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Centre for
Elections and
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Studies

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SES  **||**

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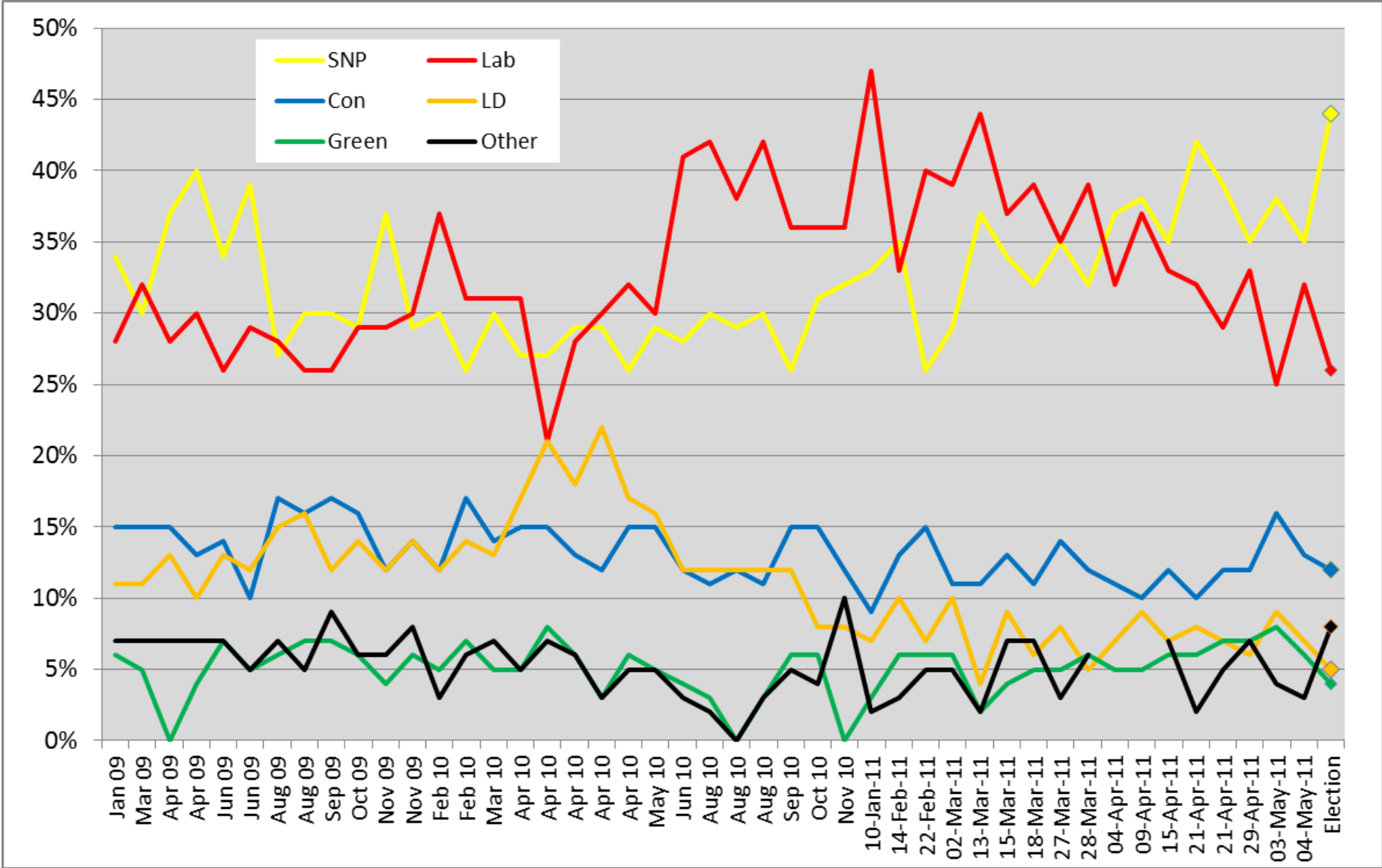
Data

- **Scottish Election Study 2011**
- **ESRC-funded internet survey via YouGov**
- **Panel design – same people surveyed twice**
 - **in the week before the election**
 - **in the days after election**
- **Number of respondents**
 - **2,046 pre-election**
 - **1,760 post-election**
- **Approx. 25-minute questionnaires**

2010 UK General Election in Scotland

	Seats	%
Labour	41	42.0
SNP	6	19.9
Cons	1	16.7
LibDem	11	18.9

Opinion Polls (reg. vote)



2011 Scottish Election results

	Constituency		Lists		Total
	Votes %	Seats	Votes %	Seats	Seats (change since 2007)
SNP	45.4	53	44.0	16	69 (+23)
Lab	31.7	15	26.3	22	37 (-7)
Cons	13.9	3	12.4	12	15 (-5)
LibDem	7.9	2	5.2	3	5 (-12)
Green			4.4	2	2 (-)
Others	1.1	0	7.7	1	3 (+1)
Total	100	73	100	56	

Actual Vote in Regions

	SNP	Lab	Cons	LibDem	Green	Others
Central	46.4	35.3	6.4	1.4	2.4	8.1
Glasgow	39.8	35.0	6.1	2.5	6.0	10.6
Highlands & Islands	47.5	14.5	11.6	12.1	5.1	9.2
Lothian	39.2	24.9	11.76	5.5	7.6	11.1
Mid Scotland & Fife	45.2	25.0	14.1	5.9	4.2	5.6
North East	52.7	16.4	14.1	6.8	3.9	6.1
South of Scotland	41.0	25.3	19.5	5.4	3.1	5.7
West of Scotland	41.5	32.8	12.7	3.2	3.0	6.8
Survey data						
Urban	43	28	11	4	7	7
Rural	45	25	14	6	4	6

	SEX		AGE		
	Female	Male	18-34	35-54	55+
SNP	43	46	43	47	42
Labour	29	24	24	28	26
Cons	12	12	7	10	17
LibDem	6	4	8	4	5
Green	4	6	10	6	2
Others	6	8	8	5	8
Total	100	100	100	100	100

Social class

	Subjective social class				Objective social class		
	Working Class	Middle Class	None		AB	C1	C2DE
SNP	47	37	53		41	41	47
Lab	33	16	17		25	25	28
Cons	7	22	14		14	17	9
LibDems	4	8	4		5	8	4
Greens	3	9	4		8	6	4
Others	6	8	8		7	3	8
Total	100	100	100		100	100	100

Religion

	None	Church of Scotland	Catholic
SNP	47	44	43
Lab	25	26	36
Cons	9	15	9
LibDem	5	6	2
Green	7	3	4
Others	7	6	6
Total	100	100	100

National identity

	Scot not Brit	Scot>Brit	Scot=Brit	Brit>Scot	Brit not Scot	Other
SNP	66	49	29	22	24	31
Lab	17	28	33	28	35	23
Cons	3	7	22	22	23	20
LibDem	3	4	6	14	7	6
Green	5	6	4	3	6	13
Others	6	6	6	11	5	7
Total	100 N=366	100 N=400	100 N=387	100 N=59	100 N=129	100 N=72

AV referendum

	No	Yes
SNP	37	44
Lab	34	22
Cons	17	3
LibDem	2	10
Green		
Others	10	21
Total	100 N=837	100 N=555

Actual result in Scotland

No	Yes
63.6	36.4

Flows of vote: 2007  2011

Constituency vote 2007					
Constituency vote 2011	SNP	Lab	Cons	LibDem	
SNP	89	21	10	37	
Lab	8	69	8	22	
Cons	1	6	75	6	
LibDem	2	4	7	35	
	100	100	100	100	
	N=150	N=78	N=59	N=49	

Flow of vote 2010



2011

Constituency Vote 2010					
Constituency Vote 2011	SNP	Lab	Cons	LibDem	
SNP	95	31	27	47	
Lab	3	66	7	23	
Cons	1	1	62	3	
LibDems	1	2	3	27	
	100	100	99	100	
	N=303	N=492	N=215	N=266	

Conclusions

- 2007 +
- SNP gained particularly where previously relatively weak (women, working class, Catholics)
- change under the surface - SNP picking up support from LibDems, Labour and Conservatives. NOT straight LibDem to SNP transfer