



ITV Border – Scottish Independence Poll

METHODOLOGY NOTE

ComRes interviewed 1,004 adults living in the council areas of the Scottish Borders and Dumfries & Galloway by telephone between 2nd and 6th January 2014. Data were weighted to be representative of all adults aged 16+ from the region. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 1

Q.1 If there were a referendum tomorrow on whether Scotland should become an independent country, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	Gender		Age						Social Grade				County		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Scot-tish Borders	Dum-fries and Gall-oway
Unweighted base	1004	485	519	55	71	189	231	179	276	285	208	217	255	427	577
Weighted base	1004	522	482	126	108	153	184	176	254	147	237	255	326	430	574
Absolutely certain to vote	(10)	590	327	264	44	58	84	117	113	174	103	152	144	176	344
		59%	63%	55%	35%	54%	55%	64%	64%	68%	70%	64%	56%	54%	60%
	(9)	32	20	12	-	3	2	7	14	7	5	4	7	16	17
		3%	4%	3%	-	3%	1%	4%	8%	3%	3%	2%	3%	5%	4%
	(8)	54	25	29	8	8	14	6	3	15	13	9	15	14	32
		5%	5%	6%	6%	7%	9%	3%	2%	6%	9%	4%	6%	4%	6%
	(7)	49	25	24	13	6	7	13	5	5	6	11	12	20	20
		5%	5%	5%	10%	6%	5%	7%	3%	2%	4%	5%	5%	6%	7%
	(6)	18	9	9	-	3	3	2	5	5	2	5	2	9	9
		2%	2%	2%	-	3%	2%	1%	3%	2%	1%	2%	1%	3%	2%
	(5)	87	31	57	23	10	11	13	19	12	4	25	30	25	50
		9%	6%	12%	18%	9%	7%	7%	11%	5%	3%	10%	12%	8%	9%
	(4)	19	6	13	7	1	5	3	1	2	2	6	5	4	16
		2%	1%	3%	6%	1%	3%	2%	1%	1%	1%	3%	2%	1%	3%
	(3)	18	9	9	5	-	5	4	-	3	2	5	4	7	8
		2%	2%	2%	4%	-	3%	2%	-	1%	1%	2%	2%	2%	1%
	(2)	16	6	10	3	4	5	-	*	4	1	-	3	12	12
		2%	1%	2%	2%	3%	3%	-	*	2%	1%	-	1%	4%	2%
Certain not to vote	(1)	101	55	46	19	16	13	15	15	21	9	20	28	36	55
		10%	11%	10%	15%	15%	9%	8%	9%	8%	6%	8%	11%	11%	10%
Refused		3	3	-	-	-	*	-	-	3	*	-	-	3	3
		*	1%	-	-	-	*	-	-	1%	*	-	-	1%	1%
Don't know		17	6	10	5	-	4	3	1	4	1	2	6	5	8
		2%	1%	2%	4%	-	2%	2%	*	2%	1%	1%	2%	1%	1%
Mean		7.90	8.09	7.69	6.33	7.45	7.70	8.26	8.31	8.44	8.72	8.11	7.75	7.62	7.86
Standard error		0.10	0.14	0.14	0.46	0.40	0.23	0.19	0.21	0.18	0.15	0.21	0.22	0.21	0.15

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 1

Q.1 If there were a referendum tomorrow on whether Scotland should become an independent country, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	Referendum Voting Intention				Effect of Independence on Economy			Self-Described Nationality							
	Total	Yes	No	Don't know	Better off	Worse off	Remain about the same	Scottish not British	More Scottish than British	Equally Scottish and British	More British than Scottish	British not Scottish	NET: Scottish	NET: British	
Unweighted base	1004	175	478	130	103	471	328	187	233	367	74	128	420	202	
Weighted base	1004	179	445	127	108	449	350	211	242	354	68	116	453	184	
Absolutely certain to vote	(10)	590 59%	144 81%	364 82%	81 64%	78 72%	284 63%	179 51%	119 56%	126 52%	221 62%	45 66%	72 62%	244 54%	116 63%
	(9)	32 3%	6 3%	17 4%	7 5%	3 3%	18 4%	10 3%	7 3%	9 4%	12 3%	3 5%	- -	16 3%	3 2%
	(8)	54 5%	10 5%	25 6%	8 7%	5 4%	23 5%	19 5%	14 7%	13 6%	17 5%	1 2%	8 7%	28 6%	10 5%
	(7)	49 5%	9 5%	18 4%	7 6%	5 5%	10 2%	28 8%	5 3%	19 8%	15 4%	6 9%	3 3%	24 5%	9 5%
	(6)	18 2%	2 1%	5 1%	3 3%	- -	8 2%	10 3%	6 3%	8 3%	2 1%	- -	1 1%	14 3%	1 1%
	(5)	87 9%	8 4%	16 4%	20 16%	9 8%	22 5%	42 12%	23 11%	22 9%	27 8%	4 6%	10 9%	46 10%	14 8%
	(4)	19 2%	- -	- -	- -	1 1%	11 2%	6 2%	4 2%	6 2%	8 2%	- -	1 1%	10 2%	1 1%
	(3)	18 2%	- -	- -	- -	1 1%	6 1%	10 3%	7 3%	2 1%	6 2%	* 1%	2 2%	9 2%	3 2%
	(2)	16 2%	- -	- -	- -	2 2%	4 1%	9 3%	4 2%	3 1%	8 2%	- -	* *	7 2%	* *
Certain not to vote	(1)	101 10%	- -	- -	- -	4 3%	60 13%	31 9%	19 9%	25 11%	30 8%	8 12%	15 13%	45 10%	24 13%
Refused		3 *	- -	- -	- -	- -	- -	- -	* *	- -	1 *	- -	1 1%	* *	1 1%
Don't know		17 2%	- -	- -	- -	* *	3 1%	5 1%	2 1%	8 3%	6 2%	- -	1 1%	10 2%	1 1%

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 1

Q.1 If there were a referendum tomorrow on whether Scotland should become an independent country, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote?

Base: All respondents

	Referendum Voting Intention			Effect of Independence on Economy			Self-Described Nationality							
	Total	Yes	No	Don't know	Better off	Worse off	Remain about the same	Scot-tish not Brit-ish	More Scot-tish than Brit-ish	Equ-ally Scot-tish and Brit-ish	More Brit-ish than Scot-tish	Brit-ish not Scot-tish	NET: Scot-tish	NET: Brit-ish
Weighted base	1004	179	445	127	108	449	350	211	242	354	68	116	453	184
Mean	7.90	9.43	9.51	8.75	8.73	7.95	7.56	7.75	7.68	8.10	8.22	7.84	7.71	7.98
Standard error	0.10	0.10	0.06	0.17	0.24	0.15	0.17	0.23	0.21	0.16	0.36	0.29	0.15	0.23

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 2

Q.2 How would you vote in response to the question: "Should Scotland be an independent country"?

Base: All respondents

	Gender		Age						Social Grade				County		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Scottish Borders	Dumfries and Galloway
Unweighted base	1004	485	519	55	71	189	231	179	276	285	208	217	255	427	577
Weighted base	1004	522	482	126	108	153	184	176	254	147	237	255	326	430	574
Yes	211 21%	115 22%	96 20%	26 21%	34 32%	32 21%	37 20%	40 23%	41 16%	29 20%	56 24%	57 22%	61 19%	89 21%	122 21%
No	602 60%	311 60%	291 60%	81 64%	61 56%	89 58%	112 61%	91 52%	167 66%	100 68%	137 58%	150 59%	197 60%	264 61%	338 59%
Don't know	191 19%	96 18%	95 20%	19 15%	13 12%	31 21%	35 19%	45 25%	46 18%	18 12%	44 18%	48 19%	68 21%	77 18%	114 20%

Scottish Independence Poll

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Absolutes/col percents

Table 2

Q.2 How would you vote in response to the question: "Should Scotland be an independent country"?

Base: All respondents

	Referendum Voting Intention			Effect of Independence on Economy			Self-Described Nationality							
	Total	Yes	No	Don't know	Better off	Worse off	Remain about the same	Scottish not British	More Scottish than British	Equally Scottish and British	More British than Scottish	British not Scottish	NET: Scottish	NET: British
Unweighted base	1004	175	478	130	103	471	328	187	233	367	74	128	420	202
Weighted base	1004	179	445	127	108	449	350	211	242	354	68	116	453	184
Yes	211	179	-	-	88	6	107	83	71	41	4	6	154	11
	21%	100%	-	-	81%	1%	30%	39%	29%	12%	7%	5%	34%	6%
No	602	-	445	-	3	411	160	86	120	253	55	85	206	140
	60%	-	100%	-	2%	92%	46%	41%	49%	71%	82%	73%	45%	76%
Don't know	191	-	-	127	17	32	84	41	51	60	8	25	93	33
	19%	-	-	100%	16%	7%	24%	20%	21%	17%	12%	22%	20%	18%

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 3

Q.1/2 Referendum voting intention (weighted to turnout values)**Base: All respondents saying 5-10 likelihood to vote**

	Gender		Age						Social Grade				County		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Scot-tish Bord-ers	Dum-fries and Gall-oway
Unweighted base	783	391	393	31	53	138	186	148	227	244	170	163	182	336	448
Weighted base	751	403	348	70	78	109	145	144	204	124	185	186	233	322	429
Yes	179	103	76	19	27	23	33	38	38	26	49	45	53	74	105
	24%	26%	22%	27%	35%	22%	23%	26%	19%	21%	26%	24%	23%	23%	25%
No	445	234	211	45	41	67	87	72	134	85	102	112	137	196	249
	59%	58%	61%	64%	53%	61%	60%	50%	66%	68%	55%	60%	59%	61%	58%
Don't know	127	66	61	7	10	18	25	34	32	13	34	30	43	52	75
	17%	16%	18%	9%	12%	17%	17%	24%	16%	10%	19%	16%	19%	16%	17%

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 3
Q.1/2 Referendum voting intention (weighted to turnout values)
Base: All respondents saying 5-10 likelihood to vote

	Referendum Voting Intention			Effect of Independence on Economy			Self-Described Nationality							
	Total	Yes	No	Don't know	Better off	Worse off	Remain about the same	Scot-tish not Brit-ish	More Scot-tish than Brit-ish	Equ-ally Scot-tish and Brit-ish	More Brit-ish than Scot-tish	Brit-ish not Scot-tish	NET: Scot-tish	NET: Brit-ish
Unweighted base	783	175	478	130	90	379	243	141	173	296	61	101	314	161
Weighted base	751	179	445	127	92	341	251	155	174	271	55	86	329	141
Yes	179	179	-	-	78	5	87	73	61	34	3	3	135	7
	24%	100%	-	-	84%	1%	35%	47%	35%	13%	6%	4%	41%	5%
No	445	-	445	-	1	313	110	53	82	194	45	69	135	114
	59%	-	100%	-	1%	92%	44%	34%	47%	71%	82%	80%	41%	81%
Don't know	127	-	-	127	14	23	53	29	30	43	7	14	59	20
	17%	-	-	100%	15%	7%	21%	19%	17%	16%	12%	16%	18%	14%

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 4

Q.1/2 Referendum voting intention (weighted to turnout values) (Excluding Don't knows)

Base: All respondents expressing a voting intention and saying 5-10 likelihood to vote

	Gender		Age							Social Grade				County	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Scot-tish Bord-ers	Dum-fries and Gall-oway
Unweighted base	653	328	325	28	47	116	156	113	193	215	137	138	147	281	372
Weighted base	624	337	287	63	68	90	120	110	172	111	151	157	190	270	354
Yes	179	103	76	19	27	23	33	38	38	26	49	45	53	74	105
	29%	30%	27%	30%	40%	26%	28%	35%	22%	24%	32%	29%	28%	27%	30%
No	445	234	211	45	41	67	87	72	134	85	102	112	137	196	249
	71%	70%	73%	70%	60%	74%	72%	65%	78%	76%	68%	71%	72%	73%	70%

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 4

Q.1/2 Referendum voting intention (weighted to turnout values) (Excluding Don't knows)

Base: All respondents expressing a voting intention and saying 5-10 likelihood to vote

	Referendum Voting Intention		Effect of Independence on Economy			Self-Described Nationality							
	Total	Yes	No	Better off	Worse off	Remain about the same	Scot-tish not Brit-ish	More Scot-tish than Brit-ish	Equ-ally Scot-tish and Brit-ish	More Brit-ish than Scot-tish	Brit-ish not Scot-tish	NET: Scot-tish	NET: Brit-ish
Unweighted base	653	175	478	76	351	193	117	143	247	53	87	259	141
Weighted base	624	179	445	79	318	197	126	144	228	48	73	270	121
Yes	179	179	-	78	5	87	73	61	34	3	3	135	7
	29%	100%	-	99%	1%	44%	58%	43%	15%	7%	5%	50%	5%
No	445	-	445	1	313	110	53	82	194	45	69	135	114
	71%	-	100%	1%	99%	56%	42%	57%	85%	93%	95%	50%	95%

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 5

Q.3 Thinking about if Scotland became independent, do you think that the economy in your local area would become better off, worse off or remain about the same?

Base: All respondents

	Gender			Age						Social Grade				County	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Scot-tish Bord-ers	Dum-fries and Gall-oway
Unweighted base	1004	485	519	55	71	189	231	179	276	285	208	217	255	427	577
Weighted base	1004	522	482	126	108	153	184	176	254	147	237	255	326	430	574
Better off	108 11%	64 12%	44 9%	13 10%	13 12%	10 7%	20 11%	27 15%	23 9%	14 10%	22 9%	29 11%	37 11%	46 11%	62 11%
Worse off	449 45%	220 42%	229 48%	42 34%	55 51%	70 46%	87 47%	77 44%	116 46%	76 52%	101 43%	123 48%	131 40%	181 42%	268 47%
Remain about the same	350 35%	204 39%	147 30%	66 52%	34 32%	53 35%	61 33%	54 31%	81 32%	48 33%	91 38%	76 30%	126 39%	160 37%	190 33%
Don't know	97 10%	35 7%	62 13%	5 4%	6 6%	19 13%	15 8%	17 10%	34 13%	8 6%	23 10%	27 11%	32 10%	43 10%	54 9%

Scottish Independence Poll

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Absolutes/col percents

Table 5

Q.3 Thinking about if Scotland became independent, do you think that the economy in your local area would become better off, worse off or remain about the same?

Base: All respondents

	Referendum Voting Intention			Effect of Independence on Economy			Self-Described Nationality							
	Total	Yes	No	Don't know	Better off	Worse off	Remain about the same	Scot-tish not Brit-ish	More Scot-tish than Brit-ish	Equ-ally Scot-tish and Brit-ish	More Brit-ish than Scot-tish	Brit-ish not Scot-tish	NET: Scot-tish	NET: Brit-ish
Unweighted base	1004	175	478	130	103	471	328	187	233	367	74	128	420	202
Weighted base	1004	179	445	127	108	449	350	211	242	354	68	116	453	184
Better off	108 11%	78 43%	1 *	14 11%	108 100%	-	-	51 24%	28 11%	22 6%	4 5%	4 3%	78 17%	7 4%
Worse off	449 45%	5 3%	313 70%	23 18%	-	449 100%	-	62 29%	86 35%	181 51%	40 60%	74 64%	147 33%	114 62%
Remain about the same	350 35%	87 49%	110 25%	53 42%	-	-	350 100%	78 37%	104 43%	114 32%	19 29%	31 27%	182 40%	51 28%
Don't know	97 10%	9 5%	21 5%	37 29%	-	-	-	21 10%	25 10%	37 11%	4 6%	7 6%	45 10%	11 6%

Scottish Independence Poll

CATI Fieldwork: 2nd-6th January 2014

Absolutes/col percents

Table 6

Q.4 Which of the following would you say describes you best?**Base: All respondents**

	Gender		Age						Social Grade				County		
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65 or older	AB	C1	C2	DE	Scot-tish Bord-ers	Dum-fries and Gall-oway
Unweighted base	1004	485	519	55	71	189	231	179	276	285	208	217	255	427	577
Weighted base	1004	522	482	126	108	153	184	176	254	147	237	255	326	430	574
Scottish not British	211 21%	114 22%	96 20%	29 23%	23 21%	22 15%	30 16%	51 29%	55 22%	16 11%	61 26%	51 20%	76 23%	89 21%	122 21%
More Scottish than British	242 24%	122 23%	120 25%	38 30%	32 30%	36 24%	52 29%	38 21%	45 18%	36 24%	38 16%	76 30%	85 26%	115 27%	127 22%
Equally Scottish and British	354 35%	182 35%	172 36%	49 39%	31 28%	59 38%	60 33%	52 30%	103 40%	59 40%	87 37%	84 33%	109 33%	125 29%	229 40%
More British than Scottish	68 7%	38 7%	30 6%	5 4%	6 5%	10 6%	15 8%	12 7%	20 8%	11 8%	19 8%	12 5%	21 6%	38 9%	30 5%
British not Scottish	116 12%	59 11%	57 12%	6 5%	12 11%	24 16%	25 13%	20 11%	29 12%	22 15%	27 11%	29 11%	35 11%	54 13%	62 11%
Don't know	14 1%	6 1%	8 2%	- -	4 4%	2 1%	1 1%	4 2%	3 1%	2 1%	5 2%	2 1%	1 *	9 2%	4 1%
NET: Scottish	453 45%	237 45%	216 45%	67 53%	55 51%	59 38%	82 45%	89 50%	100 39%	52 36%	100 42%	127 50%	161 49%	204 47%	249 43%
NET: British	184 18%	97 19%	87 18%	11 9%	18 17%	34 22%	40 22%	32 18%	49 19%	33 23%	45 19%	41 16%	56 17%	92 21%	92 16%

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Absolutes/col percents

Table 6

Q.4 Which of the following would you say describes you best?**Base: All respondents**

	Referendum Voting Intention			Effect of Independence on Economy			Self-Described Nationality							
	Total	Yes	No	Don't know	Better off	Worse off	Remain about the same	Scottish not British	More Scottish than British	Equally Scottish and British	More British than Scottish	British not Scottish	NET: Scottish	NET: British
Unweighted base	1004	175	478	130	103	471	328	187	233	367	74	128	420	202
Weighted base	1004	179	445	127	108	449	350	211	242	354	68	116	453	184
Scottish not British	211	73	53	29	51	62	78	211	-	-	-	-	211	-
	21%	41%	12%	23%	47%	14%	22%	100%	-	-	-	-	47%	-
More Scottish than British	242	61	82	30	28	86	104	-	242	-	-	-	242	-
	24%	34%	18%	23%	26%	19%	30%	-	100%	-	-	-	53%	-
Equally Scottish and British	354	34	194	43	22	181	114	-	-	354	-	-	-	-
	35%	19%	44%	34%	20%	40%	32%	-	-	100%	-	-	-	-
More British than Scottish	68	3	45	7	4	40	19	-	-	-	68	-	-	68
	7%	2%	10%	5%	3%	9%	6%	-	-	-	100%	-	-	37%
British not Scottish	116	3	69	14	4	74	31	-	-	-	-	116	-	116
	12%	2%	16%	11%	3%	16%	9%	-	-	-	-	100%	-	63%
Don't know	14	4	2	4	*	6	4	-	-	-	-	-	-	-
	1%	2%	*	4%	*	1%	1%	-	-	-	-	-	-	-
NET: Scottish	453	135	135	59	78	147	182	211	242	-	-	-	453	-
	45%	75%	30%	46%	72%	33%	52%	100%	100%	-	-	-	100%	-
NET: British	184	7	114	20	7	114	51	-	-	-	68	116	-	184
	18%	4%	26%	16%	7%	25%	15%	-	-	-	100%	100%	-	100%