

YouGov / The Times Survey Results

Sample Size: 1445 Scottish Adults (16+)
Fieldwork: 2nd - 4th May 2016

	Holyrood Voting intention				2014 Referendum Vote		2015 Vote				Gender		Age				Social Grade			
	Total	Con	Lab	Lib Dem	SNP	Yes	No	Con	Lab	Lib Dem	SNP	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	1445	215	241	79	542	579	707	163	266	82	546	695	750	207	578	367	293	751	694	
Unweighted Sample	1445	227	245	86	505	559	725	167	258	89	420	687	758	235	562	382	266	883	562	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking back over the election campaign, do you think the SNP's election campaign has been mostly positive, or mostly negative?

Mostly positive	46	16	27	36	85	77	24	15	23	25	71	49	44	53	48	45	41	48	45
Mostly negative	24	60	45	32	2	4	42	58	46	36	6	27	21	20	21	22	35	25	23
Don't know	30	24	28	32	13	19	34	27	31	39	22	24	35	27	31	32	25	27	32

And do you think the SNP's election campaign has been mostly honest, or mostly dishonest?

Mostly honest	42	10	17	29	83	75	18	10	18	18	72	44	40	42	43	45	36	41	43
Mostly dishonest	30	68	53	49	2	6	51	64	54	46	7	33	27	29	26	26	43	32	27
Don't know	28	22	30	23	15	19	32	27	28	35	21	23	33	30	30	30	21	27	30

Thinking back over the election campaign, do you think Scottish Labour's election campaign has been mostly positive, or mostly negative?

Mostly positive	22	16	47	28	20	19	25	16	40	26	18	23	21	30	23	19	18	24	20
Mostly negative	38	47	18	30	51	48	33	49	23	29	49	46	31	24	35	43	49	39	38
Don't know	40	36	34	42	29	32	42	36	37	46	33	31	48	46	42	38	33	38	42

And do you think the Scottish Labour's election campaign has been mostly honest, or mostly dishonest?

Mostly honest	27	29	55	34	22	22	32	22	48	33	22	30	24	32	25	23	32	31	23
Mostly dishonest	29	31	10	18	39	39	22	32	12	19	38	34	23	23	28	29	32	26	31
Don't know	45	40	34	48	38	40	46	45	40	48	40	36	52	46	47	48	36	43	46

Thinking back over the election campaign, do you think Scottish Conservative election campaign has been mostly positive, or mostly negative?

Mostly positive	26	75	23	43	12	12	38	67	31	45	13	26	25	24	20	25	40	30	22
Mostly negative	39	9	37	26	59	58	25	15	31	20	57	46	33	34	38	44	36	37	41
Don't know	35	16	39	31	29	30	37	18	38	35	30	28	42	42	41	31	24	33	38

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think the Scottish Conservative election campaign has been mostly honest, or mostly dishonest?

Mostly honest	26	73	22	45	15	16	36	65	28	46	16	29	23	23	21	21	43	31	20
Mostly dishonest	33	8	36	19	47	48	22	10	29	10	45	37	29	34	33	36	29	29	37
Don't know	41	19	42	35	37	36	43	25	43	44	39	34	48	44	46	43	29	40	43

Most polls suggest either the Scottish Conservatives or Scottish Labour party will finish second in this week's election. Regardless of what you would like to see, which party do you think WILL end up as the second largest party in the Scottish Parliament?

The Scottish Labour party	49	24	76	42	56	55	47	27	64	40	53	53	45	53	50	52	42	51	47
The Scottish Conservative party	24	59	12	30	21	20	28	51	17	23	19	26	22	25	21	21	33	26	22
Some other party	5	2	3	6	8	8	3	2	3	6	8	5	5	3	5	6	6	4	6
Don't know	22	16	9	21	15	17	21	19	16	30	19	16	27	20	24	21	19	20	24

If the Scottish Labour party finishes THIRD in the election this week, do you think Kezia Dugdale should remain leader of Scottish Labour or stand down and let someone else take over?

Should remain leader	33	39	50	50	27	26	40	45	44	37	28	34	31	29	32	33	35	39	26
Should stand down and let someone else take over	32	29	36	26	42	38	28	21	32	26	39	39	25	35	31	30	35	30	34
Don't know	35	32	14	24	31	36	31	34	24	36	33	26	43	37	37	36	30	32	39

If the Scottish Conservative party finishes THIRD in the election this week, do you think Ruth Davidson should remain leader of the Scottish Conservatives or stand down and let someone else take over?

Should remain leader	43	78	54	61	33	33	55	73	55	62	35	46	40	40	39	40	55	50	35
Should stand down and let someone else take over	24	9	24	20	35	33	17	11	20	11	32	28	20	19	24	26	24	20	29
Don't know	33	13	21	19	32	34	28	16	25	27	33	27	40	41	37	34	21	31	37

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following comes closer to your opinion about the future of Scottish Labour?

Scottish Labour are probably finished as a political party, and probably will not be a force in Scottish politics in 10 years	36	51	12	31	52	49	29	43	17	33	48	42	31	30	34	39	42	35	38
Scottish Labour are here to stay, and will likely remain an important part of Scottish politics in the future	34	22	75	43	27	30	40	26	61	36	30	35	33	38	34	32	35	38	30
No opinion	29	27	13	26	21	22	30	31	22	31	22	22	36	32	32	29	22	26	32