

HOLYROOD VOTING INTENTIONS POLL

Published 7th March 2011

A poll was conducted by TNS–BMRB to establish current voting intentions in Scotland in relation to the constituency and regional votes for the Holyrood Parliament.

The results of this poll were published in The Herald on 7th March 2011.

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

Sample size	956
Sampling points	70
Fieldwork dates	23 rd February to 2 nd March 2011
Interview method	Face-to-face, in-home, self-completion.
Population sampled	All adults aged 18+ in Scotland
Sampling method	The poll was conducted through our Omnibus, Scottish Opinion Survey. For this survey, sampling points are selected to be representative of Scotland demographically and geographically. Within each sampling point, a quota sampling method is used for respondent selection.
Data weighting	Data is weighted to the profile of all adults aged 18+ in Scotland, based on population profile estimates from the BARB (Broadcasters' Audience Research Board) Establishment Survey 2 Years Ending December 2008 and the 2001 Census. Weighting is carried out in relation to working status within gender, age, social grade and electoral region. Unweighted and weighted bases are shown at the top of each data table.
Voting intentions	Two tables are supplied for each measure of voting intentions. The first of these is based on all respondents and shows the percentages 'uncommitted' – i.e. who were either undecided or said that they would not vote at all. The second table excludes this 'uncommitted' group and re-percentages party support based on all those naming a party. It is these latter figures which are published as the measure of voting intentions. Results are shown for both the constituency and regional votes for Holyrood.
Questions	The data tables show the question wording in full.
Further enquiries	Chris.Eynon@tns-global.com
View main data set	Voting Intentions Tables.

SCOTTISH OPINION SURVEY - VOTING INTENTION : FEBRUARY 2011 : JN220066

Table 1

**A.1a If the election for the Scottish Parliament were held tomorrow, for which party would you vote for your constituency MSP?
(Respondents initially stating "undecided" then asked: For which party would you be most likely to vote for your constituency MSP?)
BASE : ALL AGED 18+**

	Total	SEX		AGE						CLASS						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	956	437	519	83	139	163	194	152	225	222	357	377	188	254	194	320
Weighted base	956	456	500	109	148	178	176	150	194	257	354	345	186	263	210	296
Conservative	70 7%	38 8%	32 6%	3 2%	4 3%	10 6%	11 6%	15 10%	26 14%	7 3%	22 6%	42 12%	28 15%	19 7%	14 7%	9 3%
Labour	259 27%	111 24%	148 30%	20 18%	47 32%	48 27%	45 25%	43 29%	56 29%	67 26%	93 26%	99 29%	39 21%	62 24%	61 29%	96 33%
Liberal Democrat	66 7%	25 6%	41 8%	3 3%	12 8%	11 6%	14 8%	11 7%	15 8%	15 6%	25 7%	26 8%	29 15%	20 8%	5 2%	13 4%
S.N.P.	174 18%	95 21%	78 16%	9 9%	20 13%	31 17%	34 19%	35 23%	45 23%	29 11%	65 18%	80 23%	33 18%	44 17%	35 17%	61 20%
Other candidate or party	23 2%	15 3%	8 2%	3 3%	1 1%	12 7%	3 2%	2 1%	3 1%	4 2%	15 4%	4 1%	4 2%	8 3%	8 4%	4 1%
Would not vote	145 15%	78 17%	66 13%	42 39%	33 22%	21 12%	19 11%	21 14%	9 5%	75 29%	40 11%	30 9%	15 8%	35 13%	36 17%	59 20%
Don't know	219 23%	92 20%	127 25%	29 27%	31 21%	45 25%	50 28%	24 16%	40 21%	60 23%	94 27%	64 19%	38 21%	74 28%	51 24%	55 19%

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Table 1

**A.1a If the election for the Scottish Parliament were held tomorrow, for which party would you vote for your constituency MSP?
(Respondents initially stating "undecided" then asked: For which party would you be most likely to vote for your constituency MSP?)
BASE : ALL AGED 18+**

	SCOTTISH REGION									PARTY SUPPORTED FOR HOLYROOD CONSTITUENCY					
	Total	H&I	North East	Mid and Fife	Loth -ians	Cent -ral	Glas -gow	West	South	Conser vative	Labour	Libera l Democrat	S.N.P.	Other candid ate or party	Don't know
Unweighted base	956	107	173	94	138	121	114	85	124	69	263	69	187	22	210
Weighted base	956	76	124	124	124	134	124	124	124	70	259	66	174	23	219
Conservative	70	2	5	4	13	15	5	14	13	70	-	-	-	-	-
	7%	3%	4%	3%	11%	11%	4%	11%	10%	100%	-	-	-	-	-
Labour	259	18	28	21	31	48	46	28	39	-	259	-	-	-	-
	27%	24%	23%	17%	25%	36%	37%	22%	31%	-	100%	-	-	-	-
Liberal Democrat	66	8	8	7	14	4	4	14	7	-	-	66	-	-	-
	7%	11%	7%	5%	11%	3%	3%	11%	5%	-	-	100%	-	-	-
S.N.P.	174	13	36	13	19	30	23	19	22	-	-	-	174	-	-
	18%	16%	29%	11%	15%	22%	18%	15%	17%	-	-	-	100%	-	-
Other candidate or party	23	2	2	2	6	2	7	3	-	-	-	-	-	23	-
	2%	2%	2%	1%	4%	1%	6%	2%	-	-	-	-	-	100%	-
Would not vote	145	10	27	24	12	14	15	20	22	-	-	-	-	-	-
	15%	13%	22%	19%	10%	11%	12%	16%	18%	-	-	-	-	-	-
Don't know	219	24	18	55	30	20	23	27	22	-	-	-	-	-	219
	23%	31%	14%	44%	24%	15%	18%	22%	18%	-	-	-	-	-	100%

Table 2

**A.1b If the election for the Scottish Parliament were held tomorrow, for which party would you vote for your constituency MSP?
 (Respondents initially stating "undecided" then asked: For which party would you be most likely to vote for your constituency MSP?)
 BASE : ALL COMMITTED VOTERS AGED 18+**

	Total	SEX		AGE							CLASS					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	610	284	326	31	79	104	120	109	167	110	224	276	134	156	119	201
Weighted base	593	285	308	38	84	113	107	106	145	122	220	250	133	154	123	182
Conservative	70 12%	38 13%	32 10%	3 7%	4 5%	10 9%	11 11%	15 14%	26 18%	7 6%	22 10%	42 17%	28 21%	19 12%	14 11%	9 5%
Labour	259 44%	111 39%	148 48%	20 53%	47 56%	48 43%	45 42%	43 41%	56 39%	67 55%	93 42%	99 40%	39 29%	62 40%	61 50%	96 53%
Liberal Democrat	66 11%	25 9%	41 13%	3 8%	12 14%	11 10%	14 13%	11 11%	15 10%	15 12%	25 12%	26 10%	29 22%	20 13%	5 4%	13 7%
S.N.P.	174 29%	95 33%	78 25%	9 25%	20 23%	31 27%	34 32%	35 33%	45 31%	29 24%	65 30%	80 32%	33 25%	44 29%	35 29%	61 33%
Other candidate or party	23 4%	15 5%	8 3%	3 8%	1 1%	12 11%	3 3%	2 1%	3 2%	4 3%	15 7%	4 2%	4 3%	8 5%	8 6%	4 2%

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Table 2

**A.1b If the election for the Scottish Parliament were held tomorrow, for which party would you vote for your constituency MSP?
(Respondents initially stating "undecided" then asked: For which party would you be most likely to vote for your constituency MSP?)
BASE : ALL COMMITTED VOTERS AGED 18+**

	SCOTTISH REGION									PARTY SUPPORTED FOR HOLYROOD CONSTITUENCY					
	Total	H&I	North East	Mid and Fife	Loth -ians	Cent -ral	Glas -gow	West	South	Conser vative	Labour	Libera l Democrat	S.N.P.	Other candid ate or party	Don't know
Unweighted base	610	60	114	36	92	91	80	55	82	69	263	69	187	22	-
Weighted base	593	43	79	46	83	99	86	77	80	70	259	66	174	23	-
Conservative	70	2	5	4	13	15	5	14	13	70	-	-	-	-	-
	12%	5%	6%	8%	16%	15%	6%	18%	16%	100%	-	-	-	-	-
Labour	259	18	28	21	31	48	46	28	39	-	259	-	-	-	-
	44%	42%	36%	45%	38%	49%	53%	36%	49%	-	100%	-	-	-	-
Liberal Democrat	66	8	8	7	14	4	4	14	7	-	-	66	-	-	-
	11%	19%	10%	14%	17%	4%	5%	18%	8%	-	-	100%	-	-	-
S.N.P.	174	13	36	13	19	30	23	19	22	-	-	-	174	-	-
	29%	29%	45%	29%	23%	30%	26%	24%	27%	-	-	-	100%	-	-
Other candidate or party	23	2	2	2	6	2	7	3	-	-	-	-	-	23	-
	4%	4%	3%	4%	7%	2%	9%	4%	-	-	-	-	-	100%	-

SCOTTISH OPINION SURVEY - VOTING INTENTION : FEBRUARY 2011 : JN220066

Table 3

A.2a And for which party would you vote for additional MSPs for your area?

(Respondents initially stating "undecided" then asked: For which party would you be most likely to vote for additional MSPs for your area?)

BASE : ALL AGED 18+

	Total	SEX		AGE						CLASS						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	956	437	519	83	139	163	194	152	225	222	357	377	188	254	194	320
Weighted base	956	456	500	109	148	178	176	150	194	257	354	345	186	263	210	296
Conservative	63 7%	34 7%	29 6%	8 8%	2 1%	12 6%	7 4%	14 9%	21 11%	10 4%	19 5%	34 10%	25 14%	17 6%	9 4%	12 4%
Labour	231 24%	91 20%	140 28%	15 13%	39 27%	41 23%	43 24%	39 26%	54 28%	54 21%	84 24%	93 27%	37 20%	53 20%	54 26%	86 29%
Liberal Democrat	56 6%	28 6%	28 5%	2 2%	8 6%	7 4%	11 6%	12 8%	16 8%	11 4%	18 5%	28 8%	19 10%	22 8%	7 3%	8 3%
Scottish Green Party	38 4%	19 4%	19 4%	1 1%	8 6%	7 4%	9 5%	6 4%	6 3%	10 4%	16 5%	12 4%	15 8%	11 4%	5 2%	7 2%
S.N.P.	172 18%	92 20%	80 16%	11 10%	26 18%	32 18%	33 19%	33 22%	37 19%	37 14%	65 18%	70 20%	28 15%	43 16%	39 18%	63 21%
Scottish Socialist Party	5 *	3 1%	2 *	- -	1 1%	2 1%	1 1%	- -	- -	1 *	4 1%	- -	1 1%	2 1%	1 1%	1 *
Other party (net)	23 2%	16 3%	7 1%	3 3%	3 2%	9 5%	1 1%	4 3%	3 1%	6 2%	10 3%	7 2%	5 3%	9 3%	5 2%	4 1%
Solidarity	7 1%	4 1%	3 1%	- -	3 2%	3 1%	1 *	1 1%	- -	3 1%	3 1%	1 *	1 1%	4 2%	- -	2 1%
Other party or independent candidate	16 2%	11 2%	4 1%	3 3%	- -	6 3%	1 *	3 2%	3 1%	3 1%	7 2%	5 2%	4 2%	5 2%	5 2%	2 1%
Would not vote	146 15%	76 17%	70 14%	38 35%	30 20%	23 13%	21 12%	19 13%	15 8%	68 26%	44 12%	34 10%	17 9%	35 13%	35 17%	59 20%
Don't know	222 23%	96 21%	125 25%	30 28%	31 21%	46 26%	49 28%	24 16%	43 22%	61 24%	95 27%	66 19%	39 21%	71 27%	56 27%	56 19%

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Table 3

A.2a And for which party would you vote for additional MSPs for your area?

(Respondents initially stating "undecided" then asked: For which party would you be most likely to vote for additional MSPs for your area?)

BASE : ALL AGED 18+

	SCOTTISH REGION									PARTY SUPPORTED FOR HOLYROOD CONSTITUENCY					
	Total	H&I	North East	Mid and Fife	Loth -ians	Cent -ral	Glas -gow	West	South	Conser vative	Labour	Libera l Democrat	S.N.P.	Other candid ate or party	Don't know
Unweighted base	956	107	173	94	138	121	114	85	124	69	263	69	187	22	210
Weighted base	956	76	124	124	124	134	124	124	124	70	259	66	174	23	219
Conservative	63 7%	3 4%	5 4%	4 3%	12 10%	11 8%	7 5%	13 11%	8 7%	47 67%	4 2%	6 10%	3 1%	- -	2 1%
Labour	231 24%	14 18%	24 20%	17 14%	25 20%	46 35%	41 33%	24 19%	39 31%	1 2%	211 82%	6 9%	8 4%	- -	3 2%
Liberal Democrat	56 6%	8 10%	5 4%	6 5%	12 10%	5 4%	3 3%	9 7%	8 6%	7 10%	4 2%	37 57%	5 3%	1 4%	2 1%
Scottish Green Party	38 4%	1 2%	3 2%	3 2%	11 9%	7 5%	7 5%	4 4%	2 2%	1 2%	8 3%	5 8%	9 5%	12 51%	2 1%
S.N.P.	172 18%	11 15%	36 29%	15 12%	16 13%	29 21%	26 21%	19 16%	19 16%	4 6%	23 9%	3 5%	139 80%	- -	3 1%
Scottish Socialist Party	5 *	- -	1 *	- -	4 3%	- -	- -	- -	- -	- -	1 *	1 2%	- -	1 5%	1 1%
Other party (net)	23 2%	1 1%	3 2%	4 3%	3 2%	3 2%	4 3%	3 2%	3 2%	2 2%	2 1%	1 2%	4 2%	7 28%	5 2%
Solidarity	7 1%	- -	1 *	4 3%	- -	- -	1 1%	2 1%	- -	- -	- -	- -	2 1%	2 7%	3 1%
Other party or independent candidate	16 2%	1 1%	2 2%	- -	3 2%	3 2%	3 2%	1 1%	3 2%	2 2%	2 1%	1 2%	2 1%	5 21%	2 1%
Would not vote	146 15%	11 14%	27 22%	27 21%	14 11%	12 9%	14 11%	19 15%	22 18%	2 3%	1 *	- -	2 1%	- -	8 4%
Don't know	222 23%	27 35%	20 16%	49 39%	28 22%	21 15%	22 18%	32 26%	23 19%	6 8%	5 2%	6 9%	5 3%	3 12%	192 88%

Prepared by TNS-BMRB

Fieldwork : 23rd February - 2nd March 2011



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Table 4

**A.2b And for which party would you vote for additional MSPs for your area? (Respondents initially stating "undecided" then asked:
For which party would you be most likely to vote for additional MSPs for your area?)**

BASE : ALL COMMITTED VOTERS AGED 18+

	Total	SEX		AGE							CLASS					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	602	279	323	33	81	100	119	111	158	114	219	269	131	158	114	199
Weighted base	588	283	305	41	88	109	106	108	136	129	215	244	131	157	120	181
Conservative	63 11%	34 12%	29 10%	8 20%	2 2%	12 11%	7 7%	14 13%	21 15%	10 8%	19 9%	34 14%	25 19%	17 11%	9 8%	12 7%
Labour	231 39%	91 32%	140 46%	15 36%	39 45%	41 37%	43 40%	39 36%	54 40%	54 42%	84 39%	93 38%	37 28%	53 34%	54 45%	86 48%
Liberal Democrat	56 10%	28 10%	28 9%	2 6%	8 9%	7 6%	11 10%	12 11%	16 11%	11 8%	18 8%	28 11%	19 15%	22 14%	7 6%	8 5%
Scottish Green Party	38 6%	19 7%	19 6%	1 4%	8 9%	7 7%	9 8%	6 6%	6 4%	10 7%	16 7%	12 5%	15 12%	11 7%	5 4%	7 4%
S.N.P.	172 29%	92 33%	80 26%	11 26%	26 30%	32 30%	33 31%	33 30%	37 27%	37 29%	65 30%	70 29%	28 21%	43 27%	39 32%	63 35%
Scottish Socialist Party	5 1%	3 1%	2 1%	- -	1 1%	2 2%	1 1%	- -	- -	1 1%	4 2%	- -	1 1%	2 1%	1 1%	1 *
Other party (net)	23 4%	16 6%	7 2%	3 8%	3 3%	9 8%	1 1%	4 4%	3 2%	6 5%	10 5%	7 3%	5 4%	9 6%	5 4%	4 2%
Solidarity	7 1%	4 2%	3 1%	- -	3 3%	3 2%	1 1%	1 1%	- -	3 2%	3 1%	1 1%	1 1%	4 3%	- -	2 1%
Other party or independent candidate	16 3%	11 4%	4 1%	3 8%	- -	6 6%	1 1%	3 3%	3 2%	3 3%	7 3%	5 2%	4 3%	5 3%	5 4%	2 1%

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Table 4

A.2b And for which party would you vote for additional MSPs for your area? (Respondents initially stating "undecided" then asked: For which party would you be most likely to vote for additional MSPs for your area?)

BASE : ALL COMMITTED VOTERS AGED 18+

	SCOTTISH REGION									PARTY SUPPORTED FOR HOLYROOD CONSTITUENCY					
	Total	H&I	North East	Mid and Fife	Loth -ians	Cent -ral	Glas -gow	West	South	Conser vative	Labour	Libera l Democrat	S.N.P.	Other candid ate or party	Don't know
Unweighted base	602	55	111	38	92	92	82	52	80	62	256	62	180	19	19
Weighted base	588	39	78	49	83	101	88	73	79	63	254	60	167	21	18
Conservative	63 11%	3 9%	5 7%	4 7%	12 15%	11 11%	7 8%	13 18%	8 10%	47 75%	4 2%	6 11%	3 2%	- -	2 9%
Labour	231 39%	14 37%	24 32%	17 35%	25 30%	46 46%	41 47%	24 33%	39 49%	1 2%	211 83%	6 10%	8 5%	- -	3 18%
Liberal Democrat	56 10%	8 20%	5 7%	6 13%	12 14%	5 5%	3 4%	9 12%	8 10%	7 11%	4 2%	37 62%	5 3%	1 5%	2 9%
Scottish Green Party	38 6%	1 3%	3 4%	3 6%	11 13%	7 7%	7 8%	4 6%	2 3%	1 2%	8 3%	5 8%	9 5%	12 58%	2 13%
S.N.P.	172 29%	11 29%	36 47%	15 30%	16 19%	29 28%	26 30%	19 27%	19 25%	4 7%	23 9%	3 5%	139 83%	- -	3 17%
Scottish Socialist Party	5 1%	- -	1 1%	- -	4 5%	- -	- -	- -	- -	- -	1 *	1 2%	- -	1 5%	1 8%
Other party (net)	23 4%	1 2%	3 4%	4 9%	3 4%	3 3%	4 4%	3 4%	3 4%	2 3%	2 1%	1 2%	4 2%	7 32%	5 25%
Solidarity	7 1%	- -	1 1%	4 9%	- -	- -	1 1%	2 2%	- -	- -	- -	- -	2 1%	2 8%	3 15%
Other party or independent candidate	16 3%	1 2%	2 3%	- -	3 4%	3 3%	3 3%	1 2%	3 4%	2 3%	2 1%	1 2%	2 1%	5 24%	2 11%

Prepared by TNS-BMRB

Fieldwork : 23rd February - 2nd March 2011

