

YouGov Survey Results

Sample Size: 1118 Scottish Adults

Fieldwork: 27th November - 2nd December 2013

	non/young intention				const2010				Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	1118	141	352	45	332	124	284	70	406	532	586	132	271	399	316	525	593
Unweighted Sample	1118	176	310	61	331	150	260	86	391	583	535	80	200	432	406	688	430
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you support or oppose changing the law to allow same-sex couples to marry?

Strongly support	30	16	33	33	39	14	34	40	32	25	35	62	34	29	15	35	26
Tend to support	26	22	30	30	27	17	27	28	27	23	29	15	32	29	23	27	25
TOTAL SUPPORT	56	38	63	63	66	31	61	68	59	48	64	77	66	58	38	62	51
Tend to oppose	16	20	15	24	14	24	18	19	14	18	15	7	17	14	22	15	18
Strongly oppose	19	38	14	8	16	39	16	9	19	25	14	6	11	20	31	17	21
TOTAL OPPOSE	35	58	29	32	30	63	34	28	33	43	29	13	28	34	53	32	39
Don't know	8	4	8	5	5	6	6	4	8	9	6	10	6	8	9	5	10

A payday loan is a short-term loan with a high rate of interest secured against a customer's next pay cheque. Have you considered taking out a payday loan in...?

The past week	1	0	2	0	1	0	1	0	1	2	0	0	2	1	0	1	1
The past month	1	0	2	0	1	0	1	1	1	1	0	0	2	1	0	1	1
The past six months	2	2	2	4	3	3	3	1	2	3	2	3	5	2	0	1	3
The past year	2	1	3	0	2	1	2	0	3	3	1	4	5	2	0	1	3
I have not considered taking out a payday loan at all	92	96	90	93	92	95	92	96	92	89	94	88	82	93	99	94	89
Don't know	2	0	1	3	1	1	1	2	1	2	2	5	4	1	0	2	3

And would you ever consider taking out a payday loan in the future?

Yes, I would consider taking out a payday loan	3	1	4	7	4	4	3	0	3	4	2	3	7	2	0	3	3
No, I would not consider taking out a payday loan	92	96	92	93	92	93	93	94	93	91	94	93	85	93	97	93	91
Don't know	5	3	4	0	4	3	4	6	4	6	4	4	8	5	2	4	5

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	Scottish Region								
	Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Weighted Sample	1118	127	103	172	105	155	134	177	140
Unweighted Sample	1118	137	120	167	101	144	140	183	123
	%	%	%	%	%	%	%	%	%

Would you support or oppose changing the law to allow same-sex couples to marry?

Strongly support	30	25	24	28	26	20	29	41	44
Tend to support	26	29	29	30	24	28	24	28	18
TOTAL SUPPORT	56	54	53	58	50	48	53	69	62
Tend to oppose	16	16	18	15	23	19	15	14	14
Strongly oppose	19	20	27	20	19	24	22	12	14
TOTAL OPPOSE	35	36	45	35	42	43	37	26	28
Don't know	8	11	2	8	8	9	10	4	10

A payday loan is a short-term loan with a high rate of interest secured against a customer's next pay cheque. Have you considered taking out a payday loan in...?

The past week	1	2	0	0	1	1	0	1	3
The past month	1	0	0	2	1	1	0	0	1
The past six months	2	3	0	1	2	2	3	3	4
The past year	2	2	3	4	1	3	2	2	1
I have not considered taking out a payday loan at all	92	91	97	93	93	90	92	92	87
Don't know	2	2	0	1	2	3	3	2	3

And would you ever consider taking out a payday loan in the future?

Yes, I would consider taking out a payday loan	3	4	0	1	2	3	3	5	5
No, I would not consider taking out a payday loan	92	93	94	96	95	88	92	91	91
Don't know	5	3	6	3	3	9	5	4	4

Fieldwork: 27th November - 2nd December 2013

Total	noyfood voting intention				const2010				Gender		Age				Social Grade	
	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample 1118	141	352	45	332	124	284	70	406	532	586	132	271	399	316	525	593
Unweighted Sample 1118	176	310	61	331	150	260	86	391	583	535	80	200	432	406	688	430
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you think you would be more or less likely to take out a payday loan if it was offered by your bank at a similar rate of interest to companies currently offering payday loans?

Would be more likely to take out a payday loan if it was offered by my bank/building society	6	2	6	3	7	5	7	5	6	7	4	7	9	4	4	6	6
Would be less likely to take out a payday loan if it was offered by my bank/building society	2	2	2	7	1	3	3	2	1	3	1	3	3	1	1	1	3
Would make no difference, I would definitely not take out a payday loan	71	77	72	75	70	73	73	77	71	67	74	72	61	72	75	74	67
Would make no difference, I would take a payday loan out anyway	17	17	16	14	17	19	15	13	17	18	16	11	18	17	18	16	18
Don't know	5	2	4	0	4	0	2	3	6	6	4	6	8	5	1	3	7

How interested, if at all, are you in football?

Very interested	26	31	28	12	28	26	28	13	29	41	13	24	27	34	17	24	28
Fairly interested	18	13	18	18	21	14	21	16	18	20	16	12	20	17	20	21	15
TOTAL INTERESTED	44	44	46	30	49	40	49	29	47	61	29	36	47	51	37	45	43
Not very interested	16	15	17	33	14	15	17	21	14	13	19	19	15	16	16	17	16
Not at all interested	39	40	36	36	37	45	34	50	38	25	52	41	35	34	47	38	40
TOTAL INTERESTED	55	55	53	69	51	60	51	71	52	38	71	60	50	50	63	55	56
Don't know	1	0	0	0	0	0	0	0	0	1	1	3	2	0	0	1	1

Would you say the Scottish Premier League is better or worse without regular Old Firm matches between Celtic and Rangers?

Much better	9	4	9	5	14	3	10	7	11	13	5	7	9	11	8	10	8
Somewhat better	10	8	8	7	12	6	9	13	11	10	9	13	9	11	9	10	10
TOTAL BETTER	19	12	17	12	26	9	19	20	22	23	14	20	18	22	17	20	18
Neither better nor worse	14	17	16	27	14	18	15	14	15	14	15	7	16	17	14	14	15
Somewhat worse	18	17	21	25	17	18	21	21	17	20	17	19	19	18	19	20	17
Much worse	18	24	19	8	16	26	20	8	15	23	13	19	18	18	16	16	19
TOTAL WORSE	36	41	40	33	33	44	41	29	32	43	30	38	37	36	35	36	36
Don't know	31	30	27	29	26	30	25	38	31	20	41	36	30	26	35	30	31

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Weighted Sample	1118	127	103	172	105	155	134	177	140
Unweighted Sample	1118	137	120	167	101	144	140	183	123
	%	%	%	%	%	%	%	%	%

And do you think you would be more or less likely to take out a payday loan if it was offered by your bank at a similar rate of interest to companies currently offering payday loans?

Would be more likely to take out a payday loan if it was offered by my bank/building society	6	3	4	4	11	6	4	5	9
Would be less likely to take out a payday loan if it was offered by my bank/building society	2	2	0	3	2	1	1	2	5
Would make no difference, I would definitely not take out a payday loan	71	69	80	73	64	62	77	76	64
Would make no difference, I would take a payday loan out anyway	17	20	12	18	19	23	11	14	17
Don't know	5	5	4	2	4	8	7	4	6

How interested, if at all, are you in football?

Very interested	26	37	17	23	30	29	20	27	26
Fairly interested	18	9	27	21	20	20	14	17	17
TOTAL INTERESTED	44	46	44	44	50	49	34	44	43
Not very interested	16	14	16	18	16	15	20	14	17
Not at all interested	39	40	41	37	34	33	47	41	38
TOTAL INTERESTED	55	54	57	55	50	48	67	55	55
Don't know	1	0	0	1	0	3	0	1	2

Would you say the Scottish Premier League is better or worse without regular Old Firm matches between Celtic and Rangers?

Much better	9	9	12	5	5	7	10	13	10
Somewhat better	10	16	12	7	12	7	9	8	12
TOTAL BETTER	19	25	24	12	17	14	19	21	22
Neither better nor worse	14	19	20	11	22	11	16	14	10
Somewhat worse	18	14	11	22	17	25	14	20	19
Much worse	18	7	12	24	31	22	11	12	21
TOTAL WORSE	36	21	23	46	48	47	25	32	40
Don't know	31	35	34	31	14	28	39	34	28

Fieldwork: 27th November - 2nd December 2013

Total	noyroad voting intention				const2010				Gender		Age				Social Grade	
	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
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Unweighted Sample	176	310	61	331	150	260	86	391	583	535	80	200	432	406	688	430
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a new topic, Hull has been named the UK's next City of Culture, beating Leicester, Dundee and Swansea Bay to the right to hold the title in 2017.

Which city do you think should have been named city of culture in 2017?

Dundee	39	35	39	40	48	35	41	42	46	39	39	37	29	43	44	41	38
Hull	6	9	7	12	4	11	7	12	4	7	5	7	3	6	9	6	6
Leicester	2	3	2	5	1	3	1	5	2	2	2	1	3	1	2	2	2
Swansea Bay	2	2	1	7	3	3	2	3	2	3	2	1	3	3	2	2	3
None of these	15	17	14	12	13	17	13	7	13	18	12	25	20	11	11	16	14
Don't know	36	33	38	24	31	31	35	31	34	31	40	29	42	36	33	34	37

Have you been watching the current series of the X Factor?

Yes, all of it	14	8	19	4	15	9	17	5	14	6	21	8	16	16	13	10	17
Yes, some episodes	18	21	19	18	16	21	17	14	17	16	19	10	23	20	13	18	17
No, I haven't	69	71	61	78	69	70	65	81	69	78	60	81	61	64	75	72	66

Which, if any, of the current X Factor finalists is your FAVOURITE?

[The following questions were only asked to respondents who have watched the current series of the X-Factor; n=326*]

Nicholas McDonald	43	26	46	33	46	29	45	24	45	40	44	49	32	45	52	36	48
Sam Bailey	23	30	17	9	26	29	22	29	25	19	25	8	22	26	23	27	20
Luke Friend	7	3	8	33	5	5	5	11	7	5	7	17	7	6	3	7	6
Rough Copy	5	9	9	0	2	13	8	4	2	2	7	16	5	5	2	7	4
Tamera Foster	5	12	2	20	3	7	5	3	2	9	3	6	9	3	1	6	3
None	10	13	11	0	9	10	8	25	12	13	9	5	17	6	11	7	13
Don't know	8	7	6	6	9	7	7	4	7	13	5	0	8	9	7	10	6

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	Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Weighted Sample	1118	127	103	172	105	155	134	177	140
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	%	%	%	%	%	%	%	%	%

On a new topic, Hull has been named the UK's next City of Culture, beating Leicester, Dundee and Swansea Bay to the right to hold the title in 2017.

Which city do you think should have been named city of culture in 2017?

Dundee	39	51	32	41	32	37	52	38	27
Hull	6	4	7	6	10	7	4	6	7
Leicester	2	3	2	1	2	1	3	1	2
Swansea Bay	2	4	3	3	1	4	0	1	2
None of these	15	13	11	12	19	10	8	20	24
Don't know	36	25	44	36	36	41	34	33	38

Have you been watching the current series of the X Factor?

Yes, all of it	14	11	11	17	18	21	10	8	15
Yes, some episodes	18	18	23	16	32	18	16	11	14
No, I haven't	69	71	66	66	49	61	75	82	70

Which, if any, of the current X Factor finalists is your FAVOURITE?

[The following questions were only asked to respondents who have watched the current series of the X-Factor; n=326*]

Nicholas McDonald	43	44	32	39	37	48	39	48	56
Sam Bailey	23	24	27	27	21	19	27	19	20
Luke Friend	7	7	0	8	8	10	5	5	5
Rough Copy	5	4	0	7	6	4	4	13	5
Tamera Foster	5	9	1	6	7	2	0	3	7
None	10	10	29	5	13	6	16	6	5
Don't know	8	2	11	9	8	11	10	7	2

Fieldwork: 27th November - 2nd December 2013

Total	no/first time voting intention				const2010				Gender		Age				Social Grade	
	Con	Lab	Lib Dem	SNP	Con	Lab	Lib	SNP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
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Unweighted Sample	176	310	61	331	150	260	86	391	583	535	80	200	432	406	688	430
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the current X Factor finalists is your LEAST FAVOURITE?

Tamera Foster	37	35	47	31	30	25	49	43	31	26	43	48	35	36	38	37	37
Rough Copy	16	21	11	27	21	21	9	10	22	23	12	5	7	23	18	13	18
Luke Friend	12	19	11	9	10	15	11	9	10	12	12	9	16	12	9	13	12
Sam Bailey	5	8	4	0	5	14	4	0	4	9	3	6	7	5	3	7	4
Nicholas McDonald	2	3	0	19	2	4	1	0	0	3	1	0	3	3	0	3	2
None	15	4	16	0	19	7	14	8	23	11	17	27	18	10	17	13	17
Don't know	12	10	10	13	12	15	11	30	9	16	11	5	14	11	14	13	12

Which, if any, of the X Factor judges is your favourite?

Gary Barlow	34	51	37	16	25	62	31	18	32	29	37	51	32	32	37	37	33
Sharon Osbourne	23	10	27	48	30	8	32	33	24	18	26	17	27	22	22	20	26
Nicole Scherzinger	18	19	15	0	16	10	14	31	19	20	17	16	21	19	14	22	15
Louis Walsh	9	8	11	25	12	6	11	13	10	14	7	5	8	11	9	8	10
None	12	11	11	11	11	13	12	6	12	15	10	12	7	12	17	12	11
Don't know	3	0	0	0	5	0	1	0	3	4	3	0	4	4	3	1	5

And which, if any, of the X Factor judges is your LEAST favourite?

Nicole Scherzinger	27	25	33	38	28	19	30	30	28	32	25	32	23	30	25	25	28
Louis Walsh	22	17	20	18	21	20	21	32	18	14	26	30	31	18	14	27	18
Sharon Osbourne	15	24	14	0	15	33	13	8	11	19	13	25	7	17	19	18	13
Gary Barlow	9	7	11	33	8	4	10	16	9	10	9	0	15	5	10	7	10
None	24	24	22	11	23	21	25	14	30	19	26	13	18	28	28	21	26
Don't know	3	3	0	0	6	3	0	0	4	7	1	0	6	2	3	2	4

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	%	%	%	%	%	%	%	%	%

Which, if any, of the current X Factor finalists is your LEAST FAVOURITE?

Tamera Foster	37	36	34	38	35	38	38	48	30
Rough Copy	16	17	17	19	10	19	4	10	29
Luke Friend	12	16	7	12	11	14	17	7	13
Sam Bailey	5	7	0	0	15	0	6	2	12
Nicholas McDonald	2	3	2	5	0	2	0	5	0
None	15	13	12	16	21	14	17	18	11
Don't know	12	7	29	11	8	14	19	10	6

Which, if any, of the X Factor judges is your favourite?

Gary Barlow	34	26	32	43	43	37	21	46	20
Sharon Osbourne	23	27	20	24	14	17	30	23	33
Nicole Scherzinger	18	13	14	11	24	16	24	24	25
Louis Walsh	9	13	14	13	5	10	7	4	7
None	12	20	9	8	15	15	10	3	10
Don't know	3	0	11	1	0	4	8	0	6

And which, if any, of the X Factor judges is your LEAST favourite?

Nicole Scherzinger	27	35	25	32	10	32	26	32	24
Louis Walsh	22	20	20	14	32	14	33	26	23
Sharon Osbourne	15	16	19	12	27	15	6	14	12
Gary Barlow	9	5	11	12	4	5	8	10	18
None	24	25	9	29	26	29	23	19	23
Don't know	3	0	17	0	2	4	5	0	0

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

And regardless of who is your favourite, which of the X Factor finalists do you think is the MOST LIKELY to win?

Sam Bailey	49	39	51	20	55	46	49	41	50	45	51	57	52	49	43	47	51
Nicholas McDonald	15	30	17	8	11	33	13	4	13	16	15	19	9	16	20	14	16
Rough Copy	7	3	5	14	10	3	9	22	7	6	8	9	10	5	7	6	8
Tamera Foster	5	5	3	25	6	4	5	7	4	6	4	0	5	8	0	7	4
Luke Friend	4	7	4	19	2	3	4	0	3	7	3	0	6	3	3	4	3
None	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0
Don't know	19	17	20	13	16	10	20	26	23	19	19	14	17	17	25	22	17

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

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	Scottish Region								
Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	
Weighted Sample	1118	127	103	172	105	155	134	177	140
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	%	%	%	%	%	%	%	%	%

And regardless of who is your favourite, which of the X Factor finalists do you think is the MOST LIKELY to win?

Sam Bailey	49	43	38	61	44	47	45	48	61
Nicholas McDonald	15	24	19	9	19	16	7	14	16
Rough Copy	7	10	6	7	8	4	16	10	3
Tamera Foster	5	5	15	0	1	2	7	3	12
Luke Friend	4	3	1	9	7	2	0	4	2
None	0	0	2	0	0	0	0	0	0
Don't know	19	15	19	14	20	28	25	22	7

**Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*