 1%	27b 1%	15 1%	23a 1%	24 1%	26 1%	30 1%	21 1%
DK DNRO	549 5%	185 4%	364a 7%	79cde 7%	122cde 7%	92 5%	85e 5%	46 3%	123cde 6%	100 4%	131a 6%	162a 6%	157a 6%	143 4%	212a 7%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 65 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - An unemployed person who wants to work and is looking for a job.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservatives	1445 14%	167 12%	138 12%	165abdh 18%	175 12%	196abdh 16%	234abdh 17%	220abdh 17%	152 13%	1212 15%	233 13%	675bcde 57%	159 4%	79bd 13%	180b 9%	110bcd 18%
Labour	4932 49%	837cdefg 58%	625cefg 55%	326 35%	731cefg 52%	554c 45%	586c 43%	616cf 48%	648cefg 55%	4179b 51%	753 42%	191 16%	2724acde 77%	214a 34%	891ace 46%	209a 34%
Lib Dems	718 7%	64 4%	49 4%	117abdefgh 13%	113abh 8%	114abgh 9%	124abgh 9%	88abh 7%	50 4%	572 7%	146 8%	80b 7%	88 2%	196abde 31%	155b 8%	55b 9%
None	2274 23%	308 21%	275d 24%	239adg 26%	278 20%	304ad 24%	324d 24%	281 22%	265 22%	1633 20%	641a 36%	167 14%	423 12%	107b 17%	638abc 33%	213abc 35%
REF DNRO	89 1%	4 *%	8 1%	8 1%	20ag 1%	13a 1%	15a 1%	7 1%	14a 1%	89b 1%	- -%	18bcd 2%	18 1%	1 *%	14 1%	5 1%
DK DNRO	549 5%	70 5%	48 4%	67abeh 7%	85b 6%	61 5%	87bh 6%	79b 6%	53 4%	549b 7%	- -%	57b 5%	119 3%	27 4%	73 4%	21 3%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 65 (continuation)**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - An unemployed person who wants to work and is looking for a job.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservatives	1445 14%	663bcde 52%	137 4%	164b 11%	150b 10%	30bd 15%	608bcdefgh 73%	351cdefgh 25%	146efgh 17%	94efgh 15%	53h 4%	89eh 6%	75h 5%	29 2%
Labour	4932 49%	219 17%	2368acde 74%	607ae 42%	695ae 46%	64a 33%	78 9%	534ae 38%	433abde 50%	214ae 34%	297a 20%	702abde 46%	1152abcdef1522 77%	1522abcdefg 84%
Lib Dems	718 7%	71b 6%	78 2%	281abde 19%	105b 7%	21abd 11%	15 2%	137aegh 10%	100aefgh 12%	198abcefg 32%	75agh 5%	121aegh 8%	48h 3%	25 1%
None	2274 23%	227b 18%	492 15%	318ab 22%	498abc 33%	69abc 36%	91 11%	274acdgh 20%	115 13%	95ah 15%	772abcdefgh548 53%	548abcdgh 36%	181 12%	199 11%
REF DNRO	89 1%	19b 2%	19 1%	10 1%	13 1%	2 1%	6d 1%	19cdfh 1%	4 *%	- -	37abcdefgh 3%	8 1%	10 1%	5 *%
DK DNRO	549 5%	81bd 6%	128 4%	68 5%	65 4%	5 3%	37gh 4%	83dfgh 6%	65adefgh 8%	23h 4%	230abcdefgh 16%	48h 3%	39h 3%	25 1%

95 percent as lower case or \*

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# Scottish Political Poll

**Table 66**

Q17 Which party do you think best represents the interests of each of the following – the Conservatives, Labour, the Liberal Democrats, or none of them? - Summary Table.

Base: All respondents

	STATEMENTS								
	A middle class professional	Someone who has started their own small business	A low-paid worker	People who would rather live on benefits than work	An ambitious person who wants to be successful	Someone like you	Scotland as a whole	Britain as a whole	An unemployed person who wants to work and is looking for a job
Unweighted row	10007	10007	10007	10007	10007	10007	10007	10007	10007
Total	10007	10007	10007	10007	10007	10007	10007	10007	10007
Conservatives	4660 47%	2903 29%	785 8%	1103 11%	4151 41%	1831 18%	1037 10%	2541 25%	1445 14%
Labour	2525 25%	3376 34%	6060 61%	4074 41%	2662 27%	4195 42%	4511 45%	4349 43%	4932 49%
Lib Dems	1034 10%	893 9%	682 7%	514 5%	651 7%	981 10%	880 9%	731 7%	718 7%
None	1287 13%	1977 20%	2003 20%	3321 33%	1847 18%	2575 26%	3093 31%	1831 18%	2274 23%
REF DNRO	59 1%	121 1%	54 1%	168 2%	102 1%	65 1%	63 1%	66 1%	89 1%
DK DNRO	442 4%	736 7%	422 4%	825 8%	593 6%	359 4%	423 4%	488 5%	549 5%

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 67**

Q18 Do you identify with a political party – that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservative	1070 11%	596b 12%	474 9%	62 6%	123 7%	181ab 9%	159ab 9%	154abd 11%	390abcde 20%	389bcd 16%	223d 10%	256 9%	203 8%	384b 12%	204 7%
Labour	2871 29%	1335 28%	1537 30%	335 31%	488 27%	548 28%	504 28%	427b 31%	565 29%	561 22%	571a 26%	873ab 32%	865ab 33%	830 25%	944a 31%
Liberal Democrat	476 5%	236 5%	240 5%	42 4%	71 4%	89 5%	71 4%	72 5%	131abcd 7%	179bcd 7%	112cd 5%	100 4%	85 3%	149 4%	143 5%
SNP	1483 15%	834b 17%	649 12%	140 13%	253 14%	294 15%	293af 16%	224a 16%	279 14%	315 13%	334a 15%	410a 15%	425a 16%	505 15%	421 14%
Green	82 1%	40 1%	42 1%	10f 1%	16f 1%	23f 1%	17f 1%	11 1%	6 *	29d 1%	21d 1%	20 1%	12 *	33 1%	29 1%
UKIP	166 2%	109b 2%	58 1%	7 1%	17 1%	22 1%	45abc 3%	39abcf 3%	35ab 2%	29 1%	43a 2%	53a 2%	42 2%	72b 2%	30 1%
I do not identify myself with any political party (DO NOT READ OUT)	3638 36%	1573 33%	2065a 40%	450def 41%	769cdef 43%	777ef 39%	667ef 37%	434f 31%	539 27%	965cd 39%	845cd 38%	931 34%	896 34%	1284 39%	1198 39%
Other Specify (DO NOT READ OUT)	20 **	16b **	5 **	4 **	4 **	3 **	3 **	2 **	4 **	4 **	5 **	4 **	8 **	8 **	5 **
Don't Know (DO NOT READ OUT)	187 2%	62 1%	125a 2%	39bcdef 4%	39d 2%	37d 2%	20 1%	24 2%	27 1%	29 1%	46a 2%	52a 2%	60a 2%	55 2%	59 2%
Refused (DO NOT READ OUT)	11 **	3 **	9 **	* **	3 **	4 **	2 **	1 **	2 **	3 **	1 **	3 **	4 **	1 **	7a **

95 percent as lower case or \*

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

# Scottish Political Poll

Table 67 (continuation)

Q18 Do you identify with a political party – that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservative	1070 11%	128 9%	90 8%	105ab 11%	149b 11%	139ab 11%	162ab 12%	167ab 13%	130b 11%	902 11%	168 9%	771bcde 65%	49 1%	26bd 4%	35 2%	55bcd 9%
Labour	2871 29%	539cdefgh 37%	434cdefgh 38%	157 17%	414cf 30%	339cf 27%	261 19%	351cf 27%	376cefg 32%	2400b 29%	471 27%	23 2%	2307acde 65%	34a 5%	167ac 9%	51a 8%
Liberal Democrat	476 5%	28 2%	29 3%	113abdefgh 12%	72abh 5%	59abh 5%	81abh 6%	59abh 5%	35 3%	368 4%	109a 6%	25 2%	48 1%	270abde 43%	27 1%	22bd 4%
SNP	1483 15%	216g 15%	162g 14%	150gh 16%	199g 14%	192g 15%	273abcdegh 20%	141 11%	151 13%	1164 14%	320a 18%	19 2%	110a 3%	22a 3%	1126abce 58%	33ab 5%
Green	82 1%	7 *%	9 1%	6 1%	20a 1%	10 1%	10 1%	10 1%	10 1%	57 1%	26a 1%	2 *%	11 *%	4 1%	10 1%	48abcd 8%
UKIP	166 2%	27 2%	19 2%	15 2%	18 1%	14 1%	28 2%	27 2%	18 2%	117 1%	49a 3%	5 *%	10 *%	- -%	11 1%	126abcd 21%
I do not identify myself with any political party (DO NOT READ OUT)	3638 36%	473 33%	367 32%	347ab 38%	504b 36%	469ab 38%	530ab 39%	500ab 39%	440ab 37%	3099b 38%	539 30%	323 27%	958 27%	259abd 41%	548 28%	260abd 42%
Other Specify (DO NOT READ OUT)	20 *%	3 *%	3 *%	4 *%	2 *%	3 *%	1 *%	4 *%	1 *%	16 *%	4 *%	1 *%	2 *%	- -%	2 *%	12abcd 2%
Don't Know (DO NOT READ OUT)	187 2%	29 2%	24 2%	23e 2%	21 2%	16 1%	22 2%	31e 2%	20 2%	101 1%	86a 5%	17 1%	35 1%	9 1%	25 1%	5 1%
Refused (DO NOT READ OUT)	11 *%	1 *%	3 *%	1 *%	2 *%	1 *%	2 *%	1 *%	* *%	11 *%	- -%	2bd *%	- -%	- -%	- -%	- -%

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 67 (continuation)**

Q18 Do you identify with a political party – that is do you think of one party as consistently representing people like you and feel an affinity towards that party beyond the question of how you vote? If so, which one?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservative	1070 11%	740bcde 58%	52 2%	76bd 5%	34 2%	11bd 6%	659bcdefgh 79%	226cdefgh 16%	95defgh 11%	28efgh 5%	33fgh 2%	13 1%	9 1%	7 *%
Labour	2871 29%	34 3%	2008acde 62%	176ade 12%	108a 7%	13a 7%	8 1%	196adef 14%	198abdef 23%	27a 4%	156adf 11%	123ad 8%	858abcdef1305abcdefg 57%	72%
Liberal Democrat	476 5%	21b 2%	30 1%	335abde 23%	19 1%	1 *%	1 *%	44aefgh 3%	37aefgh 4%	318abcfeigh 51%	27afh 2%	14a 1%	24ah 2%	11 1%
SNP	1483 15%	28 2%	160a 5%	96a 7%	856abce 56%	12a 6%	7 1%	136adeh 10%	104adeh 12%	4 1%	97adgh 7%	991abcdegh 65%	73ad 5%	70ad 4%
Green	82 1%	1 *%	14a *%	19abd 1%	6a *%	25abcd 13%	2 *%	6 *%	11abh 1%	4 1%	22abh 2%	19abh 1%	12 1%	8 *%
UKIP	166 2%	48bcd 4%	31 1%	9 1%	16 1%	36abcd 19%	21dfgh 2%	39cdfgh 3%	11d 1%	- -%	50cdfgh 3%	19dh 1%	15d 1%	11 1%
I do not identify myself with any political party (DO NOT READ OUT)	3638 36%	382 30%	888 28%	711abd 49%	471b 31%	85abd 44%	119 14%	721acdfgh 52%	388adfg 45%	232afh 37%	991abcdfgh 68%	318a 21%	501afh 33%	367a 20%
Other Specify (DO NOT READ OUT)	20 *%	2 *%	4 *%	3 *%	3 *%	6abcd 3%	4h *%	1 *%	3h *%	- -%	6h *%	3 *%	2 *%	1 *%
Don't Know (DO NOT READ OUT)	187 2%	19 1%	35 1%	24 2%	13 1%	4 2%	9 1%	26fg 2%	15g 2%	10 2%	79abcdfgh 5%	14 1%	11 1%	23 1%
Refused (DO NOT READ OUT)	11 *%	6bcd *%	- -%	- -%	- -%	- -%	3f *%	1 *%	2 *%	- -%	2 *%	1 *%	1 *%	2 *%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 68**

Q19 Do you think that, overall, things in Scotland are better or worse than they were ten years ago? - For Scotland as a whole.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Better	(1)	3461 35%	1904b 40%	1556 30%	421bcde 39%	597 34%	659 33%	598 34%	475 34%	706 36%	1061bcd 42%	820cd 37%	879d 33%	699 27%	1244b 37%	963 32%
Worse	(-1)	5291 53%	2340 49%	2951a 57%	484 44%	933a 52%	1120abf 57%	990af 56%	764af 55%	998a 50%	1154 46%	1120a 51%	1483ab 55%	1534abc 59%	1683 51%	1728a 57%
No Change DNRO	(0)	814 8%	405 8%	409 8%	50 5%	144a 8%	158a 8%	136a 8%	117a 8%	210abcde 11%	192 8%	168 8%	217 8%	237 9%	270 8%	221 7%
DK DNRO		437 4%	153 3%	285a 5%	133bcdef 12%	108cdef 6%	43 2%	58c 3%	29 2%	65ce 3%	94 4%	92 4%	123 5%	128 5%	122 4%	129 4%
REF DNRO		4 *%	2 *%	2 *%	1 *%	- -%	- -%	* *%	2 *%	2 *%	1 *%	2 *%	- -%	2 *%	2 *%	1 *%
Base for stats		9565	4649	4916	955	1674	1937	1724	1355	1913	2407	2108	2579	2470	3196	2912
Mean Score		-.19	-.09b	-.28	-.07bcdef	-.20	-.24	-.23	-.21	-.15cd	-.04bcd	-.14cd	-.23d	-.34	-.14b	-.26
Standard Deviation		.94	.95	.91	.97	.94	.93	.93	.93	.93	.96	.95	.93	.89	.95	.92
Error Variance		*	*	*	.001	.001	*	*	.001	*	*	*	*	*	*	*

95 percent as lower case or \*

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 68 (continuation)**

Q19 Do you think that, overall, things in Scotland are better or worse than they were ten years ago? - For Scotland as a whole.

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Better (1)	3461 35%	461 32%	364 32%	339abgh 37%	516abgh 37%	417 34%	587abcdegh 43%	396 31%	382 32%	2983b 36%	478 27%	477be 40%	1004 28%	250be 40%	933abce 48%	187 31%
Worse (-1)	5291 53%	849cdef 58%	651cdf 57%	427 46%	721cf 51%	664cf 54%	598 44%	715cdf 55%	665cdf 56%	4471b 54%	819 46%	528 44%	2131acde 60%	292 47%	843 43%	339acd 55%
No Change DNRO (0)	814 8%	96 7%	86 8%	107abdefgh 12%	114 8%	111ah 9%	122ah 9%	100 8%	78 7%	507 6%	307a 17%	142bd 12%	251d 7%	61bd 10%	112 6%	59bd 10%
DK DNRO	437 4%	43 3%	40 4%	46a 5%	50 4%	49 4%	64a 5%	80abde 6%	57a 5%	269 3%	168a 9%	42 4%	142 4%	21 3%	62 3%	28 5%
REF DNRO	4 *%	2 *%	- -%	2 *%	- -%	* *%	1 *%	- -%	- -%	4 *%	- -%	- -%	2 *%	- -%	2 *%	- -%
Base for stats	9565	1406	1101	873	1351	1192	1306	1211	1124	7961	1604	1146	3386	603	1888	585
Mean Score	-.19	-.28	-.26	-.10abegh	-.15abgh	-.21	-.01abcdegh	-.26	-.25	-.19	-.21	-.04be	-.33	-.07be	.05abcce	-.26
Standard Deviation	.94	.93	.92	.93	.95	.93	.95	.92	.93	.95	.87	.94	.90	.95	.97	.91
Error Variance	*	.001	.001	.001	.001	.001	.001	.001	.001	*	*	.001	*	.002	*	.001

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

# Scottish Political Poll

**Table 68 (continuation)**

Q19 Do you think that, overall, things in Scotland are better or worse than they were ten years ago? - For Scotland as a whole.

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Better	(1)	3461 35%	485b 38%	906 28%	581be 40%	759abce 50%	58 30%	316egh 38%	559egh 40%	388abdegh 45%	243egh 39%	271 19%	773abcdegh 51%	482eh 32%	430e 24%
Worse	(-1)	5291 53%	596d 47%	1990acd 62%	651 45%	656 43%	105acd 55%	399cf 48%	675cf 48%	363 42%	300cf 48%	859abcdf 59%	638 42%	872abcdf 58%	1184abcdefg 66%
No Change DNRO	(0)	814 8%	152bd 12%	216 7%	153bd 11%	88 6%	24bd 13%	94bcfgh 11%	111f 8%	72f 8%	59fg 9%	184bcfgh 13%	65 4%	101f 7%	127f 7%
DK DNRO		437 4%	46d 4%	108d 3%	64d 4%	23 2%	4 2%	26 3%	51f 4%	40f 5%	22 4%	150abcdfgh 10%	37 2%	49 3%	64 4%
REF DNRO		4 *%	- -%	2 *%	- -%	- -%	- -%	- -%	* *%	1 *%	- -%	* *%	2 *%	1 *%	- -%
Base for stats		9565	1234	3113	1385	1503	188	809	1346	822	602	1314	1477	1455	1741
Mean Score		-.19	-.09be	-.35	-.05be	.07abce	-.25	-.10egh	-.09egh	.03abdegh	-.09egh	-.45	.09abdegh	-.27eh	-.43
Standard Deviation		.94	.93	.90	.94	.97	.90	.94	.95	.96	.95	.81	.97	.93	.86
Error Variance		*	.001	*	.001	.001	.005	.001	.001	.001	.002	*	.001	.001	*

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 69**

Q19 Do you think that, overall, things in Scotland are better or worse than they were ten years ago? - For yourself and your family.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Better	(1)	3998 40%	2130b 44%	1868 36%	506bcdef 46%	737cde 41%	748 38%	667 37%	525 38%	811cd 41%	1286bcd 51%	935cd 42%	1036d 38%	739 28%	1491b 45%	1170 38%
Worse	(-1)	4323 43%	1942 40%	2381a 46%	379 35%	731af 41%	971abef 49%	873abef 49%	631abf 46%	737 37%	801 32%	883a 40%	1225ab 45%	1415abc 54%	1315 40%	1421a 47%
No Change DNRO	(0)	1364 14%	619 13%	745a 14%	123 11%	236 13%	221 11%	212 12%	209acd 15%	361abcde 18%	335 13%	315 14%	362 13%	352 14%	432 13%	366 12%
DK DNRO		316 3%	108 2%	208a 4%	80bcdef 7%	76cde 4%	41 2%	29 2%	20 1%	69cde 3%	76 3%	69 3%	78 3%	93 4%	79 2%	84 3%
REF DNRO		6 *%	3 *%	3 *%	- -%	2 *%	- -%	* *%	2 *%	2 *%	3 *%	- -%	1 *%	2 *%	3 *%	1 *%
Base for stats		9685	4692	4993	1009	1704	1939	1752	1365	1909	2422	2133	2623	2506	3237	2957
Mean Score		-.03	.04b	-.10	.13bcdef	*cde	-.11	-.12	-.08	.04cde	.20bcd	.02cd	-.07d	-.27	.05b	-.08
Standard Deviation		.93	.93	.92	.93	.93	.93	.93	.92	.90	.91	.92	.93	.89	.93	.93
Error Variance		*	*	*	.001	.001	*	*	.001	*	*	*	*	*	*	*

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 69 (continuation)**

Q19 Do you think that, overall, things in Scotland are better or worse than they were ten years ago? - For yourself and your family.

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Better (1)	3998 40%	532 37%	418 37%	399abegh 43%	583abg 42%	485 39%	640abcdegh 48%	459 36%	462 39%	3595b 44%	402 23%	566be 48%	1291 37%	279be 45%	927be 47%	215 35%
Worse (-1)	4323 43%	686cdf 47%	517cf 45%	353 38%	605cf 43%	555cf 45%	476 35%	597cf 46%	534cf 45%	3472 42%	852a 48%	379 32%	1702acd 48%	231a 37%	766a 39%	296acd 48%
No Change DNRO (0)	1364 14%	202 14%	156 14%	137 15%	179 13%	164 13%	193 14%	185 14%	149 13%	961 12%	404a 23%	214bde 18%	447d 13%	98d 16%	209 11%	86d 14%
DK DNRO	316 3%	30 2%	51ade 4%	31 3%	34 2%	36 3%	42 3%	47a 4%	36 3%	201 2%	115a 6%	29 2%	89 3%	16 3%	47 2%	16 3%
REF DNRO	6 *%	1 *%	- -%	2 *%	* *%	1 *%	- -%	2 *%	- -%	6 *%	- -%	1 *%	- -%	- -%	3b *%	- -%
Base for stats	9685	1420	1090	888	1367	1205	1329	1241	1145	8028	1658	1159	3441	608	1902	597
Mean Score	-.03	-.11	-.09	.05abegh	-.02abg	-.06	.14abcdegh	-.11	-.06	.02b	-.27	.16bde	-.12	.08be	.08be	-.14
Standard Deviation	.93	.92	.92	.92	.93	.93	.91	.92	.93	.94	.83	.89	.93	.91	.94	.92
Error Variance	*	.001	.001	.001	.001	.001	.001	.001	.001	*	*	.001	*	.002	*	.001

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 69 (continuation)**

Q19 Do you think that, overall, things in Scotland are better or worse than they were ten years ago? - For yourself and your family.

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Better	(1)	3998 40%	579be 45%	1141 35%	650be 45%	743be 49%	63 33%	390egh 47%	641egh 46%	460abdefgh 53%	276eh 44%	313 21%	733egh 48%	630eh 42%	554e 31%
Worse	(-1)	4323 43%	449 35%	1568acd 49%	510 35%	589a 39%	93acd 48%	257 31%	527ac 38%	267 31%	232ac 37%	784abcdfg 54%	603ac 40%	649abcd 43%	1004abcdfg 56%
No Change DNRO	(0)	1364 14%	217bd 17%	438d 14%	242bd 17%	173 11%	33d 17%	162bcfgh 19%	192fh 14%	113f 13%	97fh 16%	255bcfgh 17%	149 10%	196f 13%	201 11%
DK DNRO		316 3%	34d 3%	75d 2%	45d 3%	21 1%	3 1%	26f 3%	35 3%	23 3%	19 3%	110abcdfgh 7%	27 2%	31 2%	46 3%
REF DNRO		6 *%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	2 *%	- -%	- -%
Base for stats		9685	1245	3147	1403	1504	189	808	1360	839	605	1353	1486	1474	1759
Mean Score		-.03	.10be	-.14	.10be	.10be	-.16	.17befgh	.08egh	.23bdefgh	.07eh	-.35	.09egh	-.01eh	-.26e
Standard Deviation		.93	.90	.92	.90	.94	.90	.88	.92	.90	.91	.83	.94	.93	.91
Error Variance		*	.001	*	.001	*	.005	.001	.001	.001	.002	*	.001	.001	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 70**

Q20 And do you think that, overall, things in ten years' time will be better or worse than they are now? - For Scotland as a whole.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Better	(1)	5192 52%	2655b 55%	2538 49%	698bcdef 64%	985def 55%	1052ef 53%	908ef 51%	633 46%	912 46%	1379cd 55%	1207cd 55%	1394d 52%	1212 47%	1874b 56%	1564 51%
Worse	(-1)	2712 27%	1166 24%	1546a 30%	207 19%	461a 26%	540a 27%	524abf 29%	459abcdf 33%	520a 26%	604 24%	543 25%	765ab 28%	799ab 31%	763 23%	951a 31%
No Change DNRO	(0)	658 7%	342b 7%	316 6%	59 5%	119 7%	131 7%	93 5%	97d 7%	158ad 8%	172 7%	150 7%	182 7%	153 6%	223b 7%	158 5%
DK DNRO		1440 14%	639 13%	800a 15%	125 12%	217 12%	256 13%	256a 14%	195 14%	387abcde 20%	345 14%	300 14%	361 13%	433abc 17%	457 14%	369 12%
REF DNRO		4 *%	1 *%	4 *%	- -%	- -%	1 *%	- -%	2 *%	2 *%	1 *%	1 *%	- -%	3 *%	2 *%	1 *%
Base for stats		8563	4163	4399	964	1565	1723	1526	1189	1591	2156	1901	2341	2164	2861	2673
Mean Score		.29	.36b	.23	.51bcdef	.33def	.30e	.25e	.15	.25e	.36cd	.35cd	.27d	.19	.39b	.23
Standard Deviation		.92	.89	.94	.82	.90	.91	.94	.95	.92	.89	.89	.92	.95	.88	.94
Error Variance		*	*	*	.001	.001	.001	.001	.001	.001	*	*	*	.001	*	*

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 70 (continuation)**

Q20 And do you think that, overall, things in ten years' time will be better or worse than they are now? - For Scotland as a whole.

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Better (1)	5192 52%	781bg 54%	553 48%	481g 52%	742bg 53%	679bg 55%	707g 52%	605 47%	645bg 55%	4634b 56%	559 32%	634e 53%	1843e 52%	324e 52%	1218abce 62%	249 41%
Worse (-1)	2712 27%	408e 28%	344cde 30%	240 26%	373 27%	301 24%	372 27%	357 28%	317 27%	2202 27%	510 29%	256 22%	1013ad 29%	171ad 27%	413 21%	235abcd 38%
No Change DNRO (0)	658 7%	80 6%	68 6%	66e 7%	86 6%	62 5%	110abeh 8%	118abdeh 9%	67 6%	358 4%	301a 17%	96bd 8%	202 6%	53bd 8%	93 5%	49bd 8%
DK DNRO	1440 14%	181 12%	176a 15%	132 14%	201 14%	197ah 16%	182 13%	211afh 16%	152 13%	1036 13%	403a 23%	202bcde 17%	472 13%	75 12%	227 12%	80 13%
REF DNRO	4 *%	1 *%	- -%	2 *%	* *%	2 *%	- -%	- -%	- -%	4 *%	- -%	1 *%	- -%	- -%	2b *%	- -%
Base for stats	8563	1270	965	787	1200	1042	1189	1080	1029	7194	1369	986	3058	549	1723	533
Mean Score	.29	.29	.22	.31b	.31bg	.36bfg	.28	.23	.32bg	.34b	.04	.38bce	.27e	.28e	.47abce	.03
Standard Deviation	.92	.92	.94	.91	.91	.90	.91	.92	.91	.91	.88	.87	.93	.91	.85	.95
Error Variance	*	.001	.001	.001	.001	.001	.001	.001	.001	*	.001	.001	*	.002	*	.002

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 70 (continuation)**

Q20 And do you think that, overall, things in ten years' time will be better or worse than they are now? - For Scotland as a whole.

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Better	(1)	5192 52%	645e 50%	1605e 50%	751e 52%	918abce 60%	77 40%	448eh 54%	762eh 55%	545abdegh 63%	317e 51%	492 34%	958abdegh 63%	808eh 54%	863e 48%
Worse	(-1)	2712 27%	313 24%	960acd 30%	355 25%	345 23%	76abcd 40%	190c 23%	359cf 26%	161 19%	168cf 27%	527abcdfgh 36%	301 20%	431acf 29%	575abcdf 32%
No Change DNRO	(0)	658 7%	94bd 7%	185 6%	124bd 9%	78 5%	18d 9%	63fh 8%	94f 7%	47 5%	54cfgh 9%	151bcfgh 10%	71 5%	84 6%	95 5%
DK DNRO		1440 14%	228bde 18%	470d 15%	219d 15%	184 12%	21 11%	133bcfg 16%	181 13%	109 13%	85 14%	294abcdfgh 20%	182 12%	182 12%	273fg 15%
REF DNRO		4 **%	1 **%	1 **%	- -%	1 **%	- -%	1 **%	- -%	- -%	- -%	* *%	4h *%	- -%	- -%
Base for stats		8563	1052	2750	1230	1341	171	701	1215	754	539	1169	1330	1322	1533
Mean Score		.29	.32be	.23e	.32be	.43abce	.01	.37eh	.33eh	.51abdegh	.28e	-.03	.49abdegh	.29eh	.19e
Standard Deviation		.92	.90	.94	.89	.87	.95	.88	.90	.82	.91	.93	.84	.93	.95
Error Variance		*	.001	*	.001	*	.006	.001	.001	.001	.002	.001	*	.001	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 71**

Q20 And do you think that, overall, things in ten years' time will be better or worse than they are now? - For yourself and your family.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Better	(1)	5053 50%	2576b 54%	2477 48%	679bcdef 62%	958cdef 54%	978 49%	863 48%	638 46%	933 47%	1346cd 54%	1130d 51%	1369d 51%	1206 46%	1807b 54%	1507 50%
Worse	(-1)	2791 28%	1222 25%	1569a 30%	234 22%	489a 27%	580af 29%	534af 30%	451abcf 33%	502a 25%	599 24%	578a 26%	763a 28%	849abc 33%	821 25%	977a 32%
No Change DNRO	(0)	597 6%	312b 6%	285 5%	48 4%	95 5%	98 5%	97 5%	97abc 7%	161abcd 8%	146 6%	147d 7%	169 6%	136 5%	199b 6%	127 4%
DK DNRO		1563 16%	692 14%	871a 17%	127 12%	240 13%	323ab 16%	288ab 16%	199 14%	383abcde 19%	408 16%	346 16%	400 15%	408 16%	493 15%	430 14%
REF DNRO		3 *%	2 *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	2 *%	1 *%	- -%	- -%	- -%	1 *%
Base for stats		8441	4110	4331	961	1542	1656	1494	1185	1596	2091	1855	2302	2191	2826	2612
Mean Score		.27	.33b	.21	.46bcdef	.30de	.24e	.22	.16	.27e	.36bcd	.30d	.26d	.16	.35b	.20
Standard Deviation		.93	.90	.94	.86	.92	.94	.94	.95	.91	.90	.91	.93	.95	.90	.95
Error Variance		*	*	*	.001	.001	.001	.001	.001	*	*	*	*	.001	*	*

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

Table 71 (continuation)

Q20 And do you think that, overall, things in ten years' time will be better or worse than they are now? - For yourself and your family.

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Better (1)	5053 50%	741g 51%	554 49%	454 49%	718g 51%	698abcd <sup>g</sup> h	691g 50%	593 46%	602g 51%	4501b 55%	552 31%	594e 50%	1789e 51%	307e 49%	1259abc <sup>e</sup>	227 37%
Worse (-1)	2791 28%	430e 30%	354c <sup>de</sup> f	244 26%	377e 27%	287 23%	370e 27%	377e 29%	351e 30%	2293 28%	497 28%	281d 24%	1050ad 30%	169d 27%	388 20%	252abcd 41%
No Change DNRO (0)	597 6%	85 6%	49 4%	70b <sup>de</sup> h	70 5%	62 5%	88b 6%	114ab <sup>de</sup> fh	60 5%	248 3%	350a 20%	93bd 8%	178 5%	51bd 8%	88 4%	50bd 8%
DK DNRO	1563 16%	194 13%	183 16%	152a 16%	236a 17%	194 16%	222a 16%	207a 16%	168 14%	1190 14%	374a 21%	220b <sup>de</sup>	513d 15%	97d 16%	217 11%	83 14%
REF DNRO	3 *%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	3 *%	- -%	1 *%	- -%	- -%	1 *%	- -%
Base for stats	8441	1256	958	768	1165	1047	1150	1084	1013	7042	1399	968	3017	527	1735	529
Mean Score	.27	.25	.21	.27	.29b <sup>g</sup>	.39abcd <sup>g</sup> h	.28g	.20	.25	.31b	.04	.32b <sup>e</sup>	.25e	.26e	.50abc <sup>e</sup>	-.05
Standard Deviation	.93	.93	.95	.91	.92	.89	.92	.93	.94	.93	.87	.89	.94	.91	.84	.95
Error Variance	*	.001	.001	.001	.001	.001	.001	.001	.001	*	.001	.001	*	.002	*	.002

95 percent as lower case or \*

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 71 (continuation)**

Q20 And do you think that, overall, things in ten years' time will be better or worse than they are now? - For yourself and your family.

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Better	(1)	5053 50%	601e 47%	1591e 49%	691e 48%	950abce 62%	71 37%	423e 51%	721eh 52%	521abdegh 60%	307e 49%	449 31%	1014abcdegh 67%	759e 50%	859e 48%
Worse	(-1)	2791 28%	348d 27%	951cd 30%	362d 25%	323 21%	79abcd 41%	205cf 25%	390cf 28%	174f 20%	168cf 27%	565abcdfgh 39%	255 17%	429acf 28%	604abcdfg 33%
No Change DNRO	(0)	597 6%	92bd 7%	177d 5%	124bd 9%	63 4%	15d 8%	60fh 7%	76f 5%	44 5%	52bcfgh 8%	142bcfgh 10%	59 4%	84f 6%	80 4%
DK DNRO		1563 16%	238bd 19%	503d 16%	271bd 19%	190 12%	27 14%	145fh 17%	210f 15%	123 14%	96 15%	307abcdfgh 21%	187 12%	234f 16%	261 14%
REF DNRO		3 *%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	1 *%	* *%	1 *%	- -%	- -%
Base for stats		8441	1042	2719	1177	1335	165	688	1186	740	527	1156	1328	1271	1544
Mean Score		.27	.24e	.24e	.28e	.47abce	-.05	.32eh	.28eh	.47abdegh	.26e	-.10	.57abcdegh	.26eh	.17e
Standard Deviation		.93	.92	.94	.90	.86	.96	.90	.93	.85	.91	.93	.79	.93	.96
Error Variance		*	.001	*	.001	*	.006	.001	.001	.001	.002	.001	*	.001	.001

95 percent as lower case or \*

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

Table 72

Q21 I am going to read out some things people have said about the Conservative Party. Please say whether you agree or disagree with each one - The Conservatives would have more credibility in Scotland if they campaigned as David Cameron's party for the whole United Kingdom, rather than claim they are the best party to stand up for Scotland.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Agree Strongly	(5)	1782 18%	894b 19%	888 17%	173 16%	291 16%	363 18%	313 18%	264ab 19%	377ab 19%	470b 19%	360 16%	472 17%	479 18%	591 18%	520 17%
Agree Slightly	(4)	2596 26%	1184 25%	1412a 27%	353bdef 32%	513def 29%	577def 29%	420 24%	301 22%	433 22%	707d 28%	593d 27%	733d 27%	563 22%	878 26%	872a 29%
Neither	(3)	1549 15%	622 13%	927a 18%	214cdef 20%	316def 18%	304f 15%	261 15%	201 14%	251 13%	357 14%	338 15%	401 15%	452ac 17%	515 16%	456 15%
Disagree slightly	(2)	1564 16%	744 15%	820 16%	211cdef 19%	304f 17%	293 15%	266 15%	205 15%	283 14%	408d 16%	382cd 17%	413 15%	362 14%	535 16%	488 16%
Disagree strongly	(1)	2267 23%	1274b 27%	993 19%	121 11%	309a 17%	407ab 21%	486abc 27%	382abc 28%	559abc 28%	508 20%	472 21%	623a 23%	664ab 26%	733 22%	631 21%
DK DNRO		243 2%	81 2%	162a 3%	16 1%	47a 3%	36 2%	35 2%	33 2%	74acde 4%	50 2%	56 3%	57 2%	80a 3%	65 2%	73 2%
REF DNRO		6 *%	4 *%	2 *%	* *%	2 *%	1 *%	1 *%	- -%	2 *%	2 *%	1 *%	3 *%	- -%	2 *%	2 *%
<b>All agree</b>		4378 44%	2078 43%	2300 44%	526def 48%	804def 45%	940def 47%	732 41%	565 41%	810 41%	1177bd 47%	953d 43%	1205d 45%	1042 40%	1469 44%	1392 46%
<b>All disagree</b>		3831 38%	2018b 42%	1813 35%	332 31%	613a 34%	699a 35%	752abc 42%	587abc 42%	843abc 43%	916 37%	853 39%	1036 38%	1025 39%	1268 38%	1118 37%
<b>Net agree</b>		547 5%	60 1%	487a 9%	194bcdef 18%	191def 11%	240def 12%	-20 -1%	-23 -2%	-33 -2%	261bcd 10%	100d 5%	169bd 6%	17 1%	201 6%	274a 9%
Base for stats		9758	4719	5039	1073	1733	1943	1746	1353	1904	2450	2145	2642	2520	3252	2967
Mean Score		3.01	2.93	3.08a	3.23bcdef	3.10def	3.10def	2.89	2.90	2.89	3.09bcd	2.99	3.01	2.93	3.02	3.06
Standard Deviation		1.44	1.50	1.39	1.25	1.36	1.42	1.49	1.51	1.53	1.43	1.42	1.45	1.48	1.44	1.42
Error Variance		*	*	*	.002	.001	.001	.001	.002	.001	.001	.001	.001	.001	.001	.001

95 percent as lower case or \*

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

# Scottish Political Poll

Table 72 (continuation)

Q21 I am going to read out some things people have said about the Conservative Party. Please say whether you agree or disagree with each one - The Conservatives would have more credibility in Scotland if they campaigned as David Cameron's party for the whole United Kingdom, rather than claim they are the best party to stand up for Scotland.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Agree Strongly	(5)	1782 18%	253 17%	216 19%	175 19%	238 17%	211 17%	240 18%	233 18%	216 18%	1551b 19%	231 13%	366bcde 31%	599d 17%	124d 20%	249 13%	125bd 20%
Agree Slightly	(4)	2596 26%	365 25%	255 22%	252b 27%	355 25%	335b 27%	406abdh 30%	338b 26%	290 25%	2171b 26%	425 24%	407bde 34%	917d 26%	185de 30%	400 20%	137 22%
Neither	(3)	1549 15%	216 15%	195e 17%	147 16%	209 15%	162 13%	211 15%	218e 17%	182 15%	921 11%	628a 35%	159 13%	506 14%	91 15%	274 14%	102 17%
Disagree slightly	(2)	1564 16%	230b 16%	141 12%	137 15%	225b 16%	217b 17%	225b 16%	194 15%	195b 17%	1364b 17%	200 11%	144 12%	545a 15%	113a 18%	316a 16%	91 15%
Disagree strongly	(1)	2267 23%	361cfg 25%	308cfg 27%	177 19%	335cf 24%	272 22%	262 19%	273 21%	279cf 24%	1978b 24%	290 16%	83 7%	898ac 25%	107a 17%	674abce 35%	150ac 24%
DK DNRO		243 2%	25 2%	26 2%	32afh 3%	39h 3%	43afh 3%	25 2%	35 3%	19 2%	243b 3%	- -%	29c 2%	64 2%	4 1%	36 2%	8 1%
REF DNRO		6 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	1 *%	* *%	6 *%	- -%	- -%	1 *%	- -%	3 *%	- -%
<b>All agree</b>		4378 44%	618 43%	471 41%	428bd 46%	592 42%	546 44%	646abdh 47%	571 44%	506 43%	3723b 45%	655 37%	773bcde 65%	1516d 43%	309bde 50%	648 33%	262d 43%
<b>All disagree</b>		3831 38%	591cfg 41%	448cf 39%	314 34%	560cfg 40%	489cf 39%	488 36%	467 36%	474cfg 40%	3342b 41%	489 28%	227 19%	1443ac 41%	220a 35%	990abce 51%	241a 39%
<b>Net agree</b>		547 5%	27 2%	23 2%	114abdegh 12%	32 2%	57abdh 5%	158abdegh 12%	104abdeh 8%	32 3%	381 5%	166a 9%	546bcde 46%	73 2%	90be 14%	-342 -18%	21b 3%
Base for stats		9758	1425	1114	889	1362	1197	1345	1256	1162	7985	1773	1159	3465	619	1913	605
Mean Score		3.01	2.94	2.94	3.13abdeh	2.95	3.00	3.10abdh	3.05	2.97	2.99	3.06	3.72bcde	2.93d	3.17bde	2.60	2.99d
Standard Deviation		1.44	1.46	1.49	1.42	1.45	1.44	1.40	1.43	1.46	1.49	1.23	1.23	1.47	1.39	1.46	1.48
Error Variance		*	.002	.002	.002	.002	.002	.001	.002	.002	*	.001	.001	.001	.004	.001	.004

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 72 (continuation)**

Q21 I am going to read out some things people have said about the Conservative Party. Please say whether you agree or disagree with each one - The Conservatives would have more credibility in Scotland if they campaigned as David Cameron's party for the whole United Kingdom, rather than claim they are the best party to stand up for Scotland.

Base: All respondents

	Total	2010 VOTE					SEGMENTATION							
		Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Agree Strongly	(5) 1782 18%	383bcd 30%	558d 17%	219 15%	207 14%	45bcd 23%	295bcdefgh 35%	318efgh 23%	202defgh 23%	118efg 19%	163 11%	167 11%	219ef 15%	299ef 17%
Agree Slightly	(4) 2596 26%	389bde 30%	752 23%	426bde 29%	320 21%	39 21%	279efgh 33%	513defgh 37%	286efgh 33%	189efgh 30%	308f 21%	266 18%	372efh 25%	383f 21%
Neither	(3) 1549 15%	172 13%	482d 15%	210 15%	186 12%	29 15%	80 10%	176a 13%	113a 13%	90a 14%	436abcdfgh 30%	195a 13%	198a 13%	260a 14%
Disagree slightly	(2) 1564 16%	190 15%	509 16%	249 17%	236 15%	32 17%	88 11%	215a 15%	149ah 17%	116aeh 19%	213a 15%	243a 16%	290abefh 19%	250a 14%
Disagree strongly	(1) 2267 23%	112 9%	863ac 27%	298a 21%	549abce 36%	43a 22%	69 8%	137 10%	95 11%	105abc 17%	260abc 18%	615abcdegh 41%	410abcde 27%	576abcdeg 32%
DK DNRO	243 2%	36bd 3%	57 2%	48bd 3%	26 2%	5 2%	22dg 3%	35dg 3%	18g 2%	6 1%	83abcdfgh 6%	29g 2%	13 1%	35g 2%
REF DNRO	6 **%	- -%	2 **%	- -%	2 **%	- -%	- -%	1 **%	- -%	- -%	1 **%	1 **%	2 **%	1 **%
<b>All agree</b>	4378 44%	771bcde 60%	1309d 41%	644bd 44%	527 35%	84d 44%	575bcdefgh 69%	832defgh 60%	488defgh 57%	307efgh 49%	470f 32%	433 29%	591ef 39%	682ef 38%
<b>All disagree</b>	3831 38%	302 24%	1371ac 43%	547a 38%	785abce 51%	74a 39%	157 19%	353a 25%	244a 28%	221abc 35%	473abc 32%	857abcdegh 57%	700abcde 47%	826abcde 46%
<b>Net agree</b>	547 5%	470bcde 37%	-62 -2%	97b 7%	-258 -17%	10 5%	417bcdegh 50%	479cdefgh 34%	244degh 28%	86e 14%	-3 *%	-424 -28%	-109 -7%	-144 -8%
Base for stats	9758	1245	3162	1402	1498	187	812	1360	845	618	1379	1485	1489	1768
Mean Score	3.01	3.59bcde	2.88d	3.01bd	2.60	3.06d	3.79bcdefgh	3.49defgh	3.42defgh	3.16efgh	2.93fgh	2.41	2.80f	2.76f
Standard Deviation	1.44	1.30	1.48	1.40	1.49	1.50	1.27	1.28	1.32	1.38	1.26	1.45	1.45	1.51
Error Variance	*	.001	.001	.002	.001	.013	.002	.001	.002	.004	.001	.001	.002	.001

95 percent as lower case or \*

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Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

Table 73

Q21 I am going to read out some things people have said about the Conservative Party. Please say whether you agree or disagree with each one - The Conservatives in Scotland need to show they put Scotland first, even if that means sometimes disagreeing with what David Cameron is saying.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Agree Strongly	(5)	4816 48%	2376b 49%	2440 47%	462 42%	805 45%	956a 48%	907ab 51%	721abcf 52%	962ab 49%	1273cd 51%	1068 49%	1263 47%	1210 47%	1660b 50%	1437 47%
Agree Slightly	(4)	2825 28%	1295 27%	1530a 29%	385bcdef 35%	543def 30%	564f 28%	487f 27%	361 26%	484 24%	720d 29%	675d 31%	795d 29%	635 24%	929 28%	927a 30%
Neither	(3)	867 9%	362 8%	505a 10%	122cdef 11%	189cdef 11%	160 8%	132 7%	117 8%	146 7%	203 8%	172 8%	231 9%	260ab 10%	269 8%	259 9%
Disagree slightly	(2)	651 7%	310 6%	341 7%	79e 7%	118e 7%	139e 7%	112e 6%	62 4%	140e 7%	163 7%	128 6%	188 7%	172 7%	234 7%	183 6%
Disagree strongly	(1)	717 7%	409b 9%	309 6%	30 3%	98a 5%	140a 7%	134ab 8%	108ab 8%	207abcde 10%	116 5%	132a 6%	197a 7%	273abc 10%	193 6%	199 7%
DK DNRO		128 1%	50 1%	78a 1%	11 1%	30d 2%	21 1%	9 *	17d 1%	40acd 2%	26 1%	26 1%	27 1%	49ac 2%	34 1%	36 1%
REF DNRO		2 **	1 **	1 **	* **	- -%	1 **	* **	1 **	1 **	1 **	- -%	2 **	- -%	1 **	1 **
<b>All agree</b>		7641 76%	3671 76%	3970 76%	847f 78%	1348 76%	1520f 77%	1394f 78%	1082f 78%	1446 73%	1994cd 80%	1743cd 79%	2058d 76%	1845 71%	2589 78%	2364 78%
<b>All disagree</b>		1368 14%	719b 15%	650 12%	109 10%	215 12%	279a 14%	247a 14%	169 12%	347abcde 18%	278 11%	260 12%	384ab 14%	445abc 17%	427 13%	382 13%
<b>Net agree</b>		6273 63%	2953 61%	3320a 64%	738bcf 68%	1132f 64%	1241f 63%	1147f 64%	913f 66%	1099 56%	1715cd 69%	1483cd 67%	1673d 62%	1400 54%	2162 65%	1982 65%
Base for stats		9877	4752	5124	1078	1752	1959	1773	1368	1940	2475	2176	2673	2551	3285	3005
Mean Score		4.05	4.04	4.06	4.09f	4.05f	4.05f	4.08f	4.12f	3.96	4.16cd	4.11cd	4.02d	3.92	4.10	4.07
Standard Deviation		1.22	1.27	1.17	1.04	1.16	1.22	1.23	1.22	1.35	1.12	1.16	1.23	1.34	1.18	1.18
Error Variance		*	*	*	.001	.001	.001	.001	.001	.001	*	*	.001	.001	*	*

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



# Scottish Political Poll

Table 73 (continuation)

Q21 I am going to read out some things people have said about the Conservative Party. Please say whether you agree or disagree with each one - The Conservatives in Scotland need to show they put Scotland first, even if that means sometimes disagreeing with what David Cameron is saying.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Agree Strongly	(5)	4816 48%	723d 50%	555 49%	424 46%	635 45%	611d 49%	679d 50%	631 49%	557 47%	4142b 50%	673 38%	524 44%	1731a 49%	278 45%	1081abce 55%	297 49%
Agree Slightly	(4)	2825 28%	393b 27%	250 22%	289abg 31%	419b 30%	364b 29%	393b 29%	351b 27%	368abg 31%	2216 27%	609a 34%	403bde 34%	956d 27%	214bde 34%	473 24%	152 25%
Neither	(3)	867 9%	108 7%	122aefh 11%	76 8%	133e 10%	89 7%	106 8%	128aef 10%	97 8%	502 6%	365a 21%	79 7%	285 8%	49 8%	135 7%	61ad 10%
Disagree slightly	(2)	651 7%	105 7%	76 7%	57 6%	93 7%	74 6%	97 7%	73 6%	77 7%	602b 7%	49 3%	108bde 9%	226d 6%	53d 9%	80 4%	36 6%
Disagree strongly	(1)	717 7%	114fh 8%	126acdefgh 11%	60 7%	106f 8%	79 6%	75 6%	86 7%	70 6%	641b 8%	76 4%	55 5%	293ac 8%	30 5%	166ac 9%	66abc 11%
DK DNRO		128 1%	7 *	11 1%	14a 2%	14 1%	24a 2%	22a 2%	23a 2%	12 1%	128b 2%	- -%	19cde 2%	40ce 1%	- -%	15ce 1%	* -%
REF DNRO		2 *%	* *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	* *%	2 *%	- -%	- -%	* *%	- -%	2b *%	- -%
<b>All agree</b>		7641 76%	1117b 77%	805 71%	713b 77%	1054b 75%	975bd 79%	1072b 78%	982b 76%	925b 78%	6358b 77%	1283 72%	928e 78%	2687 76%	492e 79%	1554be 80%	449 73%
<b>All disagree</b>		1368 14%	220efgh 15%	202cdefgh 18%	117 13%	199 14%	153 12%	172 13%	159 12%	147 12%	1243b 15%	125 7%	162 14%	519d 15%	83 13%	246 13%	102d 17%
<b>Net agree</b>		6273 63%	897b 62%	603 53%	596b 65%	855b 61%	822abd 66%	900abd 66%	823b 64%	778abd 66%	5115 62%	1158a 65%	765e 64%	2168e 61%	409e 66%	1308be 67%	347 57%
Base for stats		9877	1444	1130	906	1386	1216	1350	1268	1169	8104	1773	1169	3490	624	1935	613
Mean Score		4.05	4.04b	3.91	4.06b	4.00	4.11bd	4.11bd	4.08b	4.08b	4.06b	3.99	4.06	4.03	4.05	4.15abe	3.94
Standard Deviation		1.22	1.26	1.37	1.18	1.23	1.18	1.17	1.20	1.16	1.26	1.04	1.14	1.26	1.14	1.24	1.34
Error Variance		*	.001	.002	.001	.001	.001	.001	.001	.001	*	.001	.001	.001	.003	.001	.003

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# Scottish Political Poll

**Table 73 (continuation)**

Q21 I am going to read out some things people have said about the Conservative Party. Please say whether you agree or disagree with each one - The Conservatives in Scotland need to show they put Scotland first, even if that means sometimes disagreeing with what David Cameron is saying.

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Agree Strongly	(5)	4816 48%	590 46%	1552 48%	716 49%	843abc 55%	95 50%	385e 46%	658e 47%	418e 48%	285e 46%	532 36%	884abcdegh 58%	811abcdeh 54%	843e 47%
Agree Slightly	(4)	2825 28%	413bde 32%	858d 27%	462bd 32%	357 23%	47 25%	287efgh 34%	466efgh 33%	285efgh 33%	212efgh 34%	412fh 28%	336 22%	408fh 27%	420 23%
Neither	(3)	867 9%	78 6%	271a 8%	103 7%	110 7%	21a 11%	45 5%	88 6%	61 7%	46 7%	287abcdfgh 20%	92 6%	93 6%	156abfg 9%
Disagree slightly	(2)	651 7%	115bcd 9%	210d 7%	96d 7%	61 4%	16d 8%	64ef 8%	121efg 9%	58f 7%	55efg 9%	78f 5%	51 3%	93f 6%	131ef 7%
Disagree strongly	(1)	717 7%	69 5%	296ac 9%	59 4%	142ac 9%	11 6%	36 4%	57 4%	36 4%	23 4%	105abcd 7%	139abcdeg 9%	87b 6%	234abcdefg 13%
DK DNRO		128 1%	15 1%	36 1%	13 1%	10 1%	1 *	18bcdfg	7 *	5 1%	3 1%	50bcdfgh 3%	11 1%	12 1%	22b 1%
REF DNRO		2 **	- -%	* **	- -%	2b **	- -%	- -%	- -%	- -%	- -%	* **	2 **	- -%	* **
<b>All agree</b>		7641 76%	1003b 78%	2410 75%	1178be 81%	1201b 79%	142 74%	671eh 80%	1124eh 81%	703eh 81%	497eh 80%	944 64%	1220eh 80%	1220eh 81%	1263e 70%
<b>All disagree</b>		1368 14%	184c 14%	506cd 16%	155 11%	203c 13%	27 14%	100 12%	177 13%	95 11%	78 12%	183 13%	191 13%	180 12%	365abcdefg 20%
<b>Net agree</b>		6273 63%	819b 64%	1904 59%	1023abde 71%	998b 65%	115 60%	571eh 69%	947eh 68%	608eh 70%	419eh 67%	760 52%	1029eh 68%	1040eh 69%	898 50%
Base for stats		9877	1265	3186	1436	1514	191	816	1389	858	621	1414	1503	1493	1783
Mean Score		4.05	4.06	3.99	4.17ab	4.12b	4.04	4.13eh	4.11eh	4.15eh	4.10eh	3.84	4.18eh	4.18eh	3.85
Standard Deviation		1.22	1.18	1.29	1.09	1.27	1.22	1.11	1.11	1.09	1.10	1.20	1.26	1.16	1.42
Error Variance		*	.001	.001	.001	.001	.008	.001	.001	.001	.002	.001	.001	.001	.001

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# Scottish Political Poll

**Table 74**

Q22 Have you ever voted Conservative in a general election before – that is an election to vote for our Government in Westminster?  
Please note I am talking about a Westminster election, NOT a local, Scottish nor European election. It is to elect the Prime Minister of the whole of the UK.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Yes	3150 31%	1589b 33%	1561 30%	120 11%	349a 20%	565ab 29%	633abc 36%	512abc 37%	970abcde 49%	1050bcd 42%	716cd 33%	708 26%	676 26%	1078b 32%	790 26%
No	6748 67%	3168 66%	3580a 69%	959bcdef 88%	1407cdef 79%	1382def 70%	1141f 64%	860f 62%	993 50%	1429 57%	1468a 67%	1959ab 73%	1891ab 73%	2202 66%	2221a 73%
Refused (DO NOT READ OUT)	61 1%	25 1%	37 1%	9d 1%	13d 1%	22def 1%	3 *	6 *	8 *	13 1%	10 *	17 1%	21 1%	23 1%	18 1%
Don't Know	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
No answer	47 *%	22 *%	26 *%	2 *%	13ad 1%	10 1%	4 *%	8 1%	10 *%	10 *%	8 *%	18 1%	12 *%	17 1%	14 *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 74 (continuation)**

Q22 Have you ever voted Conservative in a general election before – that is an election to vote for our Government in Westminster?  
Please note I am talking about a Westminster election, NOT a local, Scottish nor European election. It is to elect the Prime Minister of the whole of the UK.

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Yes	3150 31%	385 27%	278 24%	315abh 34%	436ab 31%	436abdh 35%	494abdh 36%	453abdh 35%	353b 30%	2619 32%	531 30%	1073bcde 90%	527 15%	228bd 37%	394b 20%	252bd 41%
No	6748 67%	1053cdefgh 73%	852cdefgh 75%	597 65%	949efg 68%	789 64%	866 63%	819 63%	815cefg 69%	5552 67%	1196 67%	111 9%	2969acde 84%	389a 62%	1546ace 79%	354a 58%
Refused (DO NOT READ OUT)	61 1%	7 1%	8 1%	5 *	9 1%	6 *	8 1%	11 1%	6 1%	16 *	45a 3%	1 *	15 *	3 *	5 *	5a 1%
Don't Know	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
No answer	47 *%	6 *%	3 *%	4 *%	7 1%	10 1%	3 *%	8 1%	6 *%	47b 1%	- -%	4 *%	19 1%	4 1%	6 *%	2 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 74 (continuation)**

Q22 Have you ever voted Conservative in a general election before – that is an election to vote for our Government in Westminster?  
Please note I am talking about a Westminster election, NOT a local, Scottish nor European election. It is to elect the Prime Minister of the whole of the UK.

Base: All respondents

	Total	2010 VOTE					SEGMENTATION							
		Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Yes	3150 31%	1249bcde 98%	497 15%	529bd 36%	361b 24%	77bd 40%	753bcdefgh 90%	804cdefgh 58%	337efgh 39%	233efgh 37%	326fgh 22%	251h 17%	252h 17%	194 11%
No	6748 67%	25 2%	2694acde 84%	907a 63%	1152ace 76%	112a 59%	76 9%	577a 41%	521ab 60%	384ab 62%	1106abcd 76%	1258abcde 83%	1237abcde 82%	1588abcdefg 88%
Refused (DO NOT READ OUT)	61 1%	3 *%	14 *%	5 *%	5 *%	2 1%	2 *%	9f 1%	5 1%	2 *%	27abcdefgh 2%	2 *%	5 *%	9 1%
Don't Know	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
No answer	47 *%	4 *%	17 1%	9 1%	8 *%	- -%	3 *%	6 *%	* *%	5c 1%	5 *%	4 *%	11c 1%	14cf 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 75**

Q23 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
A Conservative government	1613 16%	923b 19%	690 13%	113 10%	248a 14%	285a 14%	258a 14%	219a 16%	487abcde 25%	561bcd 22%	356d 16%	398d 15%	297 11%	607b 18%	362 12%
A coalition between the Conservatives and the Liberal Democrats	800 8%	416b 9%	384 7%	69 6%	114 6%	163b 8%	159ab 9%	105 8%	188abe 10%	254cd 10%	192cd 9%	184 7%	169 7%	309b 9%	205 7%
A coalition between Labour and the Liberal Democrats.	1573 16%	763 16%	810 16%	186 17%	270 15%	323 16%	268 15%	222 16%	304 15%	510bcd 20%	368cd 17%	369 14%	326 13%	510 15%	509 17%
A Labour government	4461 45%	2079 43%	2383a 46%	555bcdef 51%	819f 46%	893f 45%	807f 45%	635f 46%	749 38%	881 35%	939a 43%	1288ab 48%	1352abc 52%	1391 42%	1487a 49%
Don't Know (DO NOT READ OUT)	1182 12%	427 9%	756a 15%	136f 12%	273acdef 15%	249f 13%	196 11%	145 10%	183 9%	213 9%	264a 12%	370a 14%	335a 13%	390 12%	387 13%
Refused (DO NOT READ OUT)	109 1%	56 1%	53 1%	12 1%	19 1%	26 1%	22 1%	13 1%	17 1%	22 1%	25 1%	29 1%	33 1%	33 1%	28 1%
Other specify (DO NOT READ OUT)	267 3%	139 3%	128 2%	18 2%	39 2%	40 2%	71abcf 4%	47abc 3%	51 3%	61 2%	58 3%	63 2%	87 3%	79 2%	65 2%

95 percent as lower case or \*

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

# Scottish Political Poll

Table 75 (continuation)

Q23 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
A Conservative government	1613 16%	186 13%	134 12%	181abdh 20%	230ab 16%	227abh 18%	239abh 17%	248abh 19%	168 14%	1387b 17%	226 13%	861bcde 72%	107 3%	54b 9%	188b 10%	129bcd 21%
A coalition between the Conservatives and the Liberal Democrats	800 8%	83 6%	65 6%	113abdfgh 12%	103 7%	120abdh 10%	133abdh 10%	110abh 9%	74 6%	694b 8%	106 6%	219bde 18%	50 1%	187abde 30%	128b 7%	35b 6%
A coalition between Labour and the Liberal Democrats.	1573 16%	211 15%	153 13%	171abeg 19%	255abeg 18%	184 15%	238abg 17%	174 14%	187 16%	1340b 16%	233 13%	26 2%	533a 15%	239abde 38%	351ab 18%	118ab 19%
A Labour government	4461 45%	775cdefg 53%	620cdefgh 54%	277 30%	623cf 44%	514cf 41%	500c 36%	559cf 43%	594cdefg 50%	3822b 46%	640 36%	31 3%	2685acde 76%	58a 9%	889ace 46%	189ac 31%
Don't Know (DO NOT READ OUT)	1182 12%	146 10%	130 11%	132abdeh 14%	138 10%	139 11%	205abdeh 15%	168adh 13%	117 10%	740 9%	443a 25%	50 4%	129 4%	43ab 7%	266abc 14%	79abc 13%
Refused (DO NOT READ OUT)	109 1%	15 1%	15 1%	5 1%	15 1%	14 1%	18 1%	12 1%	15 1%	68 1%	41a 2%	- -%	6 *%	1 *%	37abc 2%	6ab 1%
Other specify (DO NOT READ OUT)	267 3%	37 3%	23 2%	42abdfgh 5%	37 3%	43bg 3%	39g 3%	20 2%	26 2%	183 2%	84a 5%	2 *%	20 1%	41ab 7%	94ab 5%	57abd 9%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 75 (continuation)**

Q23 The next general election is expected to be in May 2015. Though it is still very early to judge, given what you know about the coalition government's performance so far, and what you expect it to do in the future, and what the other parties are saying or doing, which of the following would you most like to see as the outcome of the next election.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
A Conservative government	1613 16%	827bcde 65%	110 3%	152b 10%	169b 11%	42bcd 22%	658bcdefgh 79%	513cdefgh 37%	163defgh 19%	60efgh 10%	86gh 6%	84gh 6%	32h 2%	18 1%
A coalition between the Conservatives and the Liberal Democrats	800 8%	208bde 16%	54 2%	251bde 17%	103b 7%	19b 10%	106efgh 13%	231aefgh 17%	132efgh 15%	175abcdefgh 28%	67gh 5%	56gh 4%	18 1%	14 1%
A coalition between Labour and the Liberal Democrats.	1573 16%	47 4%	436a 14%	441abde 30%	279ab 18%	39ab 20%	13 2%	163a 12%	187abefh 22%	255abcdefgh 41%	198ah 14%	262abeh 17%	313abefh 21%	183a 10%
A Labour government	4461 45%	82 6%	2376acde 74%	369a 25%	648ace 42%	49a 26%	24 3%	316ad 23%	273abd 32%	60a 10%	412abd 28%	782abcde 52%	1076abcdef1519abcdefg 71%	1519abcdefg 84%
Don't Know (DO NOT READ OUT)	1182 12%	88 7%	206 6%	168ab 12%	213ab 14%	26ab 13%	24 3%	140adgh 10%	95adgh 11%	41agh 7%	580abcdfgh 40%	193abdgh 13%	50 3%	59 3%
Refused (DO NOT READ OUT)	109 1%	3 *%	13 *%	5 *%	36abc 2%	3ab 1%	1 *%	8g 1%	1 *%	1 *%	52abcdgh 4%	40abcdgh 3%	1 *%	6 *%
Other specify (DO NOT READ OUT)	267 3%	26b 2%	26 1%	64ab 4%	78ab 5%	14ab 7%	9h 1%	26h 2%	12h 1%	32abcgh 5%	70abcgh 5%	98abcgh 6%	15h 1%	6 *%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 76**

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Yes	2526 25%	1375b 29%	1151 22%	314ef 29%	508ef 28%	516f 26%	456f 26%	335f 24%	396 20%	511 20%	486 22%	720ab 27%	809abc 31%	851 26%	752 25%
No	6481 65%	3051 64%	3430a 66%	686 63%	1058 59%	1251b 63%	1120b 63%	904b 65%	1454abcde 73%	1808bcd 72%	1513cd 69%	1674d 62%	1485 57%	2149 65%	1913 63%
Don't know (DO NOT READ OUT)	994 10%	374 8%	620a 12%	89 8%	215af 12%	212af 11%	203af 11%	146f 11%	130 7%	180 7%	202a 9%	308ab 11%	304ab 12%	315 10%	375a 12%
Refused (DO NOT READ OUT)	6 *%	3 *%	3 *%	- -%	1 *%	1 *%	3 *%	1 *%	* *%	3 *%	1 *%	* *%	2 *%	4 *%	1 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 76 (continuation)**

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

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Yes	2526 25%	369 25%	303 27%	246 27%	326 23%	310 25%	368d 27%	305 24%	300 25%	2029 25%	498a 28%	59 5%	523a 15%	78a 12%	1345abce 69%	130abc 21%
No	6481 65%	914 63%	714 63%	574 62%	967abcef 69%	805 65%	852 62%	871abcf 67%	784cf 66%	5440b 66%	1041 59%	1087bcde 91%	2705de 77%	512bde 82%	394 20%	436d 71%
Don't know (DO NOT READ OUT)	994 10%	168dgh 12%	121dh 11%	101dh 11%	106 8%	126d 10%	152dh 11%	114 9%	98 8%	760 9%	234a 13%	43 4%	302ac 9%	32 5%	211abce 11%	47a 8%
Refused (DO NOT READ OUT)	6 *%	* *%	2 *%	- -%	2 *%	1 *%	* *%	1 *%	* *%	6 *%	- -%	- -%	1 *%	1 *%	3 *%	- -%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 76 (continuation)**

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

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Yes	2526 25%	77 6%	559a 17%	220a 15%	938abce 61%	39a 20%	31 4%	235ad 17%	188abdgh 22%	61a 10%	290abdg 20%	1148abcdegh 76%	239ad 16%	333ad 18%
No	6481 65%	1153bcde 90%	2343d 73%	1098d 76%	405 27%	136d 71%	778bcdefgh 93%	1052cefh 75%	598ef 69%	525bcefhg 84%	905f 62%	215 14%	1115cef 74%	1292ef 72%
Don't know (DO NOT READ OUT)	994 10%	50 4%	319a 10%	130a 9%	181abc 12%	17a 9%	25 3%	109a 8%	77ad 9%	36a 6%	269abcdfgh 18%	149abd 10%	151abd 10%	179abd 10%
Refused (DO NOT READ OUT)	6 *%	- -%	1 *%	1 *%	3 *%	- -%	- -%	* *%	* *%	1 *%	* *%	3 *%	- -%	1 *%

95 percent as lower case or \*

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**Conducted by Lord Ashcroft Polls  
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# Scottish Political Poll

**Table 77**

Q24A The results of this survey will be published by our client on their website in a few weeks time. If you would like to see them, we could send you an email with a link to the results when they are published. We won't pass your email address on to anyone else. Would you like to see the results – in which case please can I take an email address for you?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Yes	3556 36%	1797b 37%	1759 34%	483def 44%	757def 42%	813def 41%	598f 34%	473f 34%	430 22%	1125bcd 45%	892cd 41%	876d 32%	663 25%	1341 40%	1178 39%
No	4678 47%	2155 45%	2523a 48%	413 38%	709 40%	816 41%	868abc 49%	667abc 48%	1199abcde 61%	933 37%	919a 42%	1347ab 50%	1476abc 57%	1388 42%	1467a 48%
No answer	1773 18%	851 18%	922 18%	193 18%	316 18%	351 18%	316 18%	246 18%	351 18%	443 18%	390 18%	479 18%	461 18%	590b 18%	396 13%

95 percent as lower case or \*

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Fieldwork Conducted 22nd February to 9th May**

# Scottish Political Poll

**Table 77 (continuation)**

Q24A The results of this survey will be published by our client on their website in a few weeks time. If you would like to see them, we could send you an email with a link to the results when they are published. We won't pass your email address on to anyone else. Would you like to see the results – in which case please can I take an email address for you?

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Yes	3556 36%	519g 36%	378 33%	314 34%	550bcfg 39%	468bfg 38%	467 34%	407 32%	454bcfg 38%	3556b 43%	- -%	422 36%	1300 37%	239 38%	745 38%	226 37%
No	4678 47%	675 46%	561deh 49%	444dh 48%	603 43%	553 45%	661dh 48%	655adeh 51%	518 44%	4678b 57%	- -%	556de 47%	1663de 47%	266 43%	838 43%	246 40%
No answer	1773 18%	257 18%	202 18%	163 18%	248 18%	220 18%	243 18%	229 18%	209 18%	- -%	1773a 100%	211 18%	566 16%	119 19%	369b 19%	141abd 23%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 77 (continuation)**

Q24A The results of this survey will be published by our client on their website in a few weeks time. If you would like to see them, we could send you an email with a link to the results when they are published. We won't pass your email address on to anyone else. Would you like to see the results – in which case please can I take an email address for you?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Yes	3556 36%	455 36%	1078 33%	606ab 42%	609ab 40%	79b 41%	274e 33%	562aeh 40%	427abdefgh 50%	229eh 37%	297 20%	569aeh 38%	636adefh 42%	562e 31%
No	4678 47%	599cd 47%	1573cde 49%	586 40%	647 42%	78 41%	414cdfg 50%	668cf 48%	357 41%	275 44%	713cf 49%	629 41%	680f 45%	942bcdefg 52%
No answer	1773 18%	227 18%	571 18%	257 18%	270 18%	34 18%	146bcg 18%	166c 12%	79 9%	120bcg 19%	454abcdfgh318abcgh 31%	318abcgh 21%	188c 13%	301bcg 17%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 78**

D1 Gender.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Male	4803 48%	4803b 100%	- -%	531bc 49%	762 43%	852 43%	861bc 48%	745abcd 54%	1049abcd 53%	1305bd 52%	1013d 46%	1422bd 53%	1063 41%	2007b 60%	1128 37%
Female	5203 52%	- -%	5203a 100%	558ef 51%	1020acdef 57%	1128acdef 57%	921ef 52%	640 46%	931 47%	1197 48%	1189ac 54%	1280 47%	1537abc 59%	1313 40%	1914a 63%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 78 (continuation)**

D1 Gender.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Male	4803 48%	715 49%	524 46%	424 46%	712bcf 51%	588 47%	639 47%	618 48%	585 50%	3952 48%	851 48%	644bc 54%	1655 47%	278 45%	1053bc 54%	353bc 58%
Female	5203 52%	736 51%	617d 54%	497d 54%	689 49%	654 53%	732d 53%	673 52%	596 50%	4282 52%	922 52%	545 46%	1875ade 53%	346ade 55%	899 46%	259 42%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 78 (continuation)**

D1 Gender.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Male	4803 48%	665bc 52%	1488 46%	668 46%	805bc 53%	112bc 58%	448deh 54%	711deh 51%	452deh 52%	270e 43%	539 37%	796deh 53%	771deh 51%	816e 45%
Female	5203 52%	616 48%	1734ade 54%	782ade 54%	721 47%	80 42%	386 46%	685 49%	411 48%	354abcfg 57%	925abcdfgh 63%	719 47%	734 49%	989abcfg 55%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 79**

D2B Age.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
18 - 24	1089 11%	531 11%	558 11%	1089bcdef 100%	- -%	- -%	- -%	- -%	- -%	243 10%	264a 12%	297 11%	286 11%	323 10%	280 9%
25 - 34	1782 18%	762 16%	1020a 20%	- -%	1782acdef 100%	- -%	- -%	- -%	- -%	395 16%	443ad 20%	576ad 21%	368 14%	737 22%	752a 25%
35 - 44	1980 20%	852 18%	1128a 22%	- -%	- -%	1980abdef 100%	- -%	- -%	- -%	532d 21%	450d 20%	558d 21%	441 17%	880 27%	829 27%
45 - 54	1782 18%	861 18%	921 18%	- -%	- -%	- -%	1782abcef 100%	- -%	- -%	436 17%	415 19%	490 18%	440 17%	738 22%	708 23%
55 - 64	1386 14%	745b 16%	640 12%	- -%	- -%	- -%	- -%	1386abcdf 100%	- -%	373b 15%	263 12%	358 13%	393b 15%	481b 14%	378 12%
65 and over	1980 20%	1049b 22%	931 18%	- -%	- -%	- -%	- -%	- -%	1980abcde 100%	523bc 21%	363 16%	423 16%	670abc 26%	158b 5%	93 3%
Refused	8 *%	4 *%	4 *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	5a *%	1 *%	3 *%	3 *%	1 *%

95 percent as lower case or \*

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

# Scottish Political Poll

Table 79 (continuation)

D2B Age.

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
18 - 24	1089 11%	166c 11%	133c 12%	73 8%	144 10%	140c 11%	147c 11%	140c 11%	145c 12%	896 11%	193 11%	75 6%	452acde 13%	59a 9%	174a 9%	56a 9%
25 - 34	1782 18%	251 17%	195 17%	168 18%	221 16%	215 17%	291abdegh 21%	232 18%	201 17%	1466 18%	316 18%	149 13%	647ace 18%	71 11%	356ace 18%	90 15%
35 - 44	1980 20%	316bh 22%	212 19%	182 20%	274 20%	257 21%	260 19%	260 20%	219 19%	1629 20%	351 20%	216 18%	714 20%	122 20%	404 21%	108 18%
45 - 54	1782 18%	275 19%	190 17%	170 18%	274eg 20%	202 16%	243 18%	211 16%	218 18%	1466 18%	316 18%	194 16%	609 17%	115 18%	372a 19%	124a 20%
55 - 64	1386 14%	201 14%	169e 15%	121 13%	197 14%	143 12%	180 13%	194e 15%	181e 15%	1140 14%	246 14%	161 14%	500 14%	87 14%	300 15%	99 16%
65 and over	1980 20%	242 17%	241a 21%	206afh 22%	289a 21%	284afh 23%	248 18%	254a 20%	216 18%	1629 20%	351 20%	390bcde 33%	606 17%	170bde 27%	345 18%	135bd 22%
Refused	8 **%	1 **%	1 **%	1 **%	2 **%	* **%	2 **%	1 **%	1 **%	8 **%	- -%	2 **%	3 **%	* **%	1 **%	* **%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 79 (continuation)**

D2B Age.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
18 - 24	1089 11%	51 4%	261ad 8%	95ad 7%	70 5%	15ad 8%	34 4%	167af 12%	149abdefgh 17%	58a 9%	195adfh 13%	126a 8%	182af 12%	178a 10%
25 - 34	1782 18%	158 12%	526a 16%	241a 17%	230a 15%	32 17%	87 10%	257ad 18%	172adf 20%	87 14%	347abcdfgh 24%	249a 16%	266a 18%	318a 18%
35 - 44	1980 20%	210 16%	653a 20%	290a 20%	347ab 23%	36 19%	132 16%	307ad 22%	173a 20%	109 18%	308a 21%	302a 20%	300a 20%	348a 19%
45 - 54	1782 18%	232 18%	600 19%	297 20%	315 21%	38 20%	118 14%	261a 19%	161a 19%	114a 18%	235 16%	306ae 20%	265a 18%	323a 18%
55 - 64	1386 14%	192 15%	528 16%	200 14%	239 16%	36 19%	122bce 15%	159 11%	94 11%	82 13%	172 12%	240bce 16%	239bce 16%	277bce 15%
65 and over	1980 20%	436bcde 34%	650 20%	326 22%	325 21%	35 18%	338bcdefgh 41%	245ce 18%	112 13%	175bcefgh 28%	206 14%	293ce 19%	251c 17%	360ceg 20%
Refused	8 *%	2 *%	4 *%	1 *%	* *%	- -%	3befh *%	* *%	1 *%	* *%	1 *%	* *%	2 *%	1 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 80**

D3 Do you work outside the home full time, part time, or are you unemployed, retired, a student or are you not looking for work outside the home?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Full-time employed	4773 48%	2826b 59%	1947 37%	402f 37%	1169aef 66%	1306aef 66%	1122aef 63%	655af 47%	116 6%	1361d 54%	1205d 55%	1462d 54%	744 29%	2639b 79%	2135 70%
Part-time employed	1588 16%	308 6%	1280a 25%	201ef 18%	320ef 18%	404ef 20%	324ef 18%	205f 15%	134 7%	305 12%	329a 15%	513ab 19%	441a 17%	681 21%	908a 30%
Unemployed	543 5%	272 6%	271 5%	74f 7%	127ef 7%	118f 6%	137cef 8%	72f 5%	14 1%	41 2%	46 2%	107ab 4%	349abc 13%	- -%	- -%
Retired	2155 22%	1114b 23%	1041 20%	- -%	- -%	8ab *	61abc 3%	375abcd 27%	1707abcde 86%	617bc 25%	411c 19%	427 16%	700bc 27%	- -%	- -%
Student	467 5%	201 4%	266a 5%	393bcdef 36%	53cdef 3%	14def 1%	4 *%	1 *%	1 *%	117c 5%	136acd 6%	94 3%	120 5%	- -%	- -%
Not looking for work outside the home	477 5%	78 2%	399a 8%	19f 2%	112af 6%	129af 7%	132aef 7%	76af 6%	8 *%	60 2%	75a 3%	99a 4%	243abc 9%	- -%	- -%
Refused	3 *%	3 *%	* *%	* *%	* *%	* *%	1 *%	2 *%	* *%	- -%	- -%	- -%	3 *%	- -%	- -%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 80 (continuation)**

D3 Do you work outside the home full time, part time, or are you unemployed, retired, a student or are you not looking for work outside the home?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Full-time employed	4773 48%	723b 50%	495 43%	451b 49%	697b 50%	573 46%	672b 49%	606 47%	548 46%	4024b 49%	749 42%	539 45%	1693 48%	284 46%	979a 50%	295 48%
Part-time employed	1588 16%	215 15%	159 14%	159b 17%	240b 17%	178 14%	229 17%	233abeh 18%	175 15%	1351b 16%	237 13%	142 12%	592ade 17%	106ae 17%	285a 15%	78 13%
Unemployed	543 5%	108cdfg 7%	98cdfg 9%	28 3%	50 4%	74cdf 6%	45 3%	62c 5%	78cdfg 7%	428 5%	115a 6%	29 2%	207ac 6%	17 3%	123ac 6%	34ac 6%
Retired	2155 22%	278 19%	276afg 24%	205 22%	306 22%	294af 24%	275 20%	269 21%	251 21%	1707 21%	448a 25%	398bcde 33%	682 19%	168bd 27%	387 20%	145bd 24%
Student	467 5%	69c 5%	64cg 6%	22 2%	59c 4%	65c 5%	68c 5%	48 4%	72cdg 6%	387 5%	80 5%	42 4%	195ad 6%	25 4%	71 4%	28 4%
Not looking for work outside the home	477 5%	59 4%	49 4%	54ad 6%	49 3%	57 5%	81ad 6%	73d 6%	56 5%	334 4%	143a 8%	36 3%	159a 5%	23 4%	109a 6%	33a 5%
Refused	3 *%	* *%	* *%	1 *%	* *%	* *%	* *%	* *%	2 *%	3 *%	- -%	1 *%	2 *%	* *%	* *%	* *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 80 (continuation)**

D3 Do you work outside the home full time, part time, or are you unemployed, retired, a student or are you not looking for work outside the home?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Full-time employed	4773 48%	572 45%	1521 47%	719a 50%	750a 49%	97 51%	341 41%	733adefh 53%	471adefh 55%	270 43%	694ah 47%	709ah 47%	786adefh 52%	770 43%
Part-time employed	1588 16%	154 12%	525a 16%	244a 17%	218 14%	30 16%	95 11%	244af 17%	130a 15%	109af 18%	269acfg 18%	208 14%	227a 15%	307af 17%
Unemployed	543 5%	39 3%	167ac 5%	28 2%	84ac 5%	10c 5%	16 2%	40 3%	36a 4%	14 2%	99abcdg 7%	108abcdg 7%	72abd 5%	157abcdeg 9%
Retired	2155 22%	436bcde 34%	753 23%	355 24%	346 23%	38 20%	335bcdefgh 40%	255c 18%	121 14%	179bcefgh 29%	244 17%	333bceg 22%	272c 18%	415bceg 23%
Student	467 5%	32 3%	112d 3%	40 3%	31 2%	3 2%	20 2%	72afh 5%	70abdefgh 8%	24 4%	78afh 5%	52 3%	88afh 6%	63 3%
Not looking for work outside the home	477 5%	46 4%	142 4%	63 4%	98abc 6%	13a 7%	27 3%	50 4%	35 4%	27 4%	79ab 5%	105abcdgh 7%	59 4%	95ab 5%
Refused	3 *%	1 *%	2 *%	* *%	* *%	- -%	* *%	1 *%	* *%	* *%	* *%	* *%	2 *%	* *%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 81**

D4 And do you work in the private or the public sector?

Base: All working

	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	6342	3068	3274	561	1423	1693	1509	891	254	1886	2143	1536	687	3281	3061
Total	6361	3135	3227	603	1489	1709	1446	859	250	1666	1534	1976	1185	3319	3042
Private	3319 52%	2007b 64%	1313 41%	323 54%	737 49%	880 51%	738 51%	481bcd 56%	158abcde 63%	887d 53%	789 51%	1073d 54%	570 48%	3319b 100%	- -%
Public	3042 48%	1128 36%	1914a 59%	280f 46%	752ef 51%	829ef 49%	708ef 49%	378f 44%	93 37%	779 47%	745 49%	903 46%	615ac 52%	- -%	3042a 100%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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



# Scottish Political Poll

**Table 81 (continuation)**

D4 And do you work in the private or the public sector?

Base: All working

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	6342	891	703	635	889	743	885	821	774	5292	1050	687	2026	302	1394	360
Total	6361	937	654	610	937	751	902	840	723	5375	986	681	2285	390	1263	373
Private	3319 52%	459 49%	328 50%	302 50%	490 52%	413ac 55%	495ac 55%	452a 54%	380 53%	2729 51%	590a 60%	440bcd 65%	1087 48%	213b 55%	670b 53%	228bd 61%
Public	3042 48%	478efg 51%	327 50%	307ef 50%	448 48%	338 45%	407 45%	387 46%	343 47%	2646b 49%	396 40%	241 35%	1198acde 52%	177a 45%	593ae 47%	144 39%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 81 (continuation)**

D4 And do you work in the private or the public sector?

Base: All working

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	6342	757	1793	653	1179	108	450	1015	645	296	1018	1006	952	960
Total	6361	726	2046	963	967	127	436	977	601	379	963	917	1012	1076
Private	3319 52%	436bd 60%	974 48%	561bd 58%	501b 52%	67 53%	282bcdefgh 65%	568efgh 58%	326efgh 54%	197 52%	467 48%	480h 52%	489 48%	510 47%
Public	3042 48%	290 40%	1072acd 52%	402 42%	466ac 48%	60 47%	154 35%	410a 42%	275a 46%	182a 48%	496abc 52%	437ab 48%	523abc 52%	566abcf 53%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 82**

D5 Which of the following best describes your housing status? READ OUT!

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Own outright	3194 32%	1653b 34%	1541 30%	78 7%	131 7%	240ab 12%	531abc 30%	792abcd 57%	1418abcde 72%	996bcd 40%	717cd 33%	758 28%	723 28%	765 23%	671 22%
Own with a mortgage	3665 37%	1688 35%	1977a 38%	175f 16%	840aef 47%	1265abdef 64%	878aef 49%	349af 25%	158 8%	1083d 43%	927d 42%	1127d 42%	528 20%	1657 50%	1493 49%
Rent from Council / local authority	1468 15%	616 13%	852a 16%	115 11%	333acdef 19%	304ae 15%	275ae 15%	173 12%	267a 13%	70 3%	192a 9%	356ab 13%	850abc 33%	336 10%	398a 13%
Rent from someone else	849 8%	417 9%	432 8%	221bcdef 20%	280cdef 16%	136def 7%	72 4%	51 4%	89 4%	146 6%	194a 9%	228a 8%	282abc 11%	303 9%	242 8%
Rent free	785 8%	408b 8%	377 7%	495bcdef 45%	191cdef 11%	34 2%	19 1%	13 1%	33 2%	199 8%	165 8%	222 8%	198 8%	243 7%	232 8%
Refused	45 *%	20 *%	25 *%	4c *%	8c *%	1 *%	6c *%	8c 1%	16cd 1%	8 *%	7 *%	10 *%	20a 1%	15 *%	7 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 82 (continuation)**

D5 Which of the following best describes your housing status? READ OUT!

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Own outright	3194 32%	420 29%	316 28%	351abefgh 38%	487abe 35%	384 31%	441b 32%	418b 32%	378b 32%	2657 32%	537 30%	557bde 47%	934 26%	306bde 49%	544 28%	241bd 39%
Own with a mortgage	3665 37%	589bcefg 41%	391 34%	303 33%	568bcefg 41%	454 37%	477 35%	446 35%	430 36%	3083b 37%	582 33%	447ce 38%	1384cde 39%	180 29%	707ce 36%	183 30%
Rent from Council / local authority	1468 15%	216d 15%	238acdefgh 21%	126d 14%	131 9%	193d 16%	206d 15%	184d 14%	174d 15%	1136 14%	332a 19%	43 4%	629ace 18%	50a 8%	378ace 19%	71ac 12%
Rent from someone else	849 8%	101 7%	93 8%	74 8%	121h 9%	125ah 10%	127ah 9%	135abch 10%	74 6%	572 7%	277a 16%	63 5%	280a 8%	45 7%	179a 9%	67abc 11%
Rent free	785 8%	123d 8%	102cde 9%	60 7%	87 6%	81 7%	110 8%	103 8%	117cde 10%	745b 9%	40 2%	65 5%	296a 8%	41 7%	138 7%	49a 8%
Refused	45 *%	2 *%	1 *%	7ab 1%	6 *%	4 *%	10ab 1%	5 *%	8ab 1%	40 *%	5 *%	13bd 1%	8 *%	2 *%	6 *%	2 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 82 (continuation)**

D5 Which of the following best describes your housing status? READ OUT!

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Own outright	3194 32%	637bcde 50%	941 29%	606bd 42%	481 31%	75bd 39%	448bcdefgh 54%	460ceh 33%	230 27%	295bcefgh 47%	368 25%	458eh 30%	461ceh 31%	474 26%
Own with a mortgage	3665 37%	434 34%	1290ae 40%	532 37%	587a 38%	61 32%	258 31%	570adefh 41%	359adefh 42%	186 30%	533adf 36%	499 33%	596adf 40%	665adf 37%
Rent from Council / local authority	1468 15%	60 5%	573ac 18%	115a 8%	266ac 17%	25ac 13%	37 4%	124a 9%	82a 10%	50a 8%	259abcdg 18%	312abcdeg 21%	193abcd 13%	412abcdeg 23%
Rent from someone else	849 8%	84 7%	195 6%	111 8%	118b 8%	17 9%	46 5%	113a 8%	78a 9%	47 8%	170abcdgh 12%	154abgh 10%	115 8%	127 7%
Rent free	785 8%	53 4%	212ad 7%	80 6%	70 5%	14 7%	38 5%	122af 9%	108abdefgh 12%	44 7%	122af 8%	89 6%	137afh 9%	126a 7%
Refused	45 *%	13bcd 1%	10 *%	5 *%	4 *%	- -%	8fgh 1%	8h 1%	6fh 1%	2 *%	11fgh 1%	3 *%	3 *%	3 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 83**

D7 Do you have access to the internet either.....READ OUT!

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
At home	4410 44%	2142 45%	2268 44%	520bcd 48%	649 36%	707 36%	680 38%	707bcd 51%	1145abcde 58%	875 35%	830a 38%	1247ab 46%	1458abc 56%	1063b 32%	819 27%
At work	108 1%	48 1%	60 1%	2 **	19a 1%	22a 1%	36abcf 2%	17af 1%	11 1%	16 1%	32a 1%	35a 1%	26 1%	43 1%	59a 2%
BOTH Home AND Work	4335 43%	2091 44%	2243 43%	548ef 50%	1079adef 61%	1190adef 60%	934ef 52%	464f 33%	119 6%	1511bcd 60%	1232cd 56%	1126d 42%	465 18%	2057 62%	2018a 66%
Somewhere else	94 1%	41 1%	53 1%	10c 1%	15 1%	7 **	21c 1%	15c 1%	25c 1%	13 1%	8 **	15 1%	58abc 2%	12 **	18 1%
No Access	1060 11%	481 10%	579 11%	9 1%	19 1%	55ab 3%	111abc 6%	183abcd 13%	680abcde 34%	88 4%	99a 5%	280ab 10%	593abc 23%	145 4%	128 4%
<b>All with internet access</b>	8947 89%	4322 90%	4625 89%	1080cdef 99%	1762cdef 99%	1925def 97%	1671ef 94%	1203f 87%	1300 66%	2414bcd 96%	2102cd 95%	2422d 90%	2007 77%	3174 96%	2915 96%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 83 (continuation)**

D7 Do you have access to the internet either.....READ OUT!

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
At home	4410 44%	663df 46%	504 44%	407 44%	565 40%	574df 46%	566 41%	612df 47%	519 44%	3239 39%	1171a 66%	539b 45%	1464 41%	266 43%	892b 46%	313abcd 51%
At work	108 1%	16 1%	12 1%	13e 1%	10 1%	6 *	17e 1%	17e 1%	18de 1%	95 1%	13 1%	11 1%	40 1%	7 1%	18 1%	13ad 2%
BOTH Home AND Work	4335 43%	615bg 42%	426 37%	402bg 44%	695abcegh 50%	529bg 43%	648abeg 47%	493 38%	518bg 44%	3758b 46%	577 33%	490 41%	1573ae 45%	302ade 48%	822e 42%	226 37%
Somewhere else	94 1%	16d 1%	15d 1%	6 1%	3 *	17d 1%	14d 1%	15d 1%	8 1%	82 1%	12 1%	6 *	34 1%	2 *	17 1%	5 1%
No Access	1060 11%	141 10%	184acdefgh 16%	93 10%	128 9%	116 9%	127 9%	154def 12%	118 10%	1060b 13%	- -	143c 12%	418ce 12%	47 7%	202 10%	56 9%
<b>All with internet access</b>	8947 89%	1310b 90%	957 84%	828b 90%	1273bg 91%	1126bg 91%	1244bg 91%	1138b 88%	1063b 90%	7174 87%	1773a 100%	1046 88%	3112 88%	577ab 93%	1750 90%	557b 91%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 83 (continuation)**

D7 Do you have access to the internet either.....READ OUT!

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
At home	4410 44%	587bc 46%	1368 42%	593 41%	720bc 47%	90 47%	383bcg 46%	552 40%	325 38%	263 42%	725bcdgh 50%	751bcdgh 50%	609 40%	802bcg 44%
At work	108 1%	9 1%	46ac 1%	7 *%	15 1%	3 2%	8 1%	12 1%	10 1%	8 1%	13 1%	12 1%	11 1%	34befg 2%
BOTH Home AND Work	4335 43%	520 41%	1338 42%	752abd 52%	615 40%	86 45%	294 35%	739aefh 53%	470cdefgh 54%	304aefh 49%	566h 39%	578 38%	750aefh 50%	634 35%
Somewhere else	94 1%	9 1%	34 1%	14 1%	14 1%	2 1%	6 1%	8 1%	7 1%	2 *%	11 1%	15 1%	15 1%	29bde 2%
No Access	1060 11%	156ce 12%	435cde 14%	83 6%	162ce 11%	11 6%	143bcdefg 17%	85 6%	51 6%	48 8%	147bcg 10%	159bcg 11%	120 8%	307bcdefg 17%
<b>All with internet access</b>	8947 89%	1125 88%	2787 86%	1366abd 94%	1364b 89%	181abd 94%	691 83%	1311aefh 94%	812aefh 94%	576ah 92%	1316ah 90%	1356ah 89%	1385aefh 92%	1498 83%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 84**

D8 On average, how many times a week do you log onto the internet? READ OUT!

Base: All with internet access

	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	8974	4283	4691	1014	1657	1885	1741	1262	1396	2768	2930	1853	1283	3158	2961
Total	8947	4322	4625	1080	1762	1925	1671	1203	1300	2414	2102	2422	2007	3174	2915
Daily	7298 82%	3576b 83%	3722 80%	982bcdef 91%	1546def 88%	1646def 85%	1317ef 79%	893f 74%	912 70%	2195bcd 91%	1790cd 85%	1866d 77%	1446 72%	2717b 86%	2334 80%
A few times a week	1025 11%	472 11%	553 12%	76 7%	181a 10%	176 9%	215abc 13%	173abc 14%	202abcd 16%	147 6%	213a 10%	350ab 14%	315ab 16%	297 9%	378a 13%
Weekly	203 2%	97 2%	106 2%	16 2%	22 1%	43b 2%	33 2%	33ab 3%	56abcde 4%	33 1%	35 2%	72ab 3%	63ab 3%	58 2%	59 2%
Less often	421 5%	178 4%	243a 5%	5 *%	14 1%	60ab 3%	107abc 6%	103abcd 9%	130abcd 10%	39 2%	65a 3%	133ab 6%	184abc 9%	103 3%	143a 5%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 84 (continuation)**

D8 On average, how many times a week do you log onto the internet? READ OUT!

Base: All with internet access

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	8974	1260	1049	856	1225	1093	1235	1124	1131	7201	1773	1091	2737	453	1970	558
Total	8947	1310	957	828	1273	1126	1244	1138	1063	7174	1773	1046	3112	577	1750	557
Daily	7298 82%	1048 80%	769 80%	686g 83%	1061ag 83%	919 82%	1042abg 84%	903 79%	869 82%	5586 78%	1712a 97%	875b 84%	2509 81%	497bde 86%	1438 82%	448 80%
A few times a week	1025 11%	174def 13%	112 12%	90 11%	129 10%	112 10%	128 10%	144e 13%	129 12%	966b 13%	59 3%	107 10%	365 12%	55 10%	194 11%	67 12%
Weekly	203 2%	36 3%	18 2%	19 2%	29 2%	21 2%	27 2%	28 2%	25 2%	203b 3%	- -%	24c 2%	70c 2%	3 1%	41c 2%	17c 3%
Less often	421 5%	51 4%	59acdfh 6%	33 4%	55 4%	74acdfh 7%	47 4%	62 5%	40 4%	419b 6%	2 *%	40 4%	168a 5%	21 4%	78 4%	25 5%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 84 (continuation)**

D8 On average, how many times a week do you log onto the internet? READ OUT!

Base: All with internet access

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	8974	1213	2406	931	1699	170	748	1391	864	456	1381	1511	1291	1332
Total	8947	1125	2787	1366	1364	181	691	1311	812	576	1316	1356	1385	1498
Daily	7298 82%	932be 83%	2215e 79%	1166bde 85%	1120be 82%	128 71%	555h 80%	1110agh 85%	671h 83%	495aegh 86%	1078h 82%	1115h 82%	1130h 82%	1143 76%
A few times a week	1025 11%	121 11%	332 12%	136 10%	144 11%	39abcd 22%	82 12%	131 10%	89 11%	59 10%	147 11%	149 11%	156 11%	211bcdefg 14%
Weekly	203 2%	27 2%	67 2%	26 2%	32 2%	5 3%	18d 3%	27d 2%	21d 3%	1 *	31d 2%	25d 2%	37d 3%	43d 3%
Less often	421 5%	45 4%	173ac 6%	39 3%	68c 5%	8 5%	36b 5%	44 3%	31 4%	21 4%	59 5%	66b 5%	63 5%	100bcdefg 7%

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 85**

D9 How many children, under the ages of 18, are there living at home right now?

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
None	6533 65%	3292b 69%	3241 62%	712bc 65%	787c 44%	591 30%	1224bc 69%	1268abcd 91%	1943abcde 98%	1643c 66%	1426c 65%	1616 60%	1848abc 71%	1892b 57%	1655 54%
One	1616 16%	685 14%	931a 18%	274def 25%	394def 22%	509bdef 26%	339ef 19%	78f 6%	21 1%	378 15%	384ad 17%	478ad 18%	375 14%	659 20%	629 21%
Two	1308 13%	559 12%	750a 14%	68ef 6%	409adef 23%	639abdef 32%	169aef 9%	22f 2%	3 *	370d 15%	288d 13%	421bd 16%	230 9%	557 17%	575a 19%
Three	418 4%	198 4%	220 4%	29def 3%	156adef 9%	195adef 10%	25f 1%	9f 1%	3 *	92 4%	76 3%	143ab 5%	108 4%	170 5%	137 4%
Four or More	100 1%	45 1%	54 1%	3 *	34adef 2%	43adef 2%	17aef 1%	1 *	2 *	14 1%	20 1%	36a 1%	30a 1%	35 1%	37 1%
Refused	33 *	24b 1%	8 *	3 *	3 *	2 *	9c *	8bc 1%	8c *	6 *	8 *	8 *	10 *	6 *	10 *

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 85 (continuation)**

D9 How many children, under the ages of 18, are there living at home right now?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
None	6533 65%	911 63%	775afg 68%	598 65%	964afgh 69%	809 65%	873 64%	828 64%	766 65%	5342 65%	1191 67%	839bd 71%	2237 63%	465bde 74%	1280 66%	414b 68%
One	1616 16%	270fg 19%	190 17%	149 16%	222 16%	198 16%	194 14%	196 15%	196 17%	1342 16%	274 15%	142 12%	627acd 18%	71 11%	303ac 16%	93 15%
Two	1308 13%	198bd 14%	123 11%	105 11%	150 11%	157 13%	223bcde 16%	190bcd 15%	163bd 14%	1087 13%	221 12%	166c 14%	464c 13%	56 9%	263c 13%	72 12%
Three	418 4%	53 4%	42 4%	57abdgh 6%	50 4%	56 5%	63 5%	55 4%	43 4%	352 4%	66 4%	33 3%	159a 5%	22 3%	81a 4%	24 4%
Four or More	100 1%	15 1%	6 1%	12d 1%	6 *	21bdfh 2%	11 1%	20bd 2%	9 1%	81 1%	19 1%	5 *	30 1%	7 1%	21a 1%	8a 1%
Refused	33 *%	3 *%	5 *%	1 *%	10ceg 1%	1 *%	7e 1%	2 *%	4 *%	31b *%	1 *%	4 *%	13 *%	3 *%	4 *%	3 1%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 85 (continuation)**

D9 How many children, under the ages of 18, are there living at home right now?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
None	6533 65%	913bd 71%	2117 66%	1017bd 70%	1011 66%	127 66%	614bcefgh 74%	862 62%	514 60%	469bcefgh 75%	875 60%	1029bceg 68%	967ce 64%	1203bce 67%
One	1616 16%	148 12%	538acd 17%	191 13%	220a 14%	29 15%	104 12%	214 15%	163abdf 19%	76 12%	284abdfg 19%	223 15%	241ad 16%	310ad 17%
Two	1308 13%	157 12%	406 13%	165 11%	215c 14%	27 14%	84 10%	242acdfgh 17%	117ad 14%	49 8%	222adfh 15%	186d 12%	201ad 13%	207d 11%
Three	418 4%	44 3%	125 4%	61 4%	55 4%	6 3%	24 3%	65a 5%	58abdefh 7%	18 3%	61 4%	51 3%	74af 5%	66 4%
Four or More	100 1%	11 1%	26 1%	10 1%	22b 1%	2 1%	4 1%	9 1%	7 1%	10 2%	19 1%	21abh 1%	18 1%	12 1%
Refused	33 *%	8 1%	10 *%	5 *%	4 *%	* *%	4 *%	3 *%	4 *%	1 *%	4 *%	6 *%	4 *%	7 *%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 86**

D10 Social Grade.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
AB	2502 25%	1305b 27%	1197 23%	243 22%	395 22%	532ab 27%	436 24%	373ab 27%	523ab 26%	2502bcd 100%	- -%	- -%	- -%	887 27%	779 26%
C1	2202 22%	1013 21%	1189a 23%	264ef 24%	443ef 25%	450ef 23%	415ef 23%	263 19%	363 18%	- -%	2202acd 100%	- -%	- -%	789 24%	745 24%
C2	2702 27%	1422b 30%	1280 25%	297f 27%	576acdef 32%	558f 28%	490f 28%	358f 26%	423 21%	- -%	- -%	2702abd 100%	- -%	1073b 32%	903 30%
DE	2600 26%	1063 22%	1537a 30%	286bc 26%	368 21%	441 22%	440b 25%	393bcd 28%	670abcde 34%	- -%	- -%	- -%	2600abc 100%	570 17%	615a 20%
Refused	2 *%	1 *%	1 *%	* *%	* *%	* *%	* *%	* *%	* *%	- -%	- -%	- -%	- -%	* *%	* *%
<b>ABC1</b>	4703 47%	2318b 48%	2385 46%	506 46%	839 47%	981ef 50%	851 48%	635 46%	886 45%	2502cd 100%	2202cd 100%	- -%	- -%	1677 51%	1524 50%
<b>C2DE</b>	5302 53%	2485 52%	2817a 54%	582 53%	943 53%	999 50%	930 52%	750c 54%	1093c 55%	- -%	- -%	2702ab 100%	2600ab 100%	1642 49%	1518 50%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 86 (continuation)**

D10 Social Grade.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
AB	2502 25%	347b 24%	214 19%	224b 24%	442abce <sup>fg</sup> 32%	323bg 26%	360bg 26%	282 22%	309bg 26%	2059 25%	443 25%	463bde 39%	784 22%	241bde 39%	412 21%	149 24%
C1	2202 22%	326 22%	252 22%	191 21%	357bce <sup>fg</sup> 25%	268 22%	297 22%	252 20%	259 22%	1811 22%	390 22%	253 21%	716 20%	158b 25%	428 22%	153b 25%
C2	2702 27%	398de 27%	284 25%	285bde <sup>h</sup> 31%	337 24%	299 24%	398bde 29%	383bde 30%	311 26%	2223 27%	479 27%	250 21%	1019ac 29%	132 21%	559ac 29%	160a 26%
DE	2600 26%	380d 26%	390acde <sup>fg</sup> 34%	221d 24%	265 19%	351cdf 28%	316d 23%	374cdf 29%	302d 26%	2139 26%	461 26%	222 19%	1011ace 29%	92 15%	553ac 28%	150ac 25%
Refused	2 *%	* *%	* *%	* *%	* *%	* *%	* *%	* *%	* *%	2 *%	- -%	* *%	* *%	* *%	* *%	* *%
<b>ABC1</b>	4703 47%	673bg 46%	466 41%	415b 45%	799abce <sup>fg</sup> 57%	591bg 48%	657bg 48%	534 41%	568bg 48%	3870 47%	833 47%	716bde 60%	1500 42%	399bde 64%	839 43%	302bd 49%
<b>C2DE</b>	5302 53%	778d 54%	674acde <sup>fh</sup> 59%	506d 55%	602 43%	649d 52%	714d 52%	757ade <sup>fh</sup> 59%	613d 52%	4362 53%	939 53%	472 40%	2029ace 57%	225 36%	1112ace 57%	310ac 51%

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 86 (continuation)**

D10 Social Grade.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
AB	2502 25%	478bde 37%	708 22%	577bde 40%	327 21%	49 25%	287efgh 34%	450efgh 32%	262efgh 30%	259abcefg 41%	227 15%	328eh 22%	396efh 26%	293 16%
C1	2202 22%	277 22%	670 21%	341 24%	344 23%	51 26%	169 20%	340afh 24%	210afh 24%	148h 24%	330h 23%	315 21%	348h 23%	341 19%
C2	2702 27%	275 21%	899ac 28%	317 22%	432ac 28%	56ac 29%	203d 24%	330d 24%	223d 26%	118 19%	445abcd 30%	415bd 27%	429abd 29%	538abcd 30%
DE	2600 26%	250c 20%	945ace 29%	215 15%	422ace 28%	36 19%	175d 21%	275 20%	168 19%	99 16%	461abcdg 32%	457abcdg 30%	332d 22%	633abcdefg 35%
Refused	2 **%	* **%	* **%	* **%	* **%	* **%	* **%	* **%	* **%	* **%	* **%	* **%	* **%	* **%
<b>ABC1</b>	4703 47%	755bd 59%	1377 43%	917abde 63%	671 44%	99bd 52%	456efgh 55%	791efgh 57%	472efgh 55%	407abcefg 65%	557 38%	643eh 42%	744efh 49%	634 35%
<b>C2DE</b>	5302 53%	525c 41%	1844ace 57%	532 37%	854ace 56%	92c 48%	378d 45%	605d 43%	391d 45%	217 35%	907abcdfg 62%	872abcdg 58%	761abcd 51%	1171abcdfg 65%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 87**

D12 Finally, we often conduct surveys similar to these. Would you be willing to participate in further research at some stage in the future?

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	8234	4015	4219	898	1296	1537	1504	1217	1743	2358	2492	1847	1321	2668	2624
Total	8234	3952	4282	896	1466	1629	1466	1140	1629	2059	1811	2223	2139	2729	2646
Yes	6027 73%	2948b 75%	3079 72%	632 71%	1076f 73%	1257abf 77%	1100af 75%	852af 75%	1105 68%	1604bcd 78%	1331d 73%	1586 71%	1505 70%	2115b 77%	1915 72%
No	2207 27%	1004 25%	1203a 28%	264cde 29%	390c 27%	372 23%	366 25%	288 25%	524bcde 32%	454 22%	481a 27%	637a 29%	634ab 30%	614 23%	731a 28%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 87 (continuation)**

D12 Finally, we often conduct surveys similar to these. Would you be willing to participate in further research at some stage in the future?

Base: All respondents

	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	8234	1099	944	836	1070	1065	1071	1102	1046	8234	-	992	2686	398	1739	445
Total	8234	1194	939	758	1153	1021	1128	1062	972	8234	-	978	2964	505	1583	472
Yes	6027 73%	911 <sup>cg</sup> 76%	693 74%	535 71%	843 73%	745 73%	837 74%	756 71%	707 73%	6027 73%	- -%	723 74%	2235 75%	396 79%	1181 75%	354 75%
No	2207 27%	283 24%	246 26%	223 <sup>a</sup> 29%	310 27%	276 27%	291 26%	306 <sup>a</sup> 29%	264 27%	2207 27%	- -%	254 26%	729 25%	108 21%	402 25%	117 25%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 87 (continuation)**

D12 Finally, we often conduct surveys similar to these. Would you be willing to participate in further research at some stage in the future?

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	8234	1067	2419	798	1509	121	711	1300	844	398	1055	1308	1255	1363
Total	8234	1054	2651	1193	1256	158	688	1230	784	504	1009	1197	1316	1504
Yes	6027 73%	785 75%	2012 76%	882 74%	965 77%	119 76%	502e 73%	932eh 76%	608aeh 78%	388eh 77%	618 61%	903eh 75%	1014aeh 77%	1060e 70%
No	2207 27%	268 25%	639 24%	311 26%	290 23%	39 24%	186cg 27%	298 24%	176 22%	115 23%	391abcdfgh 39%	294 25%	302 23%	445bcdfg 30%

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 88**

Max Diffs - (a) Creating jobs.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	3587 36%	1826b 38%	1760 34%	456bcef 42%	566 32%	727bf 37%	690bf 39%	508bf 37%	640 32%	848 34%	791 36%	998a 37%	950 37%	1219 37%	1103 36%
2	(2)	2692 27%	1386b 29%	1305 25%	302f 28%	486f 27%	553f 28%	510f 29%	362 26%	476 24%	713d 28%	589 27%	725 27%	664 26%	963b 29%	805 26%
3	(3)	1025 10%	459 10%	566a 11%	101 9%	193d 11%	205 10%	151 8%	128 9%	244acde 12%	252 10%	231 11%	266 10%	275 11%	309 9%	309 10%
4	(4)	1436 14%	581 12%	856a 16%	121 11%	260a 15%	258 13%	252a 14%	206a 15%	340abcd 17%	370 15%	303 14%	375 14%	388 15%	438 13%	412 14%
5	(5)	202 2%	76 2%	126a 2%	24 2%	43d 2%	44d 2%	24 1%	34d 2%	32 2%	42 2%	55ac 3%	45 2%	59 2%	49 1%	76a 2%
6	(6)	684 7%	309 6%	376 7%	59 5%	143acd 8%	124 6%	103 6%	99 7%	153ad 8%	191 8%	147 7%	180 7%	167 6%	221 7%	216 7%
7	(7)	115 1%	52 1%	63 1%	9 1%	15 1%	22 1%	16 1%	17 1%	36abd 2%	17 1%	21 1%	38a 1%	40a 2%	31 1%	34 1%
8	(8)	267 3%	114 2%	152 3%	16 2%	76acdef 4%	47 2%	37 2%	32 2%	58a 3%	70 3%	65 3%	75 3%	57 2%	89 3%	87 3%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		2.58	2.46	2.70a	2.31	2.78acde	2.51a	2.42	2.58ad	2.77acde	2.61	2.59	2.56	2.57	2.51	2.60
Standard Deviation		1.79	1.75	1.83	1.64	1.91	1.75	1.69	1.79	1.85	1.79	1.80	1.81	1.77	1.77	1.82
Error Variance		*	.001	.001	.003	.002	.002	.002	.002	.002	.001	.001	.002	.002	.001	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 88 (continuation)**

Max Diffs - (a) Creating jobs.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1	(1)	3587 36%	598cdef 41%	436cef 38%	274 30%	487cf 35%	421cf 34%	392 29%	490cef 38%	489cdef 41%	3077b 37%	509 29%	277 23%	1484ace 42%	171 27%	771ace 40%	163 27%
2	(2)	2692 27%	403 28%	305 27%	237 26%	364 26%	363 29%	357 26%	337 26%	325 28%	2202 27%	489 28%	390bd 33%	909 26%	193bd 31%	506 26%	176 29%
3	(3)	1025 10%	127 9%	119h 10%	107ah 12%	138 10%	118 9%	164aeh 12%	149ah 12%	95 8%	804 10%	221a 12%	124 10%	339 10%	60 10%	184 9%	77bd 13%
4	(4)	1436 14%	172 12%	154 14%	155abgh 17%	232abgh 17%	172 14%	230abegh 17%	172 13%	150 13%	1224b 15%	212 12%	189b 16%	453 13%	98 16%	265 14%	87 14%
5	(5)	202 2%	28 2%	18 2%	19 2%	31 2%	24 2%	32 2%	27 2%	22 2%	166 2%	36 2%	30 3%	65 2%	12 2%	41 2%	14 2%
6	(6)	684 7%	82 6%	63 6%	77abh 8%	92 7%	102abh 8%	120abd 9%	90h 7%	57 5%	476 6%	208a 12%	113bd 10%	183 5%	60bd 10%	118 6%	56bd 9%
7	(7)	115 1%	15 1%	15g 1%	10 1%	16 1%	15 1%	23g 2%	7 1%	14 1%	103b 1%	12 1%	8 1%	39 1%	8 1%	23 1%	10 2%
8	(8)	267 3%	26 2%	29g 3%	42abdegh 5%	41g 3%	27 2%	53aegh 4%	19 1%	29 2%	182 2%	85a 5%	56bd 5%	58 2%	21b 3%	45 2%	29bd 5%
Base for stats		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Mean Score		2.58	2.36	2.49	2.88abdegh	2.64abgh	2.61agh	2.91abdegh	2.46	2.38	2.51	2.93a	2.97bd	2.35	2.85bd	2.47b	2.95bd
Standard Deviation		1.79	1.69	1.76	1.94	1.81	1.78	1.92	1.67	1.73	1.74	2.00	1.92	1.67	1.89	1.76	1.96
Error Variance		*	.002	.003	.004	.002	.003	.003	.002	.002	*	.002	.003	.001	.007	.001	.006

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 88 (continuation)**

Max Diffs - (a) Creating jobs.

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	3587 36%	281 22%	1375acde 43%	465a 32%	605ace 40%	48 25%	180 22%	400a 29%	297abd 34%	167a 27%	452a 31%	631abcde 42%	694abcdeh 46%	768abcde 43%
2	(2)	2692 27%	405bcd 32%	817 25%	404 28%	387 25%	60 31%	248efgh 30%	419efgh 30%	247 29%	178 28%	372 25%	388 26%	387 26%	454 25%
3	(3)	1025 10%	148b 12%	302 9%	147 10%	151 10%	22 11%	93 11%	176dfgh 13%	91 11%	57 9%	173fgh 12%	136 9%	133 9%	166 9%
4	(4)	1436 14%	216bd 17%	425 13%	211 15%	216 14%	28 14%	142cgh 17%	206g 15%	111 13%	114cfgh 18%	244cgh 17%	216g 14%	174 12%	229 13%
5	(5)	202 2%	33b 3%	42 1%	42b 3%	30 2%	6 3%	29defh 3%	35ef 3%	18 2%	11 2%	22 2%	23 2%	34 2%	30 2%
6	(6)	684 7%	126bd 10%	158 5%	132bd 9%	85 6%	17b 9%	96bcefg 12%	99fg 7%	67fgh 8%	68befgh 11%	117fgh 8%	80 5%	59 4%	99g 5%
7	(7)	115 1%	16 1%	39 1%	12 1%	17 1%	3 1%	10 1%	18g 1%	8 1%	7 1%	26fg 2%	12 1%	7 *%	27g 1%
8	(8)	267 3%	56bcd 4%	65 2%	36 3%	36 2%	9b 5%	37fgh 4%	43fgh 3%	26gh 3%	24fgh 4%	59fgh 4%	29 2%	17 1%	32 2%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		2.58	3.03bcd	2.35	2.71bd	2.46b	2.96bd	3.13bcefg	2.75fgh	2.61fgh	2.96bcfgh	2.83cfgh	2.37g	2.18	2.37g
Standard Deviation		1.79	1.91	1.69	1.82	1.74	1.96	1.95	1.80	1.82	1.93	1.92	1.68	1.53	1.71
Error Variance		*	.003	.001	.003	.002	.021	.004	.002	.004	.008	.002	.002	.002	.002

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 89**

Max Diffs - (b) Dealing with the country's deficit and debt.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	2251 22%	1139b 24%	1112 21%	259 24%	392 22%	441 22%	391 22%	287 21%	478e 24%	702bcd 28%	535cd 24%	527 19%	487 19%	816b 25%	650 21%
2	(2)	2191 22%	1054 22%	1137 22%	235 22%	358 20%	415 21%	410b 23%	294 21%	478bce 24%	622bcd 25%	487d 22%	581 21%	501 19%	748b 23%	621 20%
3	(3)	1318 13%	680b 14%	638 12%	150 14%	236 13%	270 14%	213 12%	189 14%	259 13%	317 13%	264 12%	358 13%	378b 15%	398 12%	411 14%
4	(4)	1996 20%	935 19%	1061 20%	242cf 22%	384cf 22%	370 19%	345 19%	284 21%	369 19%	472 19%	430 20%	577a 21%	516 20%	647 20%	645 21%
5	(5)	346 3%	173 4%	174 3%	33 3%	53 3%	77 4%	65 4%	47 3%	72 4%	57 2%	76a 3%	96a 4%	116a 4%	102 3%	115 4%
6	(6)	1149 11%	494 10%	656a 13%	104 10%	206 12%	252af 13%	213 12%	171af 12%	202 10%	208 8%	236a 11%	346ab 13%	359ab 14%	383 12%	344 11%
7	(7)	331 3%	119 2%	212a 4%	25 2%	70af 4%	68 3%	53 3%	62adf 4%	53 3%	50 2%	87a 4%	85a 3%	109a 4%	97 3%	104 3%
8	(8)	424 4%	209 4%	215 4%	41 4%	83 5%	88 4%	92ef 5%	50 4%	69 3%	75 3%	85 4%	132a 5%	132ab 5%	126 4%	151a 5%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		3.29	3.20	3.37a	3.16	3.37af	3.35af	3.33af	3.38af	3.12	2.90	3.23a	3.43ab	3.56ab	3.19	3.38a
Standard Deviation		2.00	1.97	2.02	1.91	2.03	2.03	2.05	1.99	1.93	1.86	2.01	2.01	2.05	1.99	2.02
Error Variance		*	.001	.001	.004	.002	.002	.002	.003	.002	.001	.001	.002	.002	.001	.001

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 89 (continuation)**

Max Diffs - (b) Dealing with the country's deficit and debt.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1	(1)	2251 22%	306 21%	227 20%	230abh 25%	327b 23%	320abgh 26%	313 23%	287 22%	240 20%	1833 22%	418 24%	465bcde 39%	678 19%	172bde 28%	334 17%	112 18%
2	(2)	2191 22%	299 21%	225 20%	203 22%	322b 23%	266 21%	314b 23%	288 22%	274b 23%	1760 21%	431a 24%	311bde 26%	764de 22%	150de 24%	378 19%	108 18%
3	(3)	1318 13%	216df 15%	158 14%	123 13%	171 12%	157 13%	169 12%	168 13%	147 12%	1075 13%	243 14%	125 10%	463a 13%	64 10%	302abc 15%	86a 14%
4	(4)	1996 20%	287 20%	223 20%	180 20%	283 20%	252 20%	280 20%	241 19%	250 21%	1681b 20%	316 18%	142 12%	817ad 23%	122a 20%	376a 19%	150ad 24%
5	(5)	346 3%	55 4%	46c 4%	21 2%	53 4%	35 3%	49 4%	46 4%	41 3%	310b 4%	36 2%	28 2%	133a 4%	30a 5%	80a 4%	21 3%
6	(6)	1149 11%	174 12%	150cef 13%	95 10%	151 11%	129 10%	145 11%	161 12%	145 12%	941 11%	208 12%	81 7%	411a 12%	64a 10%	261a 13%	90abc 15%
7	(7)	331 3%	51 4%	40 4%	24 3%	45 3%	28 2%	55e 4%	40 3%	48e 4%	299b 4%	32 2%	20 2%	134ac 4%	8 1%	66ac 3%	21ac 3%
8	(8)	424 4%	63 4%	72adefh 6%	44h 5%	49 4%	54 4%	47 3%	59h 5%	36 3%	335 4%	90 5%	16 1%	130a 4%	14 2%	155abce 8%	25a 4%
Base for stats		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Mean Score		3.29	3.36cde	3.53acdefgh	3.17	3.21	3.15	3.24	3.32e	3.33e	3.31b	3.18	2.46	3.39ac	2.97a	3.67abc	3.55ac
Standard Deviation		2.00	2.00	2.09	2.01	1.96	1.98	1.97	2.03	1.95	2.00	2.01	1.73	1.95	1.85	2.13	1.97
Error Variance		*	.003	.004	.004	.003	.003	.003	.003	.003	*	.002	.002	.001	.007	.002	.006

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 89 (continuation)**

Max Diffs - (b) Dealing with the country's deficit and debt.

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	2251 22%	456bcde 36%	586 18%	398bde 27%	273 18%	34 18%	297bcdefgh 36%	434efgh 31%	242efgh 28%	173efgh 28%	265f 18%	211 14%	279f 19%	349f 19%
2	(2)	2191 22%	341bde 27%	701d 22%	357de 25%	286 19%	33 17%	228bcefgh 27%	318f 23%	193f 22%	158efh 25%	303 21%	286 19%	326 22%	380 21%
3	(3)	1318 13%	136 11%	430ac 13%	145 10%	248abc 16%	26 14%	92 11%	146 10%	114b 13%	70 11%	216abd 15%	245abcdgh 16%	202b 13%	233b 13%
4	(4)	1996 20%	170 13%	718ad 22%	295a 20%	294a 19%	54acd 28%	105 13%	237a 17%	182ab 21%	120a 19%	298ab 20%	291a 19%	355abdef 24%	408abf 23%
5	(5)	346 3%	22 2%	125a 4%	45a 3%	62a 4%	4 2%	18 2%	30 2%	16 2%	28abc 4%	48bc 3%	74abce 5%	57abc 4%	75abc 4%
6	(6)	1149 11%	97 8%	402ac 12%	126 9%	207ac 14%	24a 13%	66 8%	137 10%	71 8%	55 9%	201abcdg 14%	231abcdgh 15%	159a 11%	229abcd 13%
7	(7)	331 3%	28 2%	129ac 4%	33 2%	50 3%	8 4%	15 2%	52acd 4%	16 2%	9 1%	61acd 4%	56acd 4%	60acd 4%	64acd 4%
8	(8)	424 4%	30 2%	132a 4%	49 3%	106abc 7%	8 4%	14 2%	42a 3%	29a 3%	12 2%	72abd 5%	122abcdegh 8%	67abd 4%	66a 4%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		3.29	2.62	3.46ac	2.99a	3.61abc	3.56ac	2.57	2.96a	2.95a	2.89a	3.52abcd	3.83abcdegh	3.42abcd	3.42abcd
Standard Deviation		2.00	1.84	1.98	1.92	2.09	1.96	1.77	1.99	1.87	1.79	2.03	2.10	1.97	1.96
Error Variance		*	.002	.001	.004	.002	.021	.004	.003	.004	.006	.003	.003	.003	.002

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 90**

Max Diffs - (c) reforming the welfare and benefits system.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	1652 17%	672 14%	980a 19%	177f 16%	310f 17%	391adf 20%	268 15%	240f 17%	265 13%	384 15%	381a 17%	426 16%	461a 18%	545 16%	513 17%
2	(2)	2112 21%	934 19%	1177a 23%	209 19%	364 20%	395 20%	395 22%	315a 23%	434 22%	547 22%	439 20%	550 20%	576 22%	690 21%	619 20%
3	(3)	1448 14%	718 15%	730 14%	161 15%	251 14%	259 13%	246 14%	204 15%	326bcd 16%	373b 15%	286 13%	373 14%	416b 16%	459 14%	406 13%
4	(4)	2730 27%	1311 27%	1419 27%	291 27%	493e 28%	528 27%	522e 29%	331 24%	562e 28%	691d 28%	629d 29%	774d 29%	635 24%	906 27%	893 29%
5	(5)	488 5%	241 5%	247 5%	69df 6%	89 5%	97 5%	80 4%	68 5%	83 4%	119 5%	115 5%	131 5%	123 5%	170 5%	166 5%
6	(6)	981 10%	585b 12%	397 8%	117 11%	171 10%	189 10%	154 9%	149d 11%	201 10%	249 10%	231d 10%	275 10%	226 9%	338 10%	284 9%
7	(7)	183 2%	100 2%	83 2%	14 1%	25 1%	37 2%	31 2%	28 2%	47ab 2%	38 2%	34 2%	52 2%	59 2%	57 2%	51 2%
8	(8)	413 4%	243b 5%	170 3%	52f 5%	78f 4%	84 4%	85f 5%	51 4%	62 3%	100 4%	87 4%	121 4%	103 4%	153b 5%	111 4%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		3.40	3.60b	3.22	3.49c	3.39	3.34	3.43	3.35	3.44	3.41	3.42	3.47d	3.31	3.44	3.39
Standard Deviation		1.84	1.89	1.78	1.87	1.85	1.89	1.84	1.86	1.76	1.81	1.84	1.85	1.85	1.87	1.80
Error Variance		*	.001	.001	.003	.002	.002	.002	.002	.001	.001	.001	.002	.002	.001	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 90 (continuation)**

Max Diffs - (c) reforming the welfare and benefits system.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1	(1)	1652 17%	256df 18%	186 16%	142 15%	205 15%	205 16%	197 14%	237df 18%	216df 18%	1364 17%	288 16%	248bcde 21%	592d 17%	92 15%	287 15%	89 15%
2	(2)	2112 21%	284 20%	238 21%	204 22%	301 21%	267 22%	308 22%	263 20%	247 21%	1712 21%	400 23%	296bd 25%	764d 22%	157d 25%	304 16%	158bd 26%
3	(3)	1448 14%	213 15%	186dh 16%	140 15%	181 13%	192 15%	192 14%	192 15%	152 13%	1179 14%	269 15%	170 14%	498 14%	99 16%	267 14%	85 14%
4	(4)	2730 27%	375 26%	297 26%	250 27%	399 28%	340 27%	385 28%	365 28%	320 27%	2315b 28%	415 23%	315 26%	1005d 28%	175 28%	471 24%	160 26%
5	(5)	488 5%	69 5%	60 5%	48 5%	73 5%	55 4%	65 5%	66 5%	52 4%	431b 5%	56 3%	42 4%	190ae 5%	35e 6%	94 5%	19 3%
6	(6)	981 10%	159f 11%	104 9%	86 9%	153f 11%	115 9%	118 9%	116 9%	130f 11%	773 9%	208a 12%	85 7%	307 9%	52 8%	316abce 16%	49 8%
7	(7)	183 2%	27 2%	22 2%	17 2%	23 2%	23 2%	32 2%	20 2%	20 2%	164b 2%	19 1%	12 1%	53 1%	3 *	54abc 3%	17abc 3%
8	(8)	413 4%	69g 5%	49g 4%	33 4%	67g 5%	45 4%	73cegh 5%	33 3%	43 4%	296 4%	116a 7%	21 2%	122ac 3%	10 2%	159abce 8%	35abc 6%
Base for stats		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Mean Score		3.40	3.45g	3.39	3.38	3.51egh	3.35	3.48g	3.27	3.37	3.39	3.47	3.01	3.33a	3.20a	3.89abce	3.41ac
Standard Deviation		1.84	1.90	1.84	1.79	1.86	1.80	1.88	1.74	1.85	1.81	1.97	1.66	1.78	1.60	2.08	1.91
Error Variance		*	.003	.003	.003	.003	.003	.003	.002	.003	*	.002	.002	.001	.005	.002	.006

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 90 (continuation)**

Max Diff - (c) reforming the welfare and benefits system.

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	1652 17%	247bcd 19%	524d 16%	226 16%	209 14%	26 13%	166cd fgh 20%	271cd fgh 19%	135 16%	93 15%	253f 17%	202 13%	236 16%	296f 16%
2	(2)	2112 21%	317bde 25%	667d 21%	341d 24%	232 15%	33 17%	210efgh 25%	335fg 24%	191f 22%	153fg 24%	314f 21%	219 14%	297f 20%	392f 22%
3	(3)	1448 14%	187 15%	470 15%	218 15%	227 15%	27 14%	119 14%	204 15%	115 13%	96 15%	238c 16%	214 14%	207 14%	255 14%
4	(4)	2730 27%	346 27%	939d 29%	404 28%	384 25%	63d 33%	221f 26%	348 25%	245f 28%	189bf 30%	409f 28%	342 23%	482abefh 32%	493f 27%
5	(5)	488 5%	52 4%	158 5%	71 5%	76 5%	5 3%	33 4%	66 5%	40 5%	35 6%	63 4%	74 5%	81 5%	94 5%
6	(6)	981 10%	88 7%	301a 9%	133a 9%	226abc 15%	19 10%	62 7%	108 8%	88abde 10%	42 7%	103 7%	275abcdegh 18%	125 8%	178abde 10%
7	(7)	183 2%	10 1%	54a 2%	14 1%	45abc 3%	6ac 3%	10 1%	16 1%	20b 2%	6 1%	30 2%	51abcdegh 3%	20 1%	30 2%
8	(8)	413 4%	34 3%	110 3%	42 3%	127abc 8%	14abc 7%	13 2%	46ad 3%	29ad 3%	10 2%	52ad 4%	138abcdegh 9%	57ad 4%	67ad 4%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		3.40	3.09	3.37a	3.29a	3.90abc	3.72abc	3.04	3.16	3.41abd	3.19	3.28a	4.05abcdegh	3.41abde	3.38abd
Standard Deviation		1.84	1.69	1.78	1.72	2.05	1.95	1.65	1.77	1.81	1.58	1.77	2.11	1.76	1.81
Error Variance		*	.002	.001	.003	.002	.021	.003	.002	.004	.005	.002	.003	.002	.002

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 91**

Max Diffs - (d) A party's position on Scottish independence.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	922 9%	598b 12%	324 6%	99 9%	139 8%	165 8%	212abcf 12%	138b 10%	169 9%	288bcd 12%	215cd 10%	214 8%	205 8%	338b 10%	253 8%
2	(2)	559 6%	336b 7%	223 4%	55 5%	83 5%	97 5%	98 6%	86 6%	139abc 7%	137 5%	124 6%	163 6%	135 5%	200 6%	151 5%
3	(3)	607 6%	300 6%	307 6%	77b 7%	89 5%	116 6%	110 6%	73 5%	141be 7%	144 6%	117 5%	160 6%	185b 7%	184 6%	167 5%
4	(4)	941 9%	486b 10%	455 9%	114f 11%	188df 11%	197f 10%	151 8%	130 9%	160 8%	243 10%	203 9%	240 9%	256 10%	303 9%	281 9%
5	(5)	422 4%	210 4%	212 4%	55 5%	76 4%	77 4%	75 4%	55 4%	84 4%	96 4%	97 4%	109 4%	120 5%	136 4%	137 4%
6	(6)	1626 16%	794 17%	832 16%	214bcdf 20%	277 16%	317 16%	266 15%	240 17%	311 16%	457bcd 18%	354 16%	423 16%	392 15%	528 16%	492 16%
7	(7)	461 5%	177 4%	284a 5%	49 4%	79 4%	73 4%	72 4%	54 4%	132abcde 7%	93 4%	78 4%	124 5%	166abc 6%	119 4%	137 5%
8	(8)	4468 45%	1901 40%	2567a 49%	426 39%	849aef 48%	938af 47%	797a 45%	610a 44%	845 43%	1044 42%	1015a 46%	1268a 47%	1140 44%	1511 46%	1424 47%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		5.84	5.49	6.17a	5.70	6.02adef	5.96adef	5.72	5.79	5.80	5.67	5.86a	5.95a	5.88a	5.81	5.97a
Standard Deviation		2.44	2.57	2.27	2.39	2.36	2.40	2.56	2.47	2.45	2.51	2.47	2.41	2.39	2.50	2.39
Error Variance		.001	.001	.001	.006	.003	.003	.004	.004	.003	.002	.002	.003	.003	.002	.002

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 91 (continuation)**

Max Diffs - (d) A party's position on Scottish independence.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1	(1)	922 9%	124 9%	96 8%	83 9%	147g 10%	139abg 11%	123 9%	91 7%	120g 10%	771 9%	152 9%	93b 8%	199 6%	33 5%	426abce 22%	42 7%
2	(2)	559 6%	76 5%	71 6%	61g 7%	74 5%	74 6%	77 6%	59 5%	68 6%	440 5%	120a 7%	48 4%	136 4%	24 4%	219abce 11%	39ab 6%
3	(3)	607 6%	95 7%	64 6%	75bdeh 8%	77 5%	60 5%	93e 7%	80 6%	62 5%	502 6%	105 6%	48 4%	199a 6%	36 6%	159ab 8%	42a 7%
4	(4)	941 9%	161cef 11%	110 10%	76 8%	129 9%	106 9%	120 9%	125 10%	114 10%	791 10%	150 8%	79 7%	340a 10%	50 8%	262abce 13%	47 8%
5	(5)	422 4%	58 4%	53 5%	30 3%	64 5%	49 4%	65 5%	58 5%	45 4%	355 4%	67 4%	50 4%	143 4%	31 5%	93 5%	20 3%
6	(6)	1626 16%	243 17%	204d 18%	143 16%	205 15%	192 15%	227 17%	226d 18%	187 16%	1302 16%	324a 18%	192d 16%	595d 17%	114d 18%	254 13%	114d 19%
7	(7)	461 5%	64 4%	59h 5%	39 4%	64 5%	52 4%	61 4%	72h 6%	42 4%	417b 5%	44 2%	40 3%	164 5%	33 5%	71 4%	25 4%
8	(8)	4468 45%	631 43%	484 42%	414 45%	641 46%	570 46%	606 44%	579 45%	544 46%	3657 44%	811 46%	638bde 54%	1754d 50%	303d 49%	469 24%	282d 46%
Base for stats		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Mean Score		5.84	5.82	5.82	5.78	5.83	5.81	5.83	5.99c	5.83	5.84	5.86	6.26de	6.20de	6.22d	4.42	5.97d
Standard Deviation		2.44	2.41	2.40	2.49	2.50	2.53	2.44	2.31	2.49	2.44	2.44	2.32	2.23	2.18	2.66	2.36
Error Variance		.001	.004	.005	.006	.005	.005	.004	.004	.005	.001	.003	.004	.002	.010	.003	.009

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 91 (continuation)**

Max Diffs - (d) A party's position on Scottish independence.

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	922 9%	97 8%	201 6%	118b 8%	344abc 23%	11 6%	51 6%	100eh 7%	87abdegh 10%	37 6%	71 5%	384abcdegh 25%	98 6%	93 5%
2	(2)	559 6%	60 5%	146 5%	77 5%	166abc 11%	15b 8%	37 4%	51 4%	44 5%	20 3%	70 5%	179abcdegh 12%	77 5%	79 4%
3	(3)	607 6%	60 5%	196 6%	81 6%	118abc 8%	17a 9%	34 4%	65 5%	48 6%	40 6%	101abg 7%	136abcdegh 9%	78 5%	106 6%
4	(4)	941 9%	86 7%	309a 10%	124 9%	181abc 12%	17 9%	53 6%	127a 9%	75 9%	45 7%	105 7%	205abcdegh 14%	131a 9%	200adeg 11%
5	(5)	422 4%	60c 5%	120 4%	41 3%	70c 5%	3 2%	33 4%	65 5%	34 4%	29 5%	50 3%	65 4%	70 5%	76 4%
6	(6)	1626 16%	185 14%	545ad 17%	277ad 19%	196 13%	25 13%	141f 17%	215f 15%	155f 18%	116f 19%	230f 16%	197 13%	243f 16%	330bf 18%
7	(7)	461 5%	51 4%	163c 5%	46 3%	59 4%	7 4%	38 5%	52 4%	34 4%	27 4%	93bcfg 6%	55 4%	61 4%	101bfg 6%
8	(8)	4468 45%	681bcd 53%	1544d 48%	685d 47%	391 26%	95d 50%	445cfh 53%	721cfh 52%	386f 45%	310f 50%	744cfh 51%	294 19%	747cfh 50%	821f 45%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		5.84	6.21cd	6.11d	5.99d	4.47	5.96d	6.33cfgh	6.20cf	5.84f	6.23cf	6.26cfh	4.10	6.13cf	6.09cf
Standard Deviation		2.44	2.35	2.28	2.38	2.71	2.44	2.24	2.30	2.46	2.21	2.23	2.61	2.31	2.21
Error Variance		.001	.004	.002	.006	.004	.033	.006	.004	.007	.010	.003	.004	.004	.003

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 92**

Max Diffs - (e) Improving the National Health Service (NHS).

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	2520 25%	993 21%	1527a 29%	301c 28%	438 25%	436 22%	452c 25%	335 24%	555bce 28%	555 22%	553a 25%	647 24%	764abc 29%	715 22%	826a 27%
2	(2)	2781 28%	1337 28%	1444 28%	305 28%	494 28%	579f 29%	484 27%	399 29%	515 26%	760cd 30%	641d 29%	746d 28%	633 24%	901 27%	893a 29%
3	(3)	1338 13%	711b 15%	627 12%	137 13%	230 13%	270 14%	231 13%	212 15%	258 13%	330 13%	271 12%	366 14%	371 14%	447 13%	376 12%
4	(4)	1959 20%	973 20%	986 19%	193 18%	337 19%	378 19%	379a 21%	265 19%	406 20%	470 19%	424 19%	556 21%	509 20%	716b 22%	550 18%
5	(5)	235 2%	130b 3%	105 2%	31b 3%	28 2%	54b 3%	42 2%	33 2%	47 2%	58 2%	57 3%	64 2%	56 2%	81 2%	69 2%
6	(6)	811 8%	449b 9%	362 7%	80 7%	176adf 10%	196adef 10%	122 7%	109 8%	127 6%	222d 9%	188d 9%	225 8%	177 7%	324b 10%	225 7%
7	(7)	178 2%	91 2%	87 2%	15 1%	35 2%	32 2%	34 2%	19 1%	42 2%	45 2%	28 1%	52 2%	52 2%	53 2%	63 2%
8	(8)	185 2%	119b 2%	67 1%	26e 2%	44ef 2%	33 2%	37e 2%	15 1%	31 2%	63cd 3%	40 2%	46 2%	37 1%	81b 2%	41 1%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		2.87	3.04b	2.70	2.80	2.95aef	2.96aef	2.87	2.81	2.79	2.95bd	2.85	2.91d	2.76	3.04b	2.76
Standard Deviation		1.74	1.78	1.69	1.77	1.82	1.74	1.74	1.65	1.71	1.78	1.73	1.73	1.71	1.79	1.71
Error Variance		*	.001	.001	.003	.002	.002	.002	.002	.001	.001	.001	.001	.002	.001	.001

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 92 (continuation)**

Max Diffs - (e) Improving the National Health Service (NHS).

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1	(1)	2520 25%	342 24%	311 aeh 27%	273 adegh 30%	335 24%	289 23%	375 adeh 27%	315 24%	279 24%	2139 b 26%	381 21%	215 18%	977 ade 28%	187 ade 30%	421 a 22%	131 21%
2	(2)	2781 28%	380 26%	295 26%	236 26%	423 abc 30%	332 27%	376 27%	387 abc 30%	344 29%	2347 b 29%	434 24%	253 21%	1117 ade 32%	194 ae 31%	526 a 27%	141 23%
3	(3)	1338 13%	208 14%	175 dg 15%	118 13%	173 12%	175 14%	175 13%	158 12%	156 13%	1073 13%	265 a 15%	138 12%	435 12%	62 10%	323 abc 17%	86 c 14%
4	(4)	1959 20%	293 20%	205 18%	175 19%	266 19%	255 21%	268 20%	254 20%	242 21%	1531 19%	428 a 24%	333 bcde 28%	601 17%	107 17%	353 18%	145 bcd 24%
5	(5)	235 2%	39 3%	25 2%	17 2%	37 3%	24 2%	34 2%	32 3%	26 2%	212 b 3%	23 1%	43 b 4%	61 2%	17 3%	50 b 3%	17 3%
6	(6)	811 8%	130 9%	96 8%	70 8%	116 8%	117 fg 9%	96 7%	92 7%	94 8%	633 8%	178 a 10%	132 bc 11%	246 7%	40 6%	196 bc 10%	64 bc 10%
7	(7)	178 2%	26 2%	15 1%	21 2%	27 2%	24 2%	23 2%	25 2%	17 1%	146 2%	32 2%	39 bcde 3%	49 1%	10 2%	34 2%	7 1%
8	(8)	185 2%	34 c 2%	20 2%	10 1%	24 2%	25 2%	24 2%	27 2%	22 2%	153 2%	32 2%	36 bc 3%	43 1%	7 1%	49 b 2%	22 bc 4%
Base for stats		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Mean Score		2.87	2.98 bcf	2.81	2.75	2.87	2.97 bcf	2.79	2.85	2.88	2.83	3.06 a	3.39 bcde	2.66	2.63	3.03 bc	3.18 bc
Standard Deviation		1.74	1.78	1.73	1.73	1.74	1.77	1.72	1.74	1.71	1.74	1.74	1.87	1.64	1.66	1.80	1.85
Error Variance		*	.002	.002	.003	.002	.003	.002	.002	.002	*	.002	.003	.001	.006	.001	.006

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 92 (continuation)**

Max Diffs - (e) Improving the National Health Service (NHS).

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	2520 25%	232 18%	865ad 27%	367a 25%	357a 23%	43 23%	173 21%	322 23%	222a 26%	176abf 28%	403abf 28%	352 23%	384a 26%	487abf 27%
2	(2)	2781 28%	271 21%	993ad 31%	475ade 33%	379a 25%	48 25%	175 21%	300 21%	235ab 27%	210abcef 34%	376ab 26%	398ab 26%	478abcef 32%	609abcef 34%
3	(3)	1338 13%	147 11%	435c 13%	152 10%	258abc 17%	37abc 19%	94 11%	183 13%	104 12%	64 10%	210ad 14%	260abcdegh 17%	201 13%	222 12%
4	(4)	1959 20%	349bcd 27%	561 17%	275 19%	282 18%	45b 23%	233bcdefgh 28%	334cdefgh 24%	166 19%	107 17%	291fh 20%	257 17%	263 17%	309 17%
5	(5)	235 2%	51bcd 4%	56 2%	32 2%	38 3%	2 1%	27h 3%	38h 3%	19 2%	17 3%	33 2%	36 2%	36 2%	29 2%
6	(6)	811 8%	145bc 11%	225 7%	110 8%	146b 10%	14 7%	83degh 10%	153degh 11%	79degh 9%	35 6%	96 7%	154degh 10%	102 7%	109 6%
7	(7)	178 2%	39bc 3%	47 1%	23 2%	31 2%	2 1%	23gh 3%	33gh 2%	19h 2%	10 2%	27 2%	26 2%	20 1%	20 1%
8	(8)	185 2%	47bcde 4%	40 1%	16 1%	34bc 2%	* **	26degh 3%	35dgh 2%	18h 2%	6 1%	27 2%	32h 2%	22 1%	19 1%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		2.87	3.42bcde	2.69	2.74	3.00bc	2.83	3.29cdefgh	3.16cdefgh	2.92dgh	2.60	2.80dh	2.97degh	2.72h	2.61
Standard Deviation		1.74	1.90	1.65	1.66	1.79	1.52	1.87	1.86	1.81	1.61	1.72	1.78	1.65	1.58
Error Variance		*	.003	.001	.003	.002	.013	.004	.002	.004	.005	.002	.002	.002	.002

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 93**

Max Diffs - (f) dealing with crime and anti-social behaviour.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	762 8%	358 7%	403 8%	95de 9%	146d 8%	153 8%	113 6%	90 6%	163d 8%	147 6%	187a 9%	191 7%	237ac 9%	240 7%	229 8%
2	(2)	823 8%	365 8%	458a 9%	79 7%	131 7%	137 7%	167bc 9%	143abcf 10%	165 8%	197 8%	191 9%	234 9%	200 8%	269 8%	235 8%
3	(3)	1545 15%	749 16%	796 15%	172 16%	263 15%	321 16%	270 15%	208 15%	309 16%	382 15%	319 14%	415 15%	429 16%	501 15%	473 16%
4	(4)	2421 24%	1054 22%	1367a 26%	235 22%	446a 25%	471 24%	450a 25%	339 24%	479 24%	595 24%	540 25%	653 24%	632 24%	793 24%	775 25%
5	(5)	478 5%	227 5%	251 5%	66df 6%	78 4%	106 5%	75 4%	68 5%	84 4%	112 4%	111 5%	118 4%	137 5%	158 5%	162 5%
6	(6)	2465 25%	1285b 27%	1180 23%	261 24%	439 25%	502 25%	450 25%	358 26%	455 23%	741bcd 30%	531 24%	620 23%	572 22%	846 25%	755 25%
7	(7)	337 3%	166 3%	171 3%	28 3%	45 3%	59 3%	55 3%	38 3%	111abcde 6%	66 3%	61 3%	104ab 4%	105ab 4%	85 3%	93 3%
8	(8)	1176 12%	598b 12%	578 11%	154def 14%	233ef 13%	231 12%	201 11%	142 10%	213 11%	261 10%	260 12%	368ad 14%	288 11%	427b 13%	321 11%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		4.56	4.65b	4.48	4.62	4.59	4.59	4.56	4.51	4.53	4.65bd	4.51	4.62d	4.46	4.62	4.53
Standard Deviation		2.02	2.03	2.00	2.09	2.04	2.00	1.98	1.97	2.03	1.93	2.04	2.06	2.04	2.02	1.97
Error Variance		*	.001	.001	.004	.002	.002	.002	.003	.002	.001	.001	.002	.002	.001	.001

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 93 (continuation)**

Max Diffs - (f) dealing with crime and anti-social behaviour.

Base: All respondents

	Total	REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610	
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613	
1	(1)	762 8%	135ef 9%	95 8%	72 8%	104 7%	84 7%	88 6%	96 7%	88 7%	640 8%	122 7%	83 7%	237 7%	44 7%	167b 9%	50 8%
2	(2)	823 8%	108 7%	81 7%	85 9%	112 8%	103 8%	145abdegh 11%	105 8%	83 7%	596 7%	227a 13%	134bcd 11%	236 7%	50 8%	153 8%	57b 9%
3	(3)	1545 15%	240 17%	186 16%	143 16%	209 15%	179 14%	201 15%	207 16%	172 15%	1241 15%	305a 17%	183 15%	558 16%	86 14%	302 15%	92 15%
4	(4)	2421 24%	363 25%	289 25%	212 23%	323 23%	302 24%	358g 26%	288 22%	286 24%	2012 24%	409 23%	289 24%	869 25%	162 26%	436 22%	131 21%
5	(5)	478 5%	64 4%	70aceg 6%	32 3%	71 5%	55 4%	79c 6%	54 4%	54 5%	431b 5%	47 3%	47 4%	190 5%	23 4%	93 5%	23 4%
6	(6)	2465 25%	337 23%	266 23%	221 24%	357f 26%	308f 25%	293 21%	358abcf 28%	324abf 27%	2047 25%	418 24%	259 22%	922a 26%	164a 26%	516a 26%	164a 27%
7	(7)	337 3%	47 3%	37 3%	28 3%	54h 4%	44 4%	52 4%	46 4%	29 2%	308b 4%	29 2%	43 4%	114 3%	12 2%	56 3%	19 3%
8	(8)	1176 12%	157 11%	116 10%	126abg 14%	171 12%	167abg 13%	155 11%	137 11%	146 12%	959 12%	217 12%	150 13%	404 11%	81 13%	229 12%	76 12%
Base for stats	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613	
Mean Score	4.56	4.44	4.48	4.58	4.63ab	4.67abf	4.50	4.58	4.66abf	4.60b	4.40	4.50	4.64a	4.63	4.56	4.58	
Standard Deviation	2.02	2.03	1.97	2.09	2.03	2.04	1.99	2.00	2.00	2.01	2.05	2.06	1.96	2.02	2.04	2.08	
Error Variance	*	.003	.003	.005	.003	.003	.003	.003	.003	*	.002	.003	.001	.008	.002	.007	

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 93 (continuation)**

Max Diffs - (f) dealing with crime and anti-social behaviour.

Base: All respondents

		2010 VOTE						SEGMENTATION							
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	762 8%	89 7%	229 7%	93 6%	132c 9%	10 5%	57 7%	106 8%	60 7%	43 7%	138acgh 9%	130h 9%	107 7%	120 7%
2	(2)	823 8%	147bcd 12%	231 7%	98 7%	132 9%	18 9%	101cdfgh 12%	140fgh 10%	72g 8%	48 8%	160cdfgh 11%	110g 7%	79 5%	114 6%
3	(3)	1545 15%	181 14%	480 15%	212 15%	246 16%	35 18%	131 16%	208 15%	123 14%	81 13%	263bcdg 18%	249g 16%	206 14%	284 16%
4	(4)	2421 24%	299 23%	788d 24%	397ade 27%	331 22%	39 20%	202 24%	341 24%	226f 26%	166f 27%	352 24%	336 22%	351 23%	446 25%
5	(5)	478 5%	56ce 4%	170ce 5%	41 3%	76ce 5%	2 1%	36 4%	59 4%	38 4%	22 4%	59 4%	84e 6%	80 5%	98 5%
6	(6)	2465 25%	298 23%	834 26%	396a 27%	386 25%	53 27%	170 20%	328e 23%	230ae 27%	164ae 26%	278 19%	392ae 26%	443abefh 29%	460ae 26%
7	(7)	337 3%	49 4%	103 3%	52 4%	51 3%	9 5%	34c 4%	43c 3%	15 2%	19 3%	52c 4%	54c 4%	60c 4%	60c 3%
8	(8)	1176 12%	161 13%	386 12%	161 11%	171 11%	26 14%	102 12%	171 12%	99 11%	81 13%	162 11%	160 11%	179 12%	222 12%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		4.56	4.55	4.64d	4.65	4.51	4.72	4.46e	4.52e	4.57e	4.68e	4.29	4.54e	4.78abcef	4.67abef
Standard Deviation		2.02	2.07	1.99	1.95	2.05	2.07	2.06	2.05	1.97	2.01	2.07	2.01	1.97	1.98
Error Variance		*	.003	.001	.004	.002	.024	.005	.003	.004	.008	.003	.002	.003	.002

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 94**

Max Diffs - (g) Improving schools.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	1243 12%	552 11%	692a 13%	179def 16%	340cdef 19%	277def 14%	160 9%	112 8%	174 9%	289 12%	268 12%	352 13%	334 13%	377 11%	474a 16%
2	(2)	1369 14%	659 14%	710 14%	150d 14%	313acdef 18%	304def 15%	196 11%	177 13%	226 11%	392bd 16%	294 13%	375 14%	308 12%	478 14%	430 14%
3	(3)	1275 13%	648b 13%	627 12%	145 13%	201 11%	280bd 14%	213 12%	171 12%	264 13%	329b 13%	249 11%	335 12%	362b 14%	390 12%	388 13%
4	(4)	2047 20%	979 20%	1067 21%	200 18%	348 20%	409 21%	371 21%	284 20%	434a 22%	519 21%	470 21%	554 20%	504 19%	699b 21%	580 19%
5	(5)	399 4%	202 4%	197 4%	47b 4%	49 3%	84b 4%	58 3%	64bd 5%	96bd 5%	83 3%	94 4%	130ad 5%	91 4%	128 4%	125 4%
6	(6)	2262 23%	1052 22%	1210 23%	211 19%	350 20%	420 21%	492abcef 28%	332ab 24%	456ab 23%	555 22%	518 24%	587 22%	601 23%	774 23%	658 22%
7	(7)	467 5%	226 5%	241 5%	40 4%	54 3%	76 4%	84b 5%	77abc 6%	135abcd 7%	81 3%	92 4%	121a 4%	174abc 7%	151 5%	123 4%
8	(8)	946 9%	486b 10%	460 9%	117bc 11%	128 7%	130 7%	209bc 12%	168bcf 12%	194bc 10%	255 10%	217 10%	249 9%	226 9%	322 10%	265 9%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		4.24	4.27	4.20	4.07b	3.76	3.98b	4.59abc	4.56abc	4.48abc	4.19	4.29	4.19	4.28	4.28b	4.07
Standard Deviation		2.15	2.15	2.15	2.24	2.17	2.07	2.11	2.12	2.07	2.15	2.14	2.15	2.15	2.14	2.18
Error Variance		*	.001	.001	.005	.003	.002	.002	.003	.002	.002	.001	.002	.003	.001	.002

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 94 (continuation)**

Max Diffs - (g) Improving schools.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1	(1)	1243 12%	153 11%	140 12%	103 11%	189a 13%	144 12%	220abcegh 16%	164 13%	129 11%	1150b 14%	94 5%	87 7%	451ae 13%	105abde 17%	234a 12%	57 9%
2	(2)	1369 14%	228fgh 16%	154 14%	127 14%	206 15%	166 13%	174 13%	161 12%	153 13%	1198b 15%	171 10%	112 9%	555ad 16%	80a 13%	236a 12%	101ad 16%
3	(3)	1275 13%	181 12%	162fh 14%	125f 14%	173 12%	182fh 15%	149 11%	164 13%	132 11%	1031 13%	244 14%	127 11%	466a 13%	71 11%	273a 14%	75 12%
4	(4)	2047 20%	281 19%	231 20%	195 21%	295 21%	260 21%	270 20%	266 21%	248 21%	1694 21%	353 20%	296bcde 25%	737d 21%	124 20%	349 18%	120 20%
5	(5)	399 4%	61 4%	43 4%	39 4%	50 4%	43 3%	56 4%	58 4%	50 4%	342 4%	56 3%	75bcd 6%	110 3%	24 4%	88b 5%	32b 5%
6	(6)	2262 23%	322 22%	247 22%	210 23%	310 22%	296 24%	306 22%	298 23%	272 23%	1732 21%	529a 30%	299d 25%	821 23%	143 23%	421 22%	131 21%
7	(7)	467 5%	83def 6%	62d 5%	44 5%	49 3%	48 4%	54 4%	63 5%	64d 5%	390 5%	77 4%	63 5%	141 4%	21 3%	84 4%	38bcd 6%
8	(8)	946 9%	142 10%	102 9%	78 8%	130 9%	102 8%	143 10%	117 9%	132ce 11%	697 8%	249a 14%	129b 11%	249 7%	57 9%	266abce 14%	58b 9%
Base for stats		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Mean Score		4.24	4.29	4.21	4.23	4.13	4.19	4.18	4.26	4.41bcdef	4.11	4.83a	4.65bcde	4.07	4.09	4.41bc	4.31b
Standard Deviation		2.15	2.15	2.14	2.09	2.15	2.08	2.23	2.14	2.17	2.15	2.04	2.00	2.09	2.20	2.24	2.12
Error Variance		*	.003	.004	.005	.003	.004	.004	.004	.004	.001	.002	.003	.001	.010	.002	.007

95 percent as lower case or \*

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



# Scottish Political Poll

**Table 94 (continuation)**

Max Diffs - (g) Improving schools.

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	1243 12%	99 8%	379a 12%	212abd 15%	179a 12%	33abd 17%	65 8%	154a 11%	120ab 14%	102abfgh 16%	219abfh 15%	172a 11%	191a 13%	220a 12%
2	(2)	1369 14%	123 10%	515acd 16%	187a 13%	190a 12%	36acd 19%	83 10%	173 12%	119a 14%	92a 15%	206a 14%	185 12%	253abcef 17%	258a 14%
3	(3)	1275 13%	150 12%	424 13%	162 11%	210c 14%	23 12%	93 11%	161 12%	90 10%	64 10%	205abcd 14%	237abcdh 16%	198 13%	225 12%
4	(4)	2047 20%	312bde 24%	666d 21%	312d 21%	271 18%	31 16%	203bcefg 24%	289f 21%	170 20%	133f 21%	288 20%	261 17%	303f 20%	399f 22%
5	(5)	399 4%	79bce 6%	101 3%	43 3%	72bc 5%	4 2%	50cdefgh 6%	65e 5%	32 4%	20 3%	47 3%	60 4%	57 4%	68 4%
6	(6)	2262 23%	312d 24%	747 23%	343 24%	317 21%	36 19%	211ef 25%	337ef 24%	211ef 24%	136 22%	299 20%	313 21%	331 22%	425ef 24%
7	(7)	467 5%	84bc 7%	132 4%	50 3%	79c 5%	12 6%	51cgh 6%	71 5%	33 4%	25 4%	80gh 5%	81h 5%	59 4%	68 4%
8	(8)	946 9%	123 10%	258 8%	141 10%	207abc 14%	16 8%	78 9%	146egh 10%	87g 10%	53 9%	121 8%	207abcdegh 14%	111 7%	142 8%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		4.24	4.59bcde	4.13	4.19	4.42bce	3.92	4.58bcdegh	4.40degh	4.25eg	4.04	4.06	4.42degh	4.04	4.16
Standard Deviation		2.15	2.00	2.10	2.18	2.24	2.27	2.00	2.14	2.20	2.19	2.17	2.24	2.10	2.09
Error Variance		*	.003	.002	.005	.003	.029	.004	.003	.005	.010	.003	.003	.003	.003

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 95**

Max Diffs - (h) Controlling immigration.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
1	(1)	2084 21%	932 19%	1153a 22%	153 14%	301a 17%	362a 18%	399abc 22%	346abc 25%	520abcd 26%	320 13%	410a 19%	683ab 25%	671ab 26%	677 20%	572 19%
2	(2)	1148 11%	527 11%	621 12%	86 8%	223a 13%	211a 11%	192a 11%	158a 11%	276acde 14%	210 8%	243a 11%	347a 13%	347ab 13%	347 10%	371a 12%
3	(3)	913 9%	421 9%	493 9%	96 9%	150 8%	183 9%	150 8%	112 8%	222abcde 11%	205 8%	179 8%	244 9%	286abc 11%	281 8%	271 9%
4	(4)	1283 13%	581 12%	702a 13%	126 12%	264cef 15%	262 13%	230 13%	161 12%	238 12%	340 14%	283 13%	352 13%	308 12%	430 13%	398 13%
5	(5)	379 4%	179 4%	200 4%	55cdef 5%	89cdef 5%	67 3%	62 3%	46 3%	62 3%	87 3%	96 4%	99 4%	97 4%	117 4%	136 4%
6	(6)	1936 19%	972b 20%	965 19%	262bdef 24%	341f 19%	424f 21%	349f 20%	266f 19%	292 15%	594bcd 24%	466cd 21%	477 18%	399 15%	690 21%	600 20%
7	(7)	476 5%	214 4%	263 5%	64ef 6%	96ef 5%	102 5%	81 5%	53 4%	79 4%	116 5%	107 5%	114 4%	139 5%	159 5%	135 4%
8	(8)	1787 18%	979b 20%	808 16%	247bcdef 23%	318f 18%	369f 19%	318f 18%	245f 18%	290 15%	630bcd 25%	416cd 19%	387 14%	352 14%	619 19%	561 18%
Base for stats		10007	4803	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Mean Score		4.34	4.50b	4.18	4.95bcdef	4.47ef	4.51def	4.30f	4.18f	3.85	5.02bcd	4.51cd	3.98	3.90	4.43	4.41
Standard Deviation		2.53	2.56	2.50	2.44	2.46	2.50	2.56	2.59	2.52	2.44	2.51	2.51	2.50	2.54	2.51
Error Variance		.001	.001	.001	.006	.004	.003	.004	.005	.003	.002	.002	.003	.004	.002	.002

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 95 (continuation)**

Max Diffs - (h) Controlling immigration.

Base: All respondents

		REGION								SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)					
		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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row		10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
1	(1)	2084 21%	309 21%	269ceh 24%	181 20%	296 21%	231 19%	286 21%	286e 22%	227 19%	1655 20%	430a 24%	252bc 21%	629 18%	92 15%	390bc 20%	239abcd 39%
2	(2)	1148 11%	132 9%	149ad 13%	112a 12%	143 10%	148a 12%	202adegh 15%	138 11%	124 11%	918 11%	229a 13%	166bcd 14%	381 11%	54 9%	194 10%	89bcd 15%
3	(3)	913 9%	121 8%	107 9%	101ad 11%	109 8%	125d 10%	119 9%	120 9%	112 9%	709 9%	205a 12%	138bde 12%	302 9%	59 9%	176 9%	45 7%
4	(4)	1283 13%	191 13%	131 11%	117 13%	202bf 14%	166 13%	151 11%	153 12%	171bf 14%	1057 13%	226 13%	185bde 16%	434 12%	75 12%	225 12%	65 11%
5	(5)	379 4%	54 4%	37 3%	35 4%	47 3%	45 4%	60 4%	50 4%	51 4%	322 4%	57 3%	35 3%	134 4%	27 4%	91a 5%	19 3%
6	(6)	1936 19%	305b 21%	190 17%	181 20%	276b 20%	248b 20%	278b 20%	235 18%	222 19%	1635b 20%	301 17%	224e 19%	785ade 22%	162ade 26%	327e 17%	74 12%
7	(7)	476 5%	83f 6%	55 5%	49 5%	59 4%	53 4%	54 4%	54 4%	71dfg 6%	438b 5%	38 2%	45 4%	194acde 5%	19 3%	78 4%	16 3%
8	(8)	1787 18%	255 18%	204 18%	145 16%	270cf 19%	225 18%	221 16%	255cf 20%	203 17%	1499b 18%	287 16%	143 12%	669ae 19%	135ae 22%	471abe 24%	65 11%
Base for stats		10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Mean Score		4.34	4.43bf	4.16	4.28	4.41bf	4.40b	4.20	4.35	4.40bf	4.41b	3.98	3.97e	4.57ae	4.81abe	4.58ae	3.24
Standard Deviation		2.53	2.53	2.59	2.47	2.55	2.49	2.51	2.59	2.48	2.53	2.51	2.38	2.50	2.44	2.63	2.46
Error Variance		.001	.005	.006	.006	.005	.005	.005	.005	.005	.001	.004	.005	.002	.012	.003	.010

95 percent as lower case or \*

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

# Scottish Political Poll

**Table 95 (continuation)**

Max Diffs - (h) Controlling immigration.

Base: All respondents

		2010 VOTE					SEGMENTATION								
		Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row		10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
1	(1)	2084 21%	329bcd 26%	617c 19%	220 15%	301c 20%	67abcd 35%	214bcd 26%	276cdg 20%	131 15%	90 14%	441abcd 30%	294cd 19%	251 17%	387cdg 21%
2	(2)	1148 11%	197bcd 15%	352 11%	132 9%	166 11%	28c 14%	135cd 16%	187cd 13%	84 10%	51 8%	205cd 14%	159 10%	145 10%	181 10%
3	(3)	913 9%	137 11%	292 9%	122 8%	140 9%	18 9%	80 10%	152cg 11%	62 7%	54 9%	149cg 10%	137 9%	120 8%	160 9%
4	(4)	1283 13%	187d 15%	416 13%	197 14%	172 11%	21 11%	130fh 16%	199f 14%	115f 13%	83 13%	189f 13%	153 10%	195f 13%	218 12%
5	(5)	379 4%	41 3%	120 4%	48 3%	64e 4%	2 1%	28 3%	53 4%	26 3%	25 4%	52 4%	69 5%	51 3%	75 4%
6	(6)	1936 19%	220 17%	660ade 20%	338ade 23%	255 17%	22 11%	135e 16%	270e 19%	217abefh 25%	164abefh 26%	193 13%	254e 17%	369abefh 25%	335e 19%
7	(7)	476 5%	47 4%	171ac 5%	54 4%	78 5%	4 2%	35 4%	58 4%	38 4%	24 4%	77f 5%	56 4%	79f 5%	110bf 6%
8	(8)	1787 18%	123 10%	593a 18%	339abe 23%	350abe 23%	31a 16%	77 9%	201ae 14%	189abe 22%	134abe 21%	158 11%	394abcdegh 26%	295abe 20%	339abe 19%
Base for stats		10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Mean Score		4.34	3.68	4.46ae	4.83abde	4.54ae	3.52	3.66	4.15ae	4.82abeh	4.85abeh	3.60	4.65abeh	4.69abeh	4.41abe
Standard Deviation		2.53	2.35	2.51	2.49	2.62	2.61	2.34	2.43	2.47	2.42	2.65	2.45	2.47	2.57
Error Variance		.001	.004	.002	.006	.004	.038	.006	.004	.007	.012	.004	.004	.004	.004

95 percent as lower case or \*

Statistically significant differences are shown in the data tables by the letter(s) next to each figure, which correspond to the columns in each data table. These letters indicate which sub-group responses are significantly different from that figure at a 95 percent confidence level

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

# Scottish Political Poll

**Table 96**

New Seg.

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	5203	1089	1782	1980	1782	1386	1980	2502	2202	2702	2600	3319	3042
Conservative supporters	834 8%	448b 9%	386 7%	34 3%	87a 5%	132ab 7%	118ab 7%	122abcd 9%	338abcde 17%	287bcd 11%	169 8%	203 8%	175 7%	282b 9%	154 5%
Favour DC / Conservative, anti Milliband	1396 14%	711b 15%	685 13%	167ef 15%	257e 14%	307ef 15%	261ef 15%	159 12%	245 12%	450bcd 18%	340cd 15%	330 12%	275 11%	568b 17%	410 13%
Pro Lib Dem, but like the Conservative approach	863 9%	452b 9%	411 8%	149bcdef 14%	172ef 10%	173ef 9%	161ef 9%	94 7%	112 6%	262cd 10%	210d 10%	223d 8%	168 6%	326 10%	275 9%
Liberal Democrat supporters	624 6%	270 6%	354a 7%	58 5%	87 5%	109 6%	114b 6%	82 6%	175abcde 9%	259bcd 10%	148cd 7%	118 4%	99 4%	197 6%	182 6%
Political cynics	1464 15%	539 11%	925a 18%	195def 18%	347cdef 19%	308def 16%	235f 13%	172 12%	206 10%	227 9%	330a 15%	445a 16%	461ab 18%	467 14%	496a 16%
Scottish Nationalist party supporters	1516 15%	796b 17%	719 14%	126 12%	249 14%	302a 15%	306abf 17%	240abf 17%	293a 15%	328 13%	315 14%	415a 15%	457ab 18%	480 14%	437 14%
Pro Labour, but like the Conservative approach	1505 15%	771b 16%	734 14%	182f 17%	266f 15%	300f 15%	265f 15%	239f 17%	251 13%	396d 16%	348d 16%	429d 16%	332 13%	489 15%	523a 17%
Labour supporters	1805 18%	816 17%	989a 19%	178 16%	318 18%	348 18%	323 18%	277a 20%	360 18%	293 12%	341a 15%	538ab 20%	633abc 24%	510 15%	566a 19%

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

# Scottish Political Poll

**Table 96 (continuation)**

New Seg.

Base: All respondents

	REGION									SAMPLE		VOTING INTENTION (THOSE NAMING A PARTY)				
	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)	CATI (a)	Online (b)	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)
Unweighted row	10007	1388	1219	966	1336	1221	1348	1278	1250	8234	1773	1239	3093	490	2175	610
Total	10007	1451	1141	921	1401	1241	1371	1291	1181	8234	1773	1188	3530	624	1952	613
Conservative supporters	834 8%	95 7%	75 7%	79 9%	114 8%	125abh 10%	124ab 9%	135abdh 10%	87 7%	688 8%	146 8%	632bcde 53%	28 1%	7 1%	20 1%	59bcd 10%
Favour DC / Conservative, anti Milliband	1396 14%	193 13%	125 11%	115 12%	191b 14%	182b 15%	242abcdegh 18%	178b 14%	171b 14%	1230b 15%	166 9%	354bcde 30%	319c 9%	30 5%	211bc 11%	108bcd 18%
Pro Lib Dem, but like the Conservative approach	863 9%	107 7%	86 8%	95ab 10%	118 8%	114 9%	126 9%	114 9%	102 9%	784b 10%	79 4%	116c 10%	279c 8%	27 4%	164c 8%	64bc 10%
Liberal Democrat supporters	624 6%	31 2%	30 3%	161abdefgh 17%	95abh 7%	96abgh 8%	108abgh 8%	65abh 5%	37 3%	504 6%	120 7%	15d 1%	24d 1%	501abde 80%	2 *%	9bd 2%
Political cynics	1464 15%	173 12%	175a 15%	149aeh 16%	191 14%	163 13%	218aeh 16%	231adeh 18%	155 13%	1009 12%	454a 26%	48 4%	256ac 7%	18 3%	192abc 10%	174abcd 28%
Scottish Nationalist party supporters	1516 15%	224g 15%	167g 15%	144g 16%	205g 15%	192g 15%	261abcdegh 19%	150 12%	172g 15%	1197 15%	318a 18%	4 *%	135a 4%	19a 3%	1110abce 57%	68abc 11%
Pro Labour, but like the Conservative approach	1505 15%	277cdefg 19%	217cdefg 19%	85 9%	218cf 16%	179cf 14%	136 10%	191cf 15%	200cf 17%	1316b 16%	188 11%	6 *%	1097acde 31%	12a 2%	132ac 7%	73acd 12%
Labour supporters	1805 18%	350cdefg 24%	266cdefg 23%	94 10%	269cef 19%	188cf 15%	156 11%	226cf 17%	256cefg 22%	1504 18%	301 17%	13 1%	1393acde 39%	8 1%	121ac 6%	58acd 9%

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Fieldwork Conducted 22nd February to 9th May

# Scottish Political Poll

**Table 96 (continuation)**

New Seg.

Base: All respondents

	2010 VOTE						SEGMENTATION							
	Total	Conservative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Other (e)	Seg 1 (a)	Seg 2 (b)	Seg 3 (c)	Seg 4 (d)	Seg 5 (e)	Seg 6 (f)	Seg 7 (g)	Seg 8 (h)
Unweighted row	10007	1369	2777	987	1879	178	888	1489	923	495	1537	1673	1405	1597
Total	10007	1281	3222	1449	1526	192	834	1396	863	624	1464	1516	1505	1805
Conservative supporters	834 8%	610bcde 48%	32 1%	35b 2%	24 2%	11bcd 6%	834bcdefgh 100%	- -	- -	- -	- -	- -	- -	- -
Favour DC / Conservative, anti Milliband	1396 14%	368bcde 29%	283 9%	199b 14%	180b 12%	37bd 19%	- -	1396acdefgh 100%	- -	- -	- -	- -	- -	- -
Pro Lib Dem, but like the Conservative approach	863 9%	114 9%	243 8%	139b 10%	127 8%	19 10%	- -	- -	863abdefgh 100%	- -	- -	- -	- -	- -
Liberal Democrat supporters	624 6%	24bd 2%	24 1%	484abde 33%	9 1%	1 *	- -	- -	- -	624abcefg 100%	- -	- -	- -	- -
Political cynics	1464 15%	88 7%	329a 10%	177a 12%	160a 11%	57abcd 30%	- -	- -	- -	- -	1464abcdfgh 100%	- -	- -	- -
Scottish Nationalist party supporters	1516 15%	21 2%	220a 7%	110a 8%	825abce 54%	24abc 13%	- -	- -	- -	- -	- -	1516abcdegh 100%	- -	- -
Pro Labour, but like the Conservative approach	1505 15%	31 2%	889acde 28%	200ad 14%	119a 8%	26ad 14%	- -	- -	- -	- -	- -	- -	1505abcdefh 100%	- -
Labour supporters	1805 18%	25 2%	1202acde 37%	105ad 7%	81a 5%	16a 8%	- -	- -	- -	- -	- -	- -	- -	1805abcdefg 100%

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