

## YouGov Survey Results

Sample Size: 1268 Scottish Adults  
Fieldwork: 9th - 11th September 2014

	Ref		Holyrood Voting intention					Holyrood Constituency Vote 2011				Gender		Age				Social Grade		Birthplace			
	Total	Yes	No	Con	Lab	Lib Dem	SNP	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-39	40-59	60+	ABC1	C2DE	Scotland	Elsewhere in UK	Outside UK	
<b>Weighted Sample</b>	<b>1268</b>	571	628	161	381	44	430	134	308	76	439	611	657	186	297	445	340	596	672	1040	127	101	
<b>Unweighted Sample</b>	<b>1268</b>	560	644	153	423	38	411	135	390	62	405	651	617	125	253	496	394	583	685	1071	139	58	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the referendum campaign, how much information about the issues, campaigns and debates about independence have you got from...

### Newspapers and newspaper websites

A very large amount	16	14	21	22	21	19	14	23	22	21	14	17	16	18	15	16	18	15	18	17	13	18
A significant amount	44	47	42	48	43	52	46	47	43	39	44	42	46	45	39	41	51	46	42	44	43	38
<b>TOTAL INFORMATION</b>	<b>60</b>	<b>61</b>	<b>63</b>	<b>70</b>	<b>64</b>	<b>71</b>	<b>60</b>	<b>70</b>	<b>65</b>	<b>60</b>	<b>58</b>	<b>59</b>	<b>62</b>	<b>63</b>	<b>54</b>	<b>57</b>	<b>69</b>	<b>61</b>	<b>60</b>	<b>61</b>	<b>56</b>	<b>56</b>
Not very much	25	25	24	18	24	20	25	22	23	29	27	27	22	17	27	28	23	24	25	25	24	27
None at all	11	12	10	6	10	9	12	6	9	10	11	10	11	9	12	12	7	10	11	10	13	11
<b>TOTAL NO INFORMATION</b>	<b>36</b>	<b>37</b>	<b>34</b>	<b>24</b>	<b>34</b>	<b>29</b>	<b>37</b>	<b>28</b>	<b>32</b>	<b>39</b>	<b>38</b>	<b>37</b>	<b>33</b>	<b>26</b>	<b>39</b>	<b>40</b>	<b>30</b>	<b>34</b>	<b>36</b>	<b>35</b>	<b>37</b>	<b>38</b>
Don't know	5	2	4	6	3	0	3	1	3	1	4	4	5	11	7	3	1	5	4	4	7	6

### Television and radio

A very large amount	22	19	26	28	26	24	20	29	27	16	21	21	23	18	16	23	28	20	24	22	22	20
A significant amount	49	50	50	52	52	52	49	53	49	51	49	49	49	52	48	46	53	50	48	50	47	46
<b>TOTAL INFORMATION</b>	<b>71</b>	<b>69</b>	<b>76</b>	<b>80</b>	<b>78</b>	<b>76</b>	<b>69</b>	<b>82</b>	<b>76</b>	<b>67</b>	<b>70</b>	<b>70</b>	<b>72</b>	<b>70</b>	<b>64</b>	<b>69</b>	<b>81</b>	<b>70</b>	<b>72</b>	<b>72</b>	<b>69</b>	<b>66</b>
Not very much	19	22	16	12	16	22	22	14	18	27	20	21	17	13	23	22	15	20	19	19	16	24
None at all	6	8	5	3	4	2	8	4	5	4	7	6	6	7	7	7	4	7	6	6	7	6
<b>TOTAL NO INFORMATION</b>	<b>25</b>	<b>30</b>	<b>21</b>	<b>15</b>	<b>20</b>	<b>24</b>	<b>30</b>	<b>18</b>	<b>23</b>	<b>31</b>	<b>27</b>	<b>27</b>	<b>23</b>	<b>20</b>	<b>30</b>	<b>29</b>	<b>19</b>	<b>27</b>	<b>25</b>	<b>25</b>	<b>23</b>	<b>30</b>
Don't know	3	2	3	5	1	0	1	1	2	1	3	3	4	9	6	1	0	3	3	3	7	4

### Directly from the Yes and No campaigns (e.g. leaflets, stalls or personal contact)

A very large amount	10	14	7	4	9	6	17	5	10	7	12	12	8	11	12	10	7	8	12	10	11	8
A significant amount	34	42	29	31	33	32	42	30	36	29	38	30	38	38	33	33	35	31	37	35	33	32
<b>TOTAL INFORMATION</b>	<b>44</b>	<b>56</b>	<b>36</b>	<b>35</b>	<b>42</b>	<b>38</b>	<b>59</b>	<b>35</b>	<b>46</b>	<b>36</b>	<b>50</b>	<b>42</b>	<b>46</b>	<b>49</b>	<b>45</b>	<b>43</b>	<b>42</b>	<b>39</b>	<b>49</b>	<b>45</b>	<b>44</b>	<b>40</b>
Not very much	40	32	47	47	44	46	31	51	40	49	36	43	37	32	35	41	47	44	36	40	35	41
None at all	12	11	13	12	13	16	9	13	12	15	11	12	13	8	14	15	11	13	12	12	15	16
<b>TOTAL NO INFORMATION</b>	<b>52</b>	<b>43</b>	<b>60</b>	<b>59</b>	<b>57</b>	<b>62</b>	<b>40</b>	<b>64</b>	<b>52</b>	<b>64</b>	<b>47</b>	<b>55</b>	<b>50</b>	<b>40</b>	<b>49</b>	<b>56</b>	<b>58</b>	<b>57</b>	<b>48</b>	<b>52</b>	<b>50</b>	<b>57</b>
Don't know	4	2	3	6	2	0	1	1	2	0	3	3	4	10	6	2	0	4	4	3	6	4

### Social media and other websites

A very large amount	25	39	15	13	20	19	39	11	22	19	31	30	21	37	34	24	12	25	26	25	18	34
A significant amount	29	32	29	28	30	31	31	32	33	28	27	28	31	34	32	29	25	28	30	30	25	33
<b>TOTAL INFORMATION</b>	<b>54</b>	<b>71</b>	<b>44</b>	<b>41</b>	<b>50</b>	<b>50</b>	<b>70</b>	<b>43</b>	<b>55</b>	<b>47</b>	<b>58</b>	<b>58</b>	<b>52</b>	<b>71</b>	<b>66</b>	<b>53</b>	<b>37</b>	<b>53</b>	<b>56</b>	<b>55</b>	<b>43</b>	<b>67</b>
Not very much	22	16	27	26	27	20	17	29	23	26	22	24	21	9	16	26	31	21	24	23	22	19
None at all	18	12	24	24	20	28	11	25	18	24	15	15	21	11	11	19	27	20	16	18	27	12
<b>TOTAL NO INFORMATION</b>	<b>40</b>	<b>28</b>	<b>51</b>	<b>50</b>	<b>47</b>	<b>48</b>	<b>28</b>	<b>54</b>	<b>41</b>	<b>50</b>	<b>37</b>	<b>39</b>	<b>42</b>	<b>20</b>	<b>27</b>	<b>45</b>	<b>58</b>	<b>41</b>	<b>40</b>	<b>41</b>	<b>49</b>	<b>31</b>
Don't know	5	2	5	9	3	2	2	3	3	3	4	4	6	10	6	2	5	5	5	5	8	2