

VOTING INTENTIONS POLL

Published 17th January 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 17th January 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	1021
Sampling points	72
Fieldwork dates	4 th – 10 th January 2011
Interview method	Face-to-face, in-home
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, refused to say how they might vote 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 : DECEMBER 2010 : JN205867

Table 1

**A2a If the election for the Scottish Parliament were held tomorrow, which party would you vote for for your constituency MSP?
(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)**

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	1021	472	549	95	144	180	185	183	234	239	365	417	172	322	195	332
Weighted base	1021	487	534	116	158	190	188	160	207	275	378	368	199	281	225	317
Conservative	60 6%	27 6%	32 6%	2 2%	6 4%	9 5%	11 6%	9 6%	22 11%	8 3%	20 5%	32 9%	25 13%	15 5%	10 4%	9 3%
Labour	320 31%	136 28%	184 34%	25 21%	48 30%	65 34%	62 33%	52 32%	68 33%	73 26%	127 34%	119 32%	52 26%	82 29%	65 29%	120 38%
Liberal Democrat	44 4%	20 4%	24 4%	6 5%	6 4%	10 5%	5 3%	5 3%	12 6%	12 4%	15 4%	17 5%	16 8%	18 6%	5 2%	6 2%
S.N.P.	219 21%	131 27%	88 16%	10 9%	40 25%	24 12%	48 25%	49 31%	48 23%	50 18%	71 19%	97 26%	43 22%	51 18%	52 23%	73 23%
Other candidate or party	14 1%	9 2%	4 1%	3 3%	2 1%	3 1%	2 1%	2 1%	2 1%	5 2%	5 1%	4 1%	4 2%	4 1%	5 2%	2 *
Undecided	198 19%	80 16%	118 22%	32 28%	27 17%	46 24%	31 16%	23 15%	38 18%	59 22%	77 20%	62 17%	40 20%	59 21%	49 22%	50 16%
Refused	28 3%	15 3%	13 2%	2 1%	1 1%	4 2%	9 5%	6 4%	6 3%	3 1%	13 3%	12 3%	7 3%	11 4%	6 3%	3 1%
Would not vote	140 14%	69 14%	72 13%	37 32%	28 18%	30 16%	20 11%	14 9%	11 5%	65 24%	50 13%	25 7%	13 7%	40 14%	33 15%	54 17%

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Table 1

**A2a If the election for the Scottish Parliament were held tomorrow, which party would you vote for for your constituency MSP?
(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)**

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 Democr at	S.N.P.	Other candid ate or party	Undeci ded
Unweighted base	1021	105	120	126	154	145	116	100	155	61	313	46	217	13	205
Weighted base	1021	82	133	133	133	143	133	133	133	60	320	44	219	14	198
Conservative	60 6%	4 5%	7 5%	11 9%	10 7%	2 2%	5 4%	6 5%	14 11%	60 100%	-	-	-	-	-
Labour	320 31%	15 19%	20 15%	31 23%	44 33%	59 42%	60 45%	64 48%	27 20%	-	320 100%	-	-	-	-
Liberal Democrat	44 4%	10 12%	4 3%	7 5%	6 5%	3 2%	6 5%	2 2%	5 4%	-	-	44 100%	-	-	-
S.N.P.	219 21%	16 20%	34 25%	29 22%	26 20%	30 21%	29 22%	30 23%	25 19%	-	-	-	219 100%	-	-
Other candidate or party	14 1%	2 2%	1 1%	3 2%	2 1%	1 1%	3 2%	-	3 2%	-	-	-	-	14 100%	-
Undecided	198 19%	16 20%	33 25%	27 20%	30 23%	25 17%	13 10%	14 10%	41 31%	-	-	-	-	-	198 100%
Refused	28 3%	3 3%	4 3%	5 4%	3 3%	4 3%	4 3%	1 1%	3 3%	-	-	-	-	-	-
Would not vote	140 14%	15 19%	31 24%	20 15%	12 9%	19 14%	13 10%	15 11%	15 11%	-	-	-	-	-	-

Table 2

**A2b If the election for the Scottish Parliament were held tomorrow, which party would you vote for for your constituency MSP?
(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)**

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	650	309	341	37	91	102	123	130	167	128	225	297	121	193	118	218
Weighted base	655	323	332	45	103	110	128	117	152	148	239	269	139	170	137	210
Conservative	60	27	32	2	6	9	11	9	22	8	20	32	25	15	10	9
	9%	8%	10%	4%	6%	8%	8%	8%	15%	6%	8%	12%	18%	9%	7%	4%
Labour	320	136	184	25	48	65	62	52	68	73	127	119	52	82	65	120
	49%	42%	55%	55%	47%	59%	49%	44%	44%	49%	53%	44%	37%	48%	48%	57%
Liberal Democrat	44	20	24	6	6	10	5	5	12	12	15	17	16	18	5	6
	7%	6%	7%	12%	6%	9%	4%	4%	8%	8%	6%	6%	11%	11%	3%	3%
S.N.P.	219	131	88	10	40	24	48	49	48	50	71	97	43	51	52	73
	33%	40%	26%	22%	39%	21%	37%	42%	32%	34%	30%	36%	31%	30%	38%	35%
Other candidate or party	14	9	4	3	2	3	2	2	2	5	5	4	4	4	5	2
	2%	3%	1%	7%	2%	3%	2%	1%	1%	3%	2%	1%	3%	2%	4%	1%

SCOTTISH OPINION SURVEY - VOTING INTENTION : DECEMBER 2010 : JN205867

Table 2

**A2b If the election for the Scottish Parliament were held tomorrow, which party would you vote for for your constituency MSP?
(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)**

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 Democr at	S.N.P.	Other candid ate or party	Undeci ded
Unweighted base	650	61	60	78	101	96	90	79	85	61	313	46	217	13	-
Weighted base	655	47	65	81	87	95	103	103	74	60	320	44	219	14	-
Conservative	60	4	7	11	10	2	5	6	14	60	-	-	-	-	-
	9%	9%	10%	14%	11%	2%	5%	6%	19%	100%	-	-	-	-	-
Labour	320	15	20	31	44	59	60	64	27	-	320	-	-	-	-
	49%	33%	30%	38%	50%	62%	58%	62%	36%	-	100%	-	-	-	-
Liberal Democrat	44	10	4	7	6	3	6	2	5	-	-	44	-	-	-
	7%	21%	6%	9%	7%	3%	6%	2%	7%	-	-	100%	-	-	-
S.N.P.	219	16	34	29	26	30	29	30	25	-	-	-	219	-	-
	33%	34%	52%	36%	30%	31%	28%	29%	33%	-	-	-	100%	-	-
Other candidate or party	14	2	1	3	2	1	3	-	3	-	-	-	-	14	-
	2%	4%	2%	3%	2%	1%	2%	-	4%	-	-	-	-	100%	-

SCOTTISH OPINION SURVEY - VOTING INTENTION : DECEMBER 2010 : JN205867

Table 3

A3a And which party would you vote for for additional MSPs for your area?*(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)***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	1021	472	549	95	144	180	185	183	234	239	365	417	172	322	195	332
Weighted base	1021	487	534	116	158	190	188	160	207	275	378	368	199	281	225	317
Conservative	55 5%	27 6%	27 5%	2 2%	5 3%	8 4%	12 7%	6 4%	21 10%	7 3%	20 5%	27 7%	24 12%	10 4%	11 5%	9 3%
Labour	299 29%	136 28%	164 31%	25 21%	42 26%	61 32%	60 32%	49 31%	63 30%	66 24%	121 32%	112 30%	50 25%	73 26%	57 25%	119 38%
Liberal Democrat	45 4%	20 4%	25 5%	4 3%	15 9%	8 4%	3 2%	6 4%	9 4%	18 7%	12 3%	15 4%	8 4%	21 8%	11 5%	5 2%
Scottish Green Party	18 2%	6 1%	13 2%	2 2%	3 2%	7 4%	2 1%	1 1%	2 1%	6 2%	9 2%	4 1%	5 2%	7 3%	3 1%	3 1%
S.N.P.	207 20%	119 24%	88 16%	12 10%	33 21%	25 13%	46 25%	45 28%	45 22%	45 16%	71 19%	91 25%	41 20%	50 18%	53 24%	63 20%
Scottish Socialist Party	7 1%	3 1%	3 1%	- -	1 1%	3 1%	2 1%	- -	2 1%	1 *	4 1%	2 *	1 1%	3 1%	- -	3 1%
Other party (net)	4 *	4 1%	1 *	- -	2 1%	- -	1 1%	2 1%	- -	2 1%	1 *	2 *	1 1%	2 1%	1 *	1 *
Solidarity	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -
Other candidate or party	3 *	3 1%	1 *	- -	1 1%	- -	1 1%	2 1%	- -	1 *	1 *	2 *	1 1%	1 *	1 *	1 *
Undecided	211 21%	83 17%	128 24%	32 27%	27 17%	45 24%	33 18%	28 18%	45 22%	59 22%	78 21%	73 20%	44 22%	64 23%	48 21%	55 17%
Refused	27 3%	15 3%	12 2%	2 1%	1 1%	4 2%	8 4%	7 5%	5 3%	3 1%	12 3%	13 3%	8 4%	11 4%	6 3%	2 1%
Would not vote	148 15%	74 15%	74 14%	38 33%	29 18%	31 16%	20 11%	14 9%	16 8%	67 24%	51 13%	30 8%	16 8%	41 15%	35 16%	56 18%

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A3a And which party would you vote for for additional MSPs for your area?

(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)

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 Democr at	S.N.P.	Other candid ate or party	Undeci ded
Unweighted base	1021	105	120	126	154	145	116	100	155	61	313	46	217	13	205
Weighted base	1021	82	133	133	133	143	133	133	133	60	320	44	219	14	198
Conservative	55 5%	2 2%	7 5%	10 8%	11 8%	2 2%	7 5%	5 4%	11 8%	47 78%	1 *	4 9%	3 1%	- -	- -
Labour	299 29%	14 17%	20 15%	37 28%	40 30%	51 36%	55 41%	61 46%	22 17%	1 2%	265 83%	3 6%	26 12%	3 23%	1 1%
Liberal Democrat	45 4%	9 11%	2 2%	8 6%	7 5%	3 2%	5 4%	5 4%	6 5%	6 10%	4 1%	21 47%	7 3%	- -	7 4%
Scottish Green Party	18 2%	1 1%	1 1%	1 1%	4 3%	3 2%	5 4%	1 1%	3 2%	1 1%	4 1%	5 12%	3 1%	4 32%	1 1%
S.N.P.	207 20%	14 17%	35 26%	25 19%	19 15%	31 22%	27 20%	28 21%	27 20%	- -	33 10%	6 13%	166 76%	- -	3 1%
Scottish Socialist Party	7 1%	- -	- -	2 1%	1 1%	- -	3 2%	- -	2 1%	1 1%	3 1%	- -	1 *	2 13%	- -
Other party (net)	4 *	1 1%	- -	- -	2 1%	1 1%	1 1%	- -	- -	- -	- -	- -	1 *	2 17%	1 1%
Solidarity	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	1 1%
Other candidate or party	3 *	1 1%	- -	- -	2 1%	1 1%	- -	- -	- -	- -	- -	- -	1 *	2 17%	- -
Undecided	211 21%	22 27%	30 23%	25 19%	33 25%	26 19%	14 10%	16 12%	43 32%	3 4%	10 3%	5 11%	9 4%	1 8%	182 92%
Refused	27 3%	3 3%	4 3%	4 3%	3 3%	5 3%	3 3%	1 1%	3 3%	- -	- -	- -	1 1%	- -	- -
Would not vote	148 15%	17 21%	34 25%	20 15%	13 10%	20 14%	13 10%	15 11%	17 13%	2 4%	- -	1 1%	1 *	1 7%	3 2%

Prepared by TNS-BMRB

Fieldwork : 4th January - 10th January 2011



SCOTTISH OPINION SURVEY - VOTING INTENTION : DECEMBER 2010 : JN205867

Table 4

A3b And which party would you vote for for additional MSPs for your area?

(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)

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	626	300	326	37	89	102	121	123	154	126	223	277	113	187	116	210
Weighted base	635	315	320	45	101	111	127	110	142	146	237	252	130	166	136	203
Conservative	55 9%	27 9%	27 9%	2 4%	5 5%	8 7%	12 10%	6 6%	21 15%	7 5%	20 8%	27 11%	24 19%	10 6%	11 8%	9 4%
Labour	299 47%	136 43%	164 51%	25 55%	42 41%	61 55%	60 47%	49 45%	63 44%	66 46%	121 51%	112 44%	50 38%	73 44%	57 42%	119 59%
Liberal Democrat	45 7%	20 6%	25 8%	4 9%	15 14%	8 7%	3 3%	6 6%	9 6%	18 13%	12 5%	15 6%	8 6%	21 13%	11 8%	5 3%
Scottish Green Party	18 3%	6 2%	13 4%	2 6%	3 3%	7 6%	2 2%	1 1%	2 1%	6 4%	9 4%	4 1%	5 3%	7 4%	3 2%	3 2%
S.N.P.	207 33%	119 38%	88 27%	12 26%	33 33%	25 22%	46 36%	45 41%	45 32%	45 31%	71 30%	91 36%	41 31%	50 30%	53 39%	63 31%
Scottish Socialist Party	7 1%	3 1%	3 1%	- -	1 1%	3 2%	2 1%	- -	2 1%	1 1%	4 2%	2 1%	1 1%	3 2%	- -	3 1%
Other party (net)	4 1%	4 1%	1 *	- -	2 2%	- -	1 1%	2 1%	- -	2 1%	1 *	2 1%	1 1%	2 1%	1 1%	1 *
Solidarity	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -
Other candidate or party	3 1%	3 1%	1 *	- -	1 1%	- -	1 1%	2 1%	- -	1 1%	1 *	2 1%	1 1%	1 *	1 1%	1 *

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Table 4

A3b And which party would you vote for for additional MSPs for your area?

(Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)

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 Democr at	S.N.P.	Other candid ate or party	Undeci ded
Unweighted base	626	51	60	80	96	92	90	77	80	56	301	39	205	11	13
Weighted base	635	40	65	83	83	91	103	100	70	55	309	39	207	12	13
Conservative	55	2	7	10	11	2	7	5	11	47	1	4	3	-	-
	9%	4%	10%	12%	13%	2%	7%	5%	15%	85%	*	10%	1%	-	-
Labour	299	14	20	37	40	51	55	61	22	1	265	3	26	3	1
	47%	34%	30%	44%	48%	56%	54%	61%	31%	2%	86%	7%	13%	27%	8%
Liberal Democrat	45	9	2	8	7	3	5	5	6	6	4	21	7	-	7
	7%	22%	4%	10%	8%	3%	5%	5%	9%	11%	1%	54%	4%	-	55%
Scottish Green Party	18	1	1	1	4	3	5	1	3	1	4	5	3	4	1
	3%	2%	2%	1%	4%	3%	5%	1%	4%	1%	1%	14%	1%	37%	10%
S.N.P.	207	14	35	25	19	31	27	28	27	-	33	6	166	-	3
	33%	35%	54%	30%	23%	34%	26%	28%	39%	-	11%	15%	80%	-	20%
Scottish Socialist Party	7	-	-	2	1	-	3	-	2	1	3	-	1	2	-
	1%	-	-	2%	1%	-	2%	-	2%	1%	1%	-	*	15%	-
Other party (net)	4	1	-	-	2	1	1	-	-	-	-	-	1	2	1
	1%	2%	-	-	2%	1%	1%	-	-	-	-	-	*	20%	8%
Solidarity	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	1%	-	-	-	-	-	-	-	8%
Other candidate or party	3	1	-	-	2	1	-	-	-	-	-	-	1	2	-
	1%	2%	-	-	2%	1%	-	-	-	-	-	-	*	20%	-

	Page	Table	Title	Base Description	Base
	1	1	A2a If the election for the Scottish Parliament were held tomorrow, which party would you vote for for your constituency MSP? (Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)	BASE : ALL AGED 18+	1021
	3	2	A2b If the election for the Scottish Parliament were held tomorrow, which party would you vote for for your constituency MSP? (Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)	BASE : ALL COMMITTED VOTERS AGED 18+	650
	5	3	A3a And which party would you vote for for additional MSPs for your area? (Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)	BASE : ALL AGED 18+	1021
	7	4	A3b And which party would you vote for for additional MSPs for your area? (Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)	BASE : ALL COMMITTED VOTERS AGED 18+	626