



## VOTING INTENTIONS POLL

*Published 2nd May 2010*

A poll was conducted by TNS-BMRB to establish current voting intentions in Scotland in relation to the General Election for the Westminster Parliament on 6th May 2010.

The results of this poll were published in The Mail On Sunday on 2nd May 2010.

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:

<b>Sample size</b>	1,029
<b>Sampling points</b>	71
<b>Fieldwork dates</b>	21st – 27th April 2010
<b>Interview method</b>	Face-to-face, in-home
<b>Population sampled</b>	All adults aged 18+ in Scotland
<b>Sampling method</b>	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.
<b>Data weighting</b>	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.
<b>Voting intentions</b>	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.
<b>Questions</b>	The data tables show the question wording in full.
<b>Further enquiries</b>	<a href="mailto:Chris.Eynon@tns-global.com">Chris.Eynon@tns-global.com</a>
<b>View main data set</b>	Voting Intentions Tables

## SCOTTISH OPINION SURVEY - VOTING INTENTIONS : APRIL 2010 : JN205859

Table 1

**Q.1a If there were a General Election for the Westminster Parliament tomorrow, which party would you vote for?  
(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	1029	494	535	106	151	198	169	169	236	257	367	405	184	340	193	312
Weighted base	1029	490	539	117	160	192	190	162	209	277	381	371	201	283	226	319
Conservative	82 8%	44 9%	38 7%	4 4%	6 4%	20 11%	14 7%	14 9%	23 11%	10 4%	34 9%	37 10%	24 12%	26 9%	14 6%	18 6%
Labour	293 28%	139 28%	154 29%	37 32%	38 24%	44 23%	60 32%	51 32%	62 30%	76 27%	104 27%	113 30%	44 22%	79 28%	75 33%	95 30%
Liberal Democrat	110 11%	54 11%	56 10%	15 12%	21 13%	18 9%	27 14%	15 10%	14 7%	36 13%	45 12%	29 8%	37 19%	32 11%	17 8%	23 7%
S.N.P.	160 16%	79 16%	81 15%	10 8%	28 17%	30 16%	29 15%	28 17%	35 17%	38 14%	60 16%	63 17%	33 16%	39 14%	38 17%	50 16%
Other candidate or party	21 2%	9 2%	12 2%	2 1%	3 2%	5 3%	4 2%	6 4%	2 1%	4 2%	9 2%	8 2%	1 1%	5 2%	4 2%	11 3%
Undecided	208 20%	82 17%	126 23%	28 24%	40 25%	39 20%	39 21%	21 13%	40 19%	68 25%	78 20%	62 17%	40 20%	55 20%	43 19%	69 22%
Refused	52 5%	31 6%	21 4%	1 1%	5 3%	10 5%	2 1%	13 8%	21 10%	6 2%	12 3%	34 9%	11 6%	20 7%	10 4%	11 4%
Would not vote	104 10%	52 11%	52 10%	21 18%	19 12%	24 13%	14 7%	14 8%	12 6%	40 14%	38 10%	26 7%	10 5%	26 9%	25 11%	42 13%

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Table 1

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(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 WESTMINSTER					VOTING LIKELIHOOD			
	Total	H&I	North East	Mid and Fife	Lothians	Central	Glasgow	West	South	Conservative	Labour	Liberal Democrat	S.N.P.	Other candidate or party	Undecided	Registered	Certain to vote	Registered and certain to vote
Unweighted base	1029	129	126	117	151	140	121	124	121	86	289	112	157	20	207	948	642	639
Weighted base	1029	82	134	134	134	144	134	134	134	82	293	110	160	21	208	940	629	626
Conservative	82	7	13	9	14	6	8	9	18	82	-	-	-	-	-	80	65	65
	8%	8%	9%	7%	10%	4%	6%	7%	14%	100%	-	-	-	-	-	9%	10%	10%
Labour	293	20	26	40	33	57	48	42	26	-	293	-	-	-	-	272	219	217
	28%	25%	20%	30%	25%	39%	36%	32%	20%	-	100%	-	-	-	-	29%	35%	35%
Liberal Democrat	110	11	11	16	19	6	12	17	18	-	-	110	-	-	-	106	80	80
	11%	14%	8%	12%	14%	4%	9%	13%	14%	-	-	100%	-	-	-	11%	13%	13%
S.N.P.	160	11	33	11	15	21	24	22	23	-	-	-	160	-	-	152	114	114
	16%	13%	25%	8%	11%	15%	18%	17%	17%	-	-	-	100%	-	-	16%	18%	18%
Other candidate or party	21	1	4	4	1	3	3	1	4	-	-	-	-	21	-	19	12	12
	2%	2%	3%	3%	1%	2%	2%	1%	3%	-	-	-	-	100%	-	2%	2%	2%
Undecided	208	20	24	32	24	35	23	25	25	-	-	-	-	-	208	191	98	97
	20%	24%	18%	24%	18%	24%	17%	19%	19%	-	-	-	-	-	100%	20%	16%	16%
Refused	52	4	8	8	9	3	3	8	10	-	-	-	-	-	-	50	38	38
	5%	4%	6%	6%	7%	2%	2%	6%	7%	-	-	-	-	-	-	5%	6%	6%
Would not vote	104	8	14	14	20	13	14	9	11	-	-	-	-	-	-	70	3	3
	10%	10%	11%	10%	15%	9%	11%	7%	8%	-	-	-	-	-	-	7%	*	*

## SCOTTISH OPINION SURVEY - VOTING INTENTIONS : APRIL 2010 : JN205859

Table 2

**Q.1b If there were a General Election for the Westminster Parliament tomorrow, which party would you vote for?  
(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	664	327	337	61	91	122	119	120	151	152	241	271	129	218	124	193
Weighted base	666	325	340	67	96	118	134	114	136	163	253	250	139	181	148	197
Conservative	82	44	38	4	6	20	14	14	23	10	34	37	24	26	14	18
	12%	14%	11%	6%	6%	17%	10%	12%	17%	6%	14%	15%	17%	15%	10%	9%
Labour	293	139	154	37	38	44	60	51	62	76	104	113	44	79	75	95
	44%	43%	45%	55%	40%	37%	45%	45%	45%	46%	41%	45%	32%	43%	51%	48%
Liberal Democrat	110	54	56	15	21	18	27	15	14	36	45	29	37	32	17	23
	17%	17%	16%	22%	22%	15%	20%	14%	10%	22%	18%	12%	27%	18%	12%	12%
S.N.P.	160	79	81	10	28	30	29	28	35	38	60	63	33	39	38	50
	24%	24%	24%	15%	29%	26%	22%	24%	26%	23%	24%	25%	24%	22%	25%	25%
Other candidate or party	21	9	12	2	3	5	4	6	2	4	9	8	1	5	4	11
	3%	3%	3%	2%	3%	4%	3%	5%	1%	3%	4%	3%	1%	3%	2%	6%

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(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 WESTMINSTER					VOTING LIKELIHOOD			
	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	Undeci-ded	Regist-ered	Cer-tain to vote	Regis-tered and cer-tain to vote
Unweighted base	664	79	81	69	92	92	86	84	81	86	289	112	157	20	-	631	498	496
Weighted base	666	50	87	80	81	93	94	92	89	82	293	110	160	21	-	629	491	488
Conservative	82	7	13	9	14	6	8	9	18	82	-	-	-	-	-	80	65	65
	12%	13%	14%	11%	17%	6%	8%	10%	20%	100%	-	-	-	-	-	13%	13%	13%
Labour	293	20	26	40	33	57	48	42	26	-	293	-	-	-	-	272	219	217
	44%	40%	30%	50%	41%	61%	51%	46%	30%	-	100%	-	-	-	-	43%	45%	44%
Liberal Democrat	110	11	11	16	19	6	12	17	18	-	-	110	-	-	-	106	80	80
	17%	23%	12%	20%	23%	7%	13%	19%	20%	-	-	100%	-	-	-	17%	16%	16%
S.N.P.	160	11	33	11	15	21	24	22	23	-	-	-	160	-	-	152	114	114
	24%	22%	38%	14%	18%	23%	26%	24%	26%	-	-	-	100%	-	-	24%	23%	23%
Other candidate or party	21	1	4	4	1	3	3	1	4	-	-	-	-	21	-	19	12	12
	3%	3%	5%	5%	1%	3%	3%	1%	4%	-	-	-	-	100%	-	3%	2%	2%

## SCOTTISH OPINION SURVEY - VOTING INTENTIONS : APRIL 2010 : JN205859

Table 3

**Q.2 So far, which, if any, of the following party leaders has impressed you most during the General Election campaign?**

**BASE : ALL RESPONDENTS**

	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	1029	494	535	106	151	198	169	169	236	257	367	405	184	340	193	312
Weighted base	1029	490	539	117	160	192	190	162	209	277	381	371	201	283	226	319
Gordon Brown	196	86	110	22	26	26	30	40	52	48	56	91	29	52	47	68
	19%	18%	20%	19%	16%	14%	16%	24%	25%	17%	15%	25%	14%	18%	21%	21%
David Cameron	89	47	42	8	12	23	22	8	16	20	45	25	21	27	17	25
	9%	10%	8%	6%	8%	12%	12%	5%	8%	7%	12%	7%	10%	9%	7%	8%
Alex Salmond	74	42	32	4	7	14	14	17	18	11	28	35	19	8	16	31
	7%	9%	6%	3%	4%	7%	7%	10%	9%	4%	7%	9%	9%	3%	7%	10%
Nick Clegg	257	132	125	26	43	55	62	36	35	69	117	71	68	83	45	60
	25%	27%	23%	22%	27%	29%	33%	22%	17%	25%	31%	19%	34%	29%	20%	19%
None of these	319	145	174	34	51	66	55	47	66	84	121	113	50	91	79	99
	31%	30%	32%	29%	32%	34%	29%	29%	31%	30%	32%	31%	25%	32%	35%	31%
Don't know	94	38	56	24	21	8	6	14	21	44	14	36	14	22	22	36
	9%	8%	10%	20%	13%	4%	3%	9%	10%	16%	4%	10%	7%	8%	10%	11%

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Q.2 So far, which, if any, of the following party leaders has impressed you most during the General Election campaign?

BASE : ALL RESPONDENTS

	SCOTTISH REGION									PARTY SUPPORTED FOR WESTMINSTER					VOTING LIKELIHOOD			
	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	Regist ered	Cer tain to vote	Regis tered and cer tain to vote
Unweighted base	1029	129	126	117	151	140	121	124	121	86	289	112	157	20	207	948	642	639
Weighted base	1029	82	134	134	134	144	134	134	134	82	293	110	160	21	208	940	629	626
Gordon Brown	196	17	16	37	26	29	35	18	17	1	132	6	9	2	25	178	134	132
	19%	21%	12%	28%	19%	20%	26%	14%	13%	2%	45%	5%	6%	10%	12%	19%	21%	21%
David Cameron	89	7	15	12	12	7	10	11	15	38	8	6	8	2	19	85	59	59
	9%	9%	11%	9%	9%	5%	7%	8%	11%	47%	3%	5%	5%	11%	9%	9%	9%	9%
Alex Salmond	74	8	17	8	4	10	8	11	7	-	10	1	52	2	4	70	53	53
	7%	9%	13%	6%	3%	7%	6%	9%	5%	-	3%	1%	33%	9%	2%	7%	8%	8%
Nick Clegg	257	21	28	34	31	25	43	44	31	16	60	84	45	4	33	244	193	192
	25%	25%	21%	26%	23%	17%	32%	33%	23%	20%	21%	76%	28%	20%	16%	26%	31%	31%
None of these	319	23	44	24	49	56	34	46	44	21	66	12	36	10	90	288	156	155
	31%	28%	33%	18%	37%	39%	25%	34%	33%	25%	23%	11%	22%	50%	43%	31%	25%	25%
Don't know	94	7	14	18	13	16	4	4	19	5	16	2	10	-	37	76	35	35
	9%	8%	11%	13%	9%	11%	3%	3%	14%	6%	6%	2%	6%	-	18%	8%	6%	6%

**SCOTTISH OPINION SURVEY - VOTING INTENTIONS : APRIL 2010 : JN205859**

Table 4

**Q.3 Are you registered to vote in the General Election for the Westminster Parliament on 6th May?**

**BASE : ALL RESPONDENTS**

	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	1029	494	535	106	151	198	169	169	236	257	367	405	184	340	193	312
Weighted base	1029	490	539	117	160	192	190	162	209	277	381	371	201	283	226	319
Yes	940	435	505	79	139	178	182	156	206	218	360	362	188	256	210	286
	91%	89%	94%	67%	87%	93%	96%	97%	99%	79%	94%	98%	94%	90%	93%	90%
No	73	45	28	31	17	11	7	4	2	49	19	6	11	20	14	28
	7%	9%	5%	27%	11%	6%	4%	2%	1%	18%	5%	2%	6%	7%	6%	9%
Don't know	16	10	5	7	3	3	-	2	1	10	3	3	1	7	2	6
	2%	2%	1%	6%	2%	1%	-	1%	1%	4%	1%	1%	1%	2%	1%	2%

**SCOTTISH OPINION SURVEY - VOTING INTENTIONS : APRIL 2010 : JN205859**

Table 4

**Q.3 Are you registered to vote in the General Election for the Westminster Parliament on 6th May?**

**BASE : ALL RESPONDENTS**

	SCOTTISH REGION									PARTY SUPPORTED FOR WESTMINSTER					VOTING LIKELIHOOD			
	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	Undeci-ded	Regist-ered	Cer-tain to vote	Regis-tered and cer-tain to vote
Unweighted base	1029	129	126	117	151	140	121	124	121	86	289	112	157	20	207	948	642	639
Weighted base	1029	82	134	134	134	144	134	134	134	82	293	110	160	21	208	940	629	626
Yes	940	80	118	119	117	134	124	124	123	80	272	106	152	19	191	940	626	626
	91%	98%	88%	89%	88%	93%	93%	93%	92%	98%	93%	96%	95%	93%	92%	100%	99%	100%
No	73	2	13	12	17	7	9	5	8	1	18	4	6	2	13	-	-	-
	7%	2%	10%	9%	12%	5%	7%	4%	6%	1%	6%	4%	4%	7%	6%	-	-	-
Don't know	16	-	3	2	-	3	-	5	3	1	3	-	2	-	5	-	3	-
	2%	-	2%	2%	-	2%	-	4%	2%	1%	1%	-	1%	-	2%	-	1%	-

## SCOTTISH OPINION SURVEY - VOTING INTENTIONS : APRIL 2010 : JN205859

Table 5

**Q.4 At this stage, how likely do you think you are to vote in the General Election for the Westminster Parliament on 6th May?**

**BASE : ALL WHO ARE REGISTERED TO VOTE**

	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	948	444	504	74	132	184	162	163	233	206	346	396	173	312	180	283
Weighted base	940	435	505	79	139	178	182	156	206	218	360	362	188	256	210	286
<b>Certain/likely (Net)</b>	<b>797</b>	<b>363</b>	<b>434</b>	<b>63</b>	<b>103</b>	<b>146</b>	<b>163</b>	<b>137</b>	<b>186</b>	<b>166</b>	<b>309</b>	<b>322</b>	<b>177</b>	<b>226</b>	<b>163</b>	<b>230</b>
	<b>85%</b>	<b>83%</b>	<b>86%</b>	<b>80%</b>	<b>74%</b>	<b>82%</b>	<b>89%</b>	<b>88%</b>	<b>90%</b>	<b>76%</b>	<b>86%</b>	<b>89%</b>	<b>94%</b>	<b>88%</b>	<b>78%</b>	<b>81%</b>
Certain to vote	626	279	347	35	72	112	136	116	154	108	248	271	157	186	115	168
	67%	64%	69%	44%	52%	63%	74%	74%	75%	49%	69%	75%	83%	73%	55%	59%
Very likely to vote	97	52	45	17	16	24	15	12	13	33	39	25	14	22	31	30
	10%	12%	9%	21%	12%	14%	8%	8%	6%	15%	11%	7%	7%	8%	15%	11%
Quite likely to vote	74	33	42	11	14	10	12	8	18	25	23	26	6	18	17	32
	8%	8%	8%	14%	10%	6%	7%	5%	9%	12%	6%	7%	3%	7%	8%	11%
Not very likely to vote	50	25	25	11	15	9	7	4	5	25	16	9	3	14	14	19
	5%	6%	5%	13%	10%	5%	4%	3%	3%	12%	4%	3%	1%	6%	7%	7%
Certain not to vote	65	34	32	4	11	16	11	11	12	15	27	23	8	12	18	27
	7%	8%	6%	5%	8%	9%	6%	7%	6%	7%	8%	6%	4%	5%	9%	9%
Don't know/undecided	28	13	15	1	12	6	1	4	4	13	7	7	1	3	15	9
	3%	3%	3%	2%	8%	4%	1%	3%	2%	6%	2%	2%	1%	1%	7%	3%

## SCOTTISH OPINION SURVEY - VOTING INTENTIONS : APRIL 2010 : JN205859

Table 5

**Q.4 At this stage, how likely do you think you are to vote in the General Election for the Westminster Parliament on 6th May?**

**BASE : ALL WHO ARE REGISTERED TO VOTE**

	SCOTTISH REGION									PARTY SUPPORTED FOR WESTMINSTER					VOTING LIKELIHOOD			
	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	Undeci-ded	Regist-ered	Cer-tain to vote	Regis-tered and cer-tain to vote
Unweighted base	948	126	112	104	134	131	114	116	111	84	270	108	150	19	192	948	639	639
Weighted base	940	80	118	119	117	134	124	124	123	80	272	106	152	19	191	940	626	626
<b>Certain/likely (Net)</b>	<b>797</b>	<b>66</b>	<b>98</b>	<b>105</b>	<b>103</b>	<b>111</b>	<b>110</b>	<b>106</b>	<b>97</b>	<b>77</b>	<b>248</b>	<b>100</b>	<b>143</b>	<b>19</b>	<b>155</b>	<b>797</b>	<b>626</b>	<b>626</b>
	<b>85%</b>	<b>83%</b>	<b>83%</b>	<b>88%</b>	<b>88%</b>	<b>83%</b>	<b>89%</b>	<b>85%</b>	<b>79%</b>	<b>96%</b>	<b>91%</b>	<b>95%</b>	<b>94%</b>	<b>100%</b>	<b>81%</b>	<b>85%</b>	<b>100%</b>	<b>100%</b>
Certain to vote	626	48	66	87	85	90	86	91	73	65	217	80	114	12	97	626	626	626
	67%	59%	56%	73%	72%	67%	69%	74%	60%	82%	80%	76%	75%	60%	51%	67%	100%	100%
Very likely to vote	97	9	20	7	10	9	18	9	16	9	17	13	17	5	30	97	-	-
	10%	11%	17%	6%	8%	7%	15%	7%	13%	11%	6%	13%	11%	28%	16%	10%	-	-
Quite likely to vote	74	10	13	11	9	12	5	5	8	3	14	7	12	2	28	74	-	-
	8%	13%	11%	9%	7%	9%	4%	4%	7%	3%	5%	6%	8%	12%	15%	8%	-	-
Not very likely to vote	50	6	7	4	6	5	6	7	10	1	17	2	1	-	15	50	-	-
	5%	8%	6%	3%	5%	4%	5%	5%	8%	1%	6%	2%	1%	-	8%	5%	-	-
Certain not to vote	65	4	8	9	7	9	6	10	11	2	4	3	3	-	5	65	-	-
	7%	5%	7%	8%	6%	7%	5%	8%	9%	2%	2%	3%	2%	-	3%	7%	-	-
Don't know/undecided	28	4	5	1	1	8	3	1	4	-	2	-	5	-	16	28	-	-
	3%	5%	4%	1%	1%	6%	2%	1%	4%	-	1%	-	4%	-	8%	3%	-	-

	Page	Table	Title	Base Description	Base
	1	1	Q.1a If there were a General Election for the Westminster Parliament tomorrow, which party would you vote for? (Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)	BASE : ALL AGED 18+	1029
	3	2	Q.1b If there were a General Election for the Westminster Parliament tomorrow, which party would you vote for? (Respondents initially stating "undecided/ refused" then asked: Which party would you be most inclined to vote for?)	BASE : ALL COMMITTED VOTERS AGED 18+	664
	5	3	Q.2 So far, which, if any, of the following party leaders has impressed you most during the General Election campaign?	BASE : ALL RESPONDENTS	1029
	7	4	Q.3 Are you registered to vote in the General Election for the Westminster Parliament on 6th May?	BASE : ALL RESPONDENTS	1029
	9	5	Q.4 At this stage, how likely do you think you are to vote in the General Election for the Westminster Parliament on 6th May?	BASE : ALL WHO ARE REGISTERED TO VOTE	948