

POST-REFERENDUM SCOTLAND POLL

18-19 SEPTEMBER 2014

2,047 adults who voted in the referendum were interviewed online (831) or by telephone (1,216) on 18 and 19 September 2014. Full data tables are available at www.LordAshcroftPolls.com

1. How did you vote in the referendum?

%	ALL	Men	Women	AGE						2010 WESTMINSTER VOTE			
				16-24	25-34	35-44	45-54	55-64	65+	Con	Lab	SNP	LD
YES	45	47	44	51	59	53	52	43	27	5	37	86	39
NO	55	53	56	49	41	47	48	57	73	95	63	14	61

2. When did you finally make up your mind how to vote in the referendum?

%	YES voters	NO voters
On referendum day	8	3
In the last few days	7	3
In the last week	6	3
In the last month	18	10
Since the beginning of the year	13	9
Longer ago than a year	10	10
I have always known how I would vote	38	62

3. What were the two or three most important issues in deciding how you ultimately voted?

% naming among reasons	YES voters	NO voters	Men	Women
The NHS	54	36	39	50
The pound	7	57	35	34
Jobs	18	21	20	19
Prices	3	13	8	9
Disaffection with Westminster politics	74	4	38	33
Pensions	10	37	23	26
Defence & security	16	29	24	22
Benefits	13	7	9	11
Oil	20	6	13	12
Tax & public spending	33	32	35	31
EU membership	12	15	16	12
None of the above	4	7	5	6

4. Would you be reluctant in any way to tell your friends, family or colleagues how you voted?

	YES voters	NO voters
Yes I would	11	14
No I would not	89	86

5. I am going to read out three reasons people have given for voting YES. Please can you rank them in order of how important they were in your decision, even if there were other reasons that were important to you? [All those who voted YES]

% saying 'most important reason'	YES voters
The principle that all decisions about Scotland should be taken in Scotland	70
That on balance Scotland's future looked brighter as an independent country	20
That independence would mean no more Conservative governments	10

6. I am going to read out three reasons people have given for voting NO. Please can you rank them in order of how important they were in your decision, even if there were other reasons that were important to you? [All those who voted NO]

% saying 'most important reason'	NO voters
The risks of becoming independent looked too great when it came to things like the currency, EU membership, the economy, jobs and prices	47
A strong attachment to the UK and its shared history, culture and traditions	27
A NO vote would still mean extra powers for the Scottish Parliament together with the security of remaining part of the UK, giving the best of both worlds	25

7. If it turns out that a majority has voted NO in the referendum, for how long do you think the question of whether Scotland should be independent or remain in the UK will remain settled?

%	YES voters	NO voters
For the next five years	45	20
For the next ten years	16	18
For the next generation	18	28
Forever	12	25
Don't know	9	8