**ITV News – Scottish Labour Seats Poll**

<table>
<thead>
<tr>
<th>Party</th>
<th>2010 Result</th>
<th>2015 voting intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Con</td>
<td>13.5%</td>
<td>13%</td>
</tr>
<tr>
<td>Lab</td>
<td>51.3%</td>
<td>37%</td>
</tr>
<tr>
<td>Lib Dem</td>
<td>13.8%</td>
<td>2%</td>
</tr>
<tr>
<td>UKIP</td>
<td>0.5%</td>
<td>2%</td>
</tr>
<tr>
<td>SNP</td>
<td>18.9%</td>
<td>43%</td>
</tr>
<tr>
<td>Other</td>
<td>2.0%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Results may not sum to 100% due to rounding.*

**METHODOLOGY NOTE**

**Methodology Note:** ComRes interviewed 1,000 adults living in the forty parliamentary constituencies in Scotland which are currently represented by a Labour Member of Parliament. Fieldwork took place by telephone between 26th and 28th March 2015. Each constituency is represented in the sample equally, with data weighted to be demographically representative of all adults living in these constituencies. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk
**ITV Battleground Scottish Labour Seats**

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

<table>
<thead>
<tr>
<th></th>
<th>GENDER</th>
<th>AGE</th>
<th>SOCIAL GRADE</th>
<th>LAB LEAD OVER SNP (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>18-34</td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>1000</td>
<td>497</td>
<td>503</td>
<td>117</td>
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<td>Weighted Total</td>
<td>1000</td>
<td>483</td>
<td>517</td>
<td>297</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Conservative</td>
<td>107</td>
<td>62</td>
<td>45</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>11%</td>
<td>13%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Labour</td>
<td>391</td>
<td>183</td>
<td>208</td>
<td>67</td>
</tr>
<tr>
<td></td>
<td>39%</td>
<td>38%</td>
<td>40%</td>
<td>23%</td>
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<tr>
<td>Liberal Democrat</td>
<td>93</td>
<td>30</td>
<td>63</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>6%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Some other party</td>
<td>207</td>
<td>114</td>
<td>93</td>
<td>51</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>24%</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Did not vote</td>
<td>147</td>
<td>75</td>
<td>72</td>
<td>92</td>
</tr>
<tr>
<td></td>
<td>15%</td>
<td>16%</td>
<td>14%</td>
<td>31%</td>
</tr>
<tr>
<td>Don’t remember</td>
<td>35</td>
<td>9</td>
<td>26</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Refused</td>
<td>20</td>
<td>9</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Fieldwork: 26th - 28th March 2015

Prepared by ComRes
**ITV Battleground Scottish Labour Seats**

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

*Base: All respondents*

<table>
<thead>
<tr>
<th>Party</th>
<th>Unweighted Total</th>
<th>Weighted Total</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Cons</td>
<td>Lab</td>
<td>Lib Dems</td>
</tr>
<tr>
<td>Total: 1000</td>
<td>134</td>
<td>299</td>
<td>22</td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Conservative: 107</td>
<td>71</td>
<td>13</td>
<td>1</td>
</tr>
<tr>
<td>11%</td>
<td>64%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Labour: 391</td>
<td>6</td>
<td>244</td>
<td>2</td>
</tr>
<tr>
<td>39%</td>
<td>6%</td>
<td>77%</td>
<td>9%</td>
</tr>
<tr>
<td>Liberal Democrat: 93</td>
<td>12</td>
<td>26</td>
<td>12</td>
</tr>
<tr>
<td>9%</td>
<td>11%</td>
<td>8%</td>
<td>61%</td>
</tr>
<tr>
<td>Some other party: 207</td>
<td>3</td>
<td>8</td>
<td>*</td>
</tr>
<tr>
<td>21%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Did not vote: 147</td>
<td>11</td>
<td>23</td>
<td>3</td>
</tr>
<tr>
<td>15%</td>
<td>10%</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Don't remember: 35</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Refused: 20</td>
<td>4</td>
<td>1</td>
<td>*</td>
</tr>
<tr>
<td>2%</td>
<td>4%</td>
<td>*</td>
<td>2%</td>
</tr>
</tbody>
</table>

Fieldwork: 26th - 28th March 2015

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Page 2
Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, 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.

Table 2/1

**ITV Battleground Scottish Labour Seats**

**Base:** All respondents

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>SOCIAL GRADE</th>
<th>LAB LEAD OVER SNP (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>1000</td>
<td>497</td>
<td>503</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>1 - Certain not to vote</td>
<td>(1)</td>
<td>43</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>2</td>
<td>(2)</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>3</td>
<td>(3)</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>4</td>
<td>(4)</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>*</td>
</tr>
<tr>
<td>5</td>
<td>(5)</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td>(6)</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>7</td>
<td>(7)</td>
<td>24</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>8</td>
<td>(8)</td>
<td>36</td>
<td>16</td>
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<tr>
<td></td>
<td></td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>9</td>
<td>(9)</td>
<td>27</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>10 - Absolutely certain to vote</td>
<td>(10)</td>
<td>804</td>
<td>391</td>
</tr>
<tr>
<td></td>
<td></td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>Refused</td>
<td></td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1%</td>
<td>2%</td>
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</tbody>
</table>

**Mean score**

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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
**ITV Battleground Scottish Labour Seats**

**Q2.** At the General Election coming up in May when MPs are elected to Parliament in Westminster, 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*

<table>
<thead>
<tr>
<th>VOTING INTENTION</th>
<th>PAST VOTE – GENERAL ELECTION 2010</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Cons</td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>1000</td>
<td>134</td>
</tr>
<tr>
<td>Weighted Total</td>
<td>1000</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>1 - Certain not to vote</td>
<td>(1)</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>(2)</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>(3)</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>(4)</td>
<td>2</td>
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<td></td>
<td>*</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>(5)</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>(6)</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>(7)</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>8</td>
<td>(8)</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>9</td>
<td>(9)</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>10 - Absolutely certain to vote</td>
<td>(10)</td>
<td>804</td>
</tr>
<tr>
<td></td>
<td>80%</td>
<td>94%</td>
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<tr>
<td>Refused</td>
<td>*</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>2.21</td>
<td>.59</td>
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</table>
Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, 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

<table>
<thead>
<tr>
<th>VOTING INTENTION</th>
<th>PAST VOTE – GENERAL ELECTION 2010</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Unweighted Total</td>
<td>Weighted Total</td>
</tr>
<tr>
<td>Total</td>
<td>Cons</td>
<td>Lab</td>
</tr>
<tr>
<td>Unweighted Total</td>
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<tr>
<td>Weighted Total</td>
<td>1000</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Standard error

Fieldwork: 26th - 28th March 2015
Prepared by ComRes
Table 3/1

ITV Battleground Scottish Labour Seats

Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, would you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?

Base: All likely to vote

<table>
<thead>
<tr>
<th>GENDER</th>
<th>AGE</th>
<th>SOCIAL GRADE</th>
<th>LAB LEAD OVER SNP (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>958</td>
<td>482</td>
<td>476</td>
</tr>
<tr>
<td>Conservative</td>
<td>932</td>
<td>457</td>
<td>476</td>
</tr>
<tr>
<td>Liberal Democrat</td>
<td>279</td>
<td>134</td>
<td>145</td>
</tr>
<tr>
<td>UKIP</td>
<td>13</td>
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<td>7</td>
</tr>
<tr>
<td>Green</td>
<td>16</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>SNP</td>
<td>353</td>
<td>189</td>
<td>164</td>
</tr>
<tr>
<td>Plaid Cymru</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>BNP</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Some other party</td>
<td>13</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Refused</td>
<td>14</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Don't know</td>
<td>138</td>
<td>54</td>
<td>83</td>
</tr>
</tbody>
</table>

Fieldwork: 26th - 28th March 2015
Prepared by ComRes
**ITV Battleground Scottish Labour Seats**

Q3. At the UK General Election coming up in May when MPs are elected to Parliament in Westminster, would you vote Labour, Liberal Democrat, Conservative, UKIP, SNP or for some other party?

Base: All likely to vote

<table>
<thead>
<tr>
<th>VOTING INTENTION</th>
<th>PAST VOTE – GENERAL ELECTION 2010</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Cons</td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>958</td>
<td>134</td>
</tr>
<tr>
<td>Weighted Total</td>
<td>932</td>
<td>111</td>
</tr>
<tr>
<td>Conservative</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>Labour</td>
<td>279</td>
<td>-</td>
</tr>
<tr>
<td>Liberal Democrat</td>
<td>13</td>
<td>-</td>
</tr>
<tr>
<td>UKIP</td>
<td>16</td>
<td>-</td>
</tr>
<tr>
<td>Green</td>
<td>16</td>
<td>-</td>
</tr>
<tr>
<td>SNP</td>
<td>353</td>
<td>-</td>
</tr>
<tr>
<td>Plaid Cymru</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>BNP</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Some other party</td>
<td>13</td>
<td>-</td>
</tr>
<tr>
<td>Refused</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>138</td>
<td>18</td>
</tr>
</tbody>
</table>

Fieldwork: 26th - 28th March 2015

Prepared by ComRes
### Table 4/1: ITV Battleground Scottish Labour Seats

**Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?**

*Base: All unlikely to vote or unsure who they would vote for at the General election*

<table>
<thead>
<tr>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
<th>AB</th>
<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>LAB LEAD OVER SNP (2010)</th>
<th>&lt;30%</th>
<th>30-40%</th>
<th>&gt;40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unweighted Total</td>
<td>202</td>
<td>74</td>
<td>128</td>
<td>33</td>
<td>77</td>
<td>92</td>
<td>48</td>
<td>66</td>
<td>45</td>
<td>43</td>
<td>94</td>
<td>51</td>
<td>57</td>
</tr>
<tr>
<td>Weighted Total</td>
<td>219</td>
<td>84</td>
<td>135</td>
<td>91</td>
<td>63</td>
<td>65</td>
<td>34</td>
<td>90</td>
<td>44</td>
<td>50</td>
<td>101</td>
<td>50</td>
<td>68</td>
</tr>
<tr>
<td>Conservative</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Male</td>
<td>7%</td>
<td>5%</td>
<td>8%</td>
<td>10%</td>
<td>6%</td>
<td>4%</td>
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</table>

**Fieldwork: 26th - 28th March 2015**

Prepared by ComRes
### ITV Battleground Scottish Labour Seats

#### Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All unlikely to vote or unsure who they would vote for at the General election

#### VOTING INTENTION

<table>
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<tr>
<th>Total</th>
<th>VOTING INTENTION</th>
<th>PAST VOTE – GENERAL ELECTION 2010</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
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<td>Lab</td>
<td>Lib Dem</td>
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<tr>
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<td>219</td>
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<td>Conservative</td>
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</tr>
<tr>
<td>Labour</td>
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<td>Liberal Democrat</td>
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<td>UKIP</td>
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<td>Some other party</td>
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Fieldwork: 26th - 28th March 2015
Prepared by ComRes
## Table 5/1

### ITV Battleground Scottish Labour Seats

#### Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?

**Base: All respondents**

<table>
<thead>
<tr>
<th>Gender</th>
<th>AGE</th>
<th>Social Grade</th>
<th>Labour Lead over SNP (2010)</th>
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<tr>
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<td>Female</td>
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<tr>
<td></td>
<td></td>
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<tr>
<td>Unweighted Total</td>
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<tr>
<td>Weighted Total</td>
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<td>AGE</td>
<td>Social Grade</td>
<td>Labour Lead over SNP (2010)</td>
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<td>Female</td>
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<td>Male</td>
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<td>117</td>
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**Fieldwork: 26th - 28th March 2015**

Prepared by ComRes
### Table 5/2

**ITV Battleground Scottish Labour Seats**

**Q5.** Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?

*Base: All respondents*

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<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
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<td><strong>Total</strong></td>
<td><strong>Cons</strong></td>
<td><strong>Lab</strong></td>
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<tr>
<td><strong>Unweighted Total</strong></td>
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<td><strong>Liberal Democrat</strong></td>
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<td>6</td>
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<tr>
<td><strong>UKIP</strong></td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td><strong>Green</strong></td>
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<td>-</td>
</tr>
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<td><strong>SNP</strong></td>
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</tr>
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<td><strong>Plaid Cymru</strong></td>
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<td><strong>BNP</strong></td>
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Fieldwork: 26th - 28th March 2015

Prepared by ComRes
## ITV Battleground Scottish Labour Seats

Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All likely to vote and expressing a voting intention

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<th>LAB LEAD OVER SNP (2010)</th>
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</tr>
<tr>
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<td>9</td>
<td>7</td>
<td>2%</td>
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<td>16</td>
<td>6</td>
<td>10</td>
<td>2%</td>
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<tr>
<td>Green</td>
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Fieldwork: 26th - 28th March 2015

Prepared by ComRes
### ITV Battleground Scottish Labour Seats

**Q3/Q4/Q5 Voting intention (Turnout weighted)**

*Base: All likely to vote and expressing a voting intention*

<table>
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<tr>
<th>VOTING INTENTION</th>
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<th>VOTED INDEPENDENCE REFERENDUM</th>
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<td><strong>Unweighted Total</strong></td>
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</tr>
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<td><strong>Weighted Total</strong></td>
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<td><strong>Conservative</strong></td>
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<td>13%</td>
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<tr>
<td><strong>Liberal Democrat</strong></td>
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<tr>
<td><strong>UKIP</strong></td>
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<tr>
<td><strong>Green</strong></td>
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<td>17</td>
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<td><strong>Plaid Cymru</strong></td>
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</table>

**Fieldwork:** 26th - 28th March 2015

Prepared by ComRes
### Table 7/1
ITV Battleground Scottish Labour Seats

**Q6. Which two of the following best represents why you would vote for the SNP?**
Base: All likely to vote for SNP

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<th>AB</th>
<th>C1</th>
<th>C2</th>
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<th>30-40%</th>
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<tr>
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</tr>
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Fieldwork: 26th - 28th March 2015
Prepared by ComRes
### Q6. Which two of the following best represents why you would vote for the SNP?

**Base: All likely to vote for SNP**

<table>
<thead>
<tr>
<th>VOTING INTENTION</th>
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<th>VOTED INDEPENDENCE REFERENDUM</th>
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</tr>
<tr>
<td>I want Scotland to be an independent country</td>
<td>207</td>
<td>-</td>
</tr>
<tr>
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<td>56%</td>
<td>-</td>
</tr>
<tr>
<td>Labour no longer represents people like me</td>
<td>130</td>
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<tr>
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</tr>
<tr>
<td>The way Labour campaigned with the Conservatives during the referendum</td>
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<td>-</td>
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<td>29%</td>
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<tr>
<td>They have the best policies generally</td>
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</tr>
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<td>Other</td>
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</tr>
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Fieldwork: 26th - 28th March 2015  
Prepared by ComRes
### ITV Battleground Scottish Labour Seats

**Q7. Which two of the following best represents why you are voting for your chosen party?**

Base: All likely to vote for a party other than SNP

<table>
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<tr>
<th></th>
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<th>MALE</th>
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<th>55+</th>
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<th>C1</th>
<th>C2</th>
<th>DE</th>
<th>&lt;30%</th>
<th>30-40%</th>
<th>&gt;40%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unweighted Total</strong></td>
<td>458</td>
<td>236</td>
<td>222</td>
<td>47</td>
<td>153</td>
<td>258</td>
<td>135</td>
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<td>121</td>
<td>216</td>
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<td>113</td>
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<tr>
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<td>98</td>
<td>137</td>
<td>99</td>
<td>132</td>
<td>223</td>
<td>133</td>
<td>111</td>
</tr>
<tr>
<td>I want to keep Scotland as part of the UK</td>
<td>260</td>
<td>130</td>
<td>130</td>
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<td>113</td>
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<td>59%</td>
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<tr>
<td>It's the party that most closely reflects my views</td>
<td>226</td>
<td>103</td>
<td>123</td>
<td>76</td>
<td>69</td>
<td>82</td>
<td>59</td>
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<td>43%</td>
<td>39%</td>
<td>49%</td>
<td>43%</td>
<td>54%</td>
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<tr>
<td>I don't want a Conservative-led Government</td>
<td>153</td>
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<td>77</td>
<td>39</td>
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<td>37%</td>
<td>27%</td>
<td>39%</td>
<td>36%</td>
</tr>
<tr>
<td>It's the party with the leader who I most want to be Prime Minister</td>
<td>74</td>
<td>38</td>
<td>37</td>
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<td>21</td>
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<td>19%</td>
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<tr>
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<td>9%</td>
<td>12%</td>
<td>9%</td>
<td>10%</td>
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<tr>
<td>I want to keep Labour out of power</td>
<td>42</td>
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<td>4%</td>
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<tr>
<td>Other</td>
<td>8</td>
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<td>3%</td>
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<tr>
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Fieldwork: 26th - 28th March 2015

Prepared by ComRes
## ITV Battleground Scottish Labour Seats

**Q7. Which two of the following best represents why you are voting for your chosen party?**

*Base: All likely to vote for a party other than SNP*

<table>
<thead>
<tr>
<th>VOTING INTENTION</th>
<th>PAST VOTE – GENERAL ELECTION 2010</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Cons</td>
<td>Lab</td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>458</td>
<td></td>
</tr>
<tr>
<td>Weighted Total</td>
<td>466</td>
<td></td>
</tr>
<tr>
<td>I want to keep Scotland as part of the UK</td>
<td>260</td>
<td>71</td>
</tr>
<tr>
<td></td>
<td>56%</td>
<td>69%</td>
</tr>
<tr>
<td>It's the party that most closely reflects my views</td>
<td>226</td>
<td>56</td>
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<tr>
<td></td>
<td>49%</td>
<td>54%</td>
</tr>
<tr>
<td>I don't want a Conservative-led Government</td>
<td>153</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>33%</td>
<td>3%</td>
</tr>
<tr>
<td>It's the party with the leader who I most want to be Prime Minister</td>
<td>74</td>
<td>25</td>
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<td>16%</td>
<td>24%</td>
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<tr>
<td>I am voting for a specific local candidate more than for a party</td>
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<td>3</td>
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<tr>
<td></td>
<td>9%</td>
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<tr>
<td>I want to keep Labour out of power</td>
<td>42</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>9%</td>
<td>23%</td>
</tr>
<tr>
<td>Other</td>
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<td></td>
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<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
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</table>

Fieldwork: 26th - 28th March 2015

Prepared by ComRes

Page 17
**ITV Battleground Scottish Labour Seats**

**Q8. If you had to choose, would you prefer Ed Miliband or David Cameron to be Prime Minister after the General Election in May?**

*Base: All respondents*

<table>
<thead>
<tr>
<th></th>
<th>GENDER</th>
<th>AGE</th>
<th>SOCIAL GRADE</th>
<th>LAB LEAD OVER SNP (2010)</th>
</tr>
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<td></td>
<td>Total</td>
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<td>Female</td>
<td>18-34</td>
</tr>
<tr>
<td>Unweighted Total</td>
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</tr>
<tr>
<td>Weighted Total</td>
<td>1000</td>
<td>483</td>
<td>517</td>
<td>297</td>
</tr>
<tr>
<td>Ed Miliband</td>
<td>486</td>
<td>236</td>
<td>250</td>
<td>134</td>
</tr>
<tr>
<td>David Cameron</td>
<td>293</td>
<td>132</td>
<td>161</td>
<td>91</td>
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<tr>
<td>Don't know</td>
<td>221</td>
<td>115</td>
<td>106</td>
<td>71</td>
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Fieldwork: 26th - 28th March 2015
Prepared by ComRes
**ITV Battleground Scottish Labour Seats**

Q8. If you had to choose, would you prefer Ed Miliband or David Cameron to be Prime Minister after the General Election in May?  
Base: All respondents

<table>
<thead>
<tr>
<th>VOTING INTENTION</th>
<th>PAST VOTE – GENERAL ELECTION 2010</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
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<tbody>
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<td>Total</td>
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<td>Lab</td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
<td>-----</td>
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<tr>
<td>Unweighted Total</td>
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<td>1000</td>
<td>111</td>
</tr>
<tr>
<td>Cons</td>
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<td>100%</td>
</tr>
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<td>Ed Miliband</td>
<td>486</td>
<td>7%</td>
</tr>
<tr>
<td>David Cameron</td>
<td>293</td>
<td>99%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>221</td>
<td>4%</td>
</tr>
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</table>

Fieldwork: 26th - 28th March 2015  
Prepared by ComRes
### ITV Battleground Scottish Labour Seats

#### Q9. If the General Election results in a hung parliament with the SNP winning a significant number of MPs in Westminster after the General Election in May, which of the following would you most like to see the SNP do?

**Base: All respondents**

<table>
<thead>
<tr>
<th></th>
<th>GENDER</th>
<th>AGE</th>
<th>SOCIAL GRADE</th>
<th>LAB LEAD OVER SNP (2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>18-34</td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>1000</td>
<td>497</td>
<td>503</td>
<td>117</td>
</tr>
<tr>
<td>Weighted Total</td>
<td>1000</td>
<td>483</td>
<td>517</td>
<td>297</td>
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<td>No formal agreement with either party</td>
<td>407</td>
<td>201</td>
<td>206</td>
<td>121</td>
</tr>
<tr>
<td>Support a minority Labour government but not in full Coalition</td>
<td>211</td>
<td>117</td>
<td>94</td>
<td>49</td>
</tr>
<tr>
<td>Support a minority Conservative government but not in full Coalition</td>
<td>41</td>
<td>13</td>
<td>29</td>
<td>11</td>
</tr>
<tr>
<td>Join a formal Coalition government with Labour</td>
<td>207</td>
<td>92</td>
<td>115</td>
<td>81</td>
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<tr>
<td>Join a formal Coalition government with the Conservatives</td>
<td>50</td>
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<tr>
<td>Don't know</td>
<td>84</td>
<td>37</td>
<td>47</td>
<td>23</td>
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</table>

Fieldwork: 26th - 28th March 2015  
Prepared by ComRes
### ITV Battleground Scottish Labour Seats

**Q9. If the General Election results in a hung parliament with the SNP winning a significant number of MPs in Westminster after the General Election in May, which of the following would you most like to see the SNP do?**

*Base: All respondents*

<table>
<thead>
<tr>
<th>VOTING INTENTION</th>
<th>PAST VOTE – GENERAL ELECTION 2010</th>
<th>VOTED INDEPENDENCE REFERENDUM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Cons</td>
</tr>
<tr>
<td>Unweighted Total</td>
<td>1000</td>
<td>134</td>
</tr>
<tr>
<td>Weighted Total</td>
<td>1000</td>
<td>111</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>No formal agreement with either party</td>
<td>407</td>
<td>58</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>53%</td>
</tr>
<tr>
<td>Support a minority Labour government but not in full Coalition</td>
<td>211</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>2%</td>
</tr>
<tr>
<td>Join a formal Coalition government with Labour</td>
<td>207</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>3%</td>
</tr>
<tr>
<td>Join a formal Coalition government with the Conservatives</td>
<td>50</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>5%</td>
<td>21%</td>
</tr>
<tr>
<td>Support a minority Conservative government but not in full Coalition</td>
<td>41</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Don't know</td>
<td>84</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Fieldwork: 26th - 28th March 2015

Prepared by ComRes
Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

<table>
<thead>
<tr>
<th>Party</th>
<th>Unweighted</th>
<th>Weighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservative</td>
<td>146 (15%)</td>
<td>107 (11%)</td>
</tr>
<tr>
<td>Labour</td>
<td>379 (38%)</td>
<td>391 (39%)</td>
</tr>
<tr>
<td>Liberal Democrat</td>
<td>72 (7%)</td>
<td>93 (9%)</td>
</tr>
<tr>
<td>Some other party</td>
<td>264 (26%)</td>
<td>207 (21%)</td>
</tr>
<tr>
<td>Did not vote</td>
<td>83 (8%)</td>
<td>147 (15%)</td>
</tr>
<tr>
<td>Don't remember</td>
<td>28 (3%)</td>
<td>35 (3%)</td>
</tr>
<tr>
<td>Refused</td>
<td>28 (3%)</td>
<td>20 (2%)</td>
</tr>
</tbody>
</table>

Base: All respondents

Fieldwork: 26th - 28th March 2015
Prepared by ComRes