Scottish Independence Referendum Research

Post-polling day opinion research report

November 2014

Prepared by ICM Research on behalf of The Electoral Commission.

Contents

1 Executive summary

Registration

- 93% believe they are currently registered to vote, either at their current address (91%) or somewhere else (2%). Only 5% do not think they are on the electoral register.

- A large majority (83%) voice satisfaction with the current procedure for registering to vote, in line with previous post-election research.

Turnout and voting

- 84.6% of the eligible 16+ electorate voted on 18th September. This was a remarkably high turnout, up from 35.6% at the European elections in May 2014 and 65.1% in the AV referendum/Holyrood elections in May 2011.

- Civic responsibility (55%) and the desire to express a view (49%) or to create a change (31%) are what drove voters to the polls. More than in previous elections, people appear to have voted in the referendum because they believed they could influence the result.

- As in previous studies, many non-voters cite circumstantial factors (40%) such as being busy or being away on the day for the reason why they did not vote. Almost a fifth (18%) of non-voters claim they did not vote because they were not registered.

- When presented with proposals designed to encourage voting, more than half (52%) of non-voters say they would be more likely to vote if they were able to do so online. The measure receives particularly strong support from the 16-24 age group.

Knowledge and information about the referendum

- Awareness of the referendum and the issues around it was considerably higher than it has been during previous elections and referendums. 90% feel they knew a great deal/fair amount about what the referendum was on, with exactly half (50%) claiming to know a great deal. Only 1% knew nothing at all.

- Television (56%) and the internet (52%) were the main sources of information. Around a third also mention leaflets or flyers from political parties or

campaigns (34%), the news (29%) and the media in general (25%).

- When asked how they would prefer to receive information on elections and referendums, leaflets and booklets through the door (36%) are the preferred mode, with others mentioning the internet (26%) and TV broadcasts (23%).

- Nine in ten (90%) believe that it was easy to access information on how to cast their vote at the Scottish Independence referendum. The same proportion (90%) believe it was easy to access information on what the Scottish referendum was for. However it was perceived as less easy to access information on what would happen in the event of a Yes vote (59%) or a No vote (64%).

- A large majority (85%) of the Scottish electorate agree that they had enough information readily available to them on how to cast their vote at the referendum.

Voting processes and priorities

- 81% say they are satisfied with the procedure for voting in elections and referendums in Scotland. The proportion saying 'very satisfied' (46%) is significantly higher than in May 2014 (26%) and May 2011 (32%).

- The main reasons for dissatisfaction are that the system needs to be made more secure (32%), that it is not fair (28%) and that politicians cannot be trusted (22%).

- Three in four (73%) are confident that the referendum was well run on 18th September. This is in line with the figures from the May 2011 elections and referendum (75%) and markedly higher than at the European elections in May 2014.

- The predominant reasons for confidence in the way the referendum was run are: voting being quick/easy (28%), clear/concise ballot forms/being easy to vote (27%), that there was a lot of information about the referendum (22%) and that it was professionally conducted (22%).

- Of the 22% who lack confidence in the running of the referendum, the reasons given primarily relate to fraud/security (40%), polling place/ballot issues (36%), a lack of information (29%) and the broader perceptions of campaign issues and candidates (25%).

The voter experience

- 95% are satisfied with the experience of voting in a polling place. Based on what they have seen, heard or experienced, 84% thought that voting at a polling station was convenient.

- Virtually all postal voters (99%) describe themselves as satisfied with the process of voting by post, which compares favourably to levels of satisfaction in the 2011 elections and referendum (94%).

- There is a high level of satisfaction among polling place voters with the guidance and support available to them. Six in ten polling place voters (59%) say the help or support available from staff was useful.

- Virtually all who voted by post found the process straightforward. A large majority (97%) say it was easy to understand what they had to do in order to complete and return their postal vote.

The spending and funding of referendum campaigns

- Around two in five (41%) feel they know 'a lot/a little' about how campaigning organisations for the referendum were funded and spent their money. Half of the Scottish public report that they knew hardly anything (30%) or nothing at all (19%) about how campaigns were funded and spent their money.

- The current rules for overseeing the funding and spending of referendum campaigners are largely considered fair. Two in five (42%) of the Scottish public agree that the campaign rules are fair, while just over one in nine (12%) disagree.

- The Scottish electorate generally place a high degree of importance on transparency of campaign finance. Three quarters (77%) agree that it is important that information about who funds referendum campaigners is made available to the public before people cast their vote.

- Despite the high level of importance placed on transparency, only a minority believe that the spending and funding of referendum campaigners was actually open and transparent. A third (35%) agree that it was open and transparent (2011: 45%), but three in ten (29%) disagree.

Electoral fraud

- On the whole, a sizeable minority of the Scottish public are concerned about fraud relating to elections and voting happening in Scotland. Just over one in five (22%) believe electoral fraud to be a problem. Only 7% describe it as a 'very big problem', but 15% describe it as a 'fairly big problem'. A third of respondents (34%) believe that electoral fraud took place at the referendum.

- Overall, there is a strong level of confidence in the safety of voting. Three quarters of the Scottish public (73%) believe that voting in general is safe from fraud and abuse, with just under a third (29%) stating that it is very safe. Only 12% would describe the voting process as unsafe.

- The public are less confident in the safety of postal voting from fraud and abuse, which is consistent with previous election studies. Around three in five (59%) are confident that postal voting is safe from fraud and abuse (2011: 61%).

2 Technical summary about the data

2.1 On 18th September 2014 a referendum was held on whether Scotland should or should not become independent from the rest of the United Kingdom.

2.2 The minimum voting age was 16, meaning that 16-17 year olds were eligible to vote for the first time in any election or referendum.

2.3 As part of the Electoral Commission's mandate to report on the administration of elections and referendums, it commissioned ICM Research to undertake interviews with a fairly balanced sample of voters and non-voters in order to understand their behaviours, motivations and attitudes toward the elections taking place.

2.4 The turnout for the 18th September referendum was extraordinarily high. 84.6% of the eligible electorate cast their vote. To put this into perspective, 65.1% voted at the last general election in 2010. In any post-election survey, ICM seeks to interview a fairly balanced sample of voters and non-voters. On this occasion, due to the small incidence of non-voters, the following number of interviews were conducted:

- Voters: 1,548 interviews (84% of the total)

- Non-voters: 304 interviews (16% of the total)

2.5 Among those who report that they voted in the referendum, 50% claim to have voted 'Yes' and 37% claim to have voted 'No'. Even taking into account the 13% who indicate that they would prefer not to say, this does not reflect the actual result of the referendum, in which 55% voted 'No' and 45% voted 'Yes'. However, a similar effect was seen in the final pre-referendum polls, all of which systematically under-represented the share of the 'No' vote compared to the actual referendum results. This indicates that there may be a social desirability bias which causes 'No' voters to be reluctant to admit how they voted.

2.6 This research report is based on 1,852 interviews with voters and non-voters in Scotland.

2.7 All interviews were conducted between 19th September and 26th October 2014. A total of 1,509 interviews were conducted via RDD sampling methods, and a further 319 were generated after employing alternative techniques to locate hard to reach people including non-voters and young voters who were willing to be interviewed. Online databases were sourced to find such people.

2.8 In order to boost the number of non-voters in the sample, a small proportion of respondents were recruited face-to-face in Edinburgh and Glasgow (24).

2.9 The profile of the contacted sample was designed to match that of the eligible population by key demographics such as gender, age and work status.

2.10 At the analysis stage, data was weighted to match the known demographic profile of Scotland. A sample profile is provided in the appendices of this report.

2.11 Throughout this report comparisons are made with data from 2 other post-election studies:

- **2014 European Parliament post-election research**: 500 interviews conducted in Scotland using the same telephone methodology. Interviews conducted May-June 2014. As a general rule, a gap of 5% is required for a difference between two results to be statistically significant.

- **2011 Holyrood elections and AV Referendum post-election research**: 1,000 interviews conducted in Scotland using the same telephone methodology. Interviews were conducted in May 2011. As a general rule, a gap of 4% is required for a difference between two results to be statistically significant.

2.12 ICM is a member of the MRS and abides by its rules. All work is conducted in compliance with ISO 27001 and ISO 20252, the international accreditations for market research and information security.

3 Registration, turnout and voting

Registration

3.1 Nine in ten (93%) respondents state that they are registered to vote. Of these, a large majority (91% in total) are registered at their current address, while 2% are registered at a different address. Only 5% say they are not currently on the electoral register.

3.2 The proportion of registered voters increases steadily in line with age. 76% of 18-24 year olds are currently on the register, compared with as many as 98% of over 65s. The proportion of 16-17s year olds on the register is relatively low at 66%, which is perhaps to be expected given that the independence referendum was the first occasion on which under 18s have been able to cast a vote in an election or referendum. Nonetheless, lower engagement among the youngest age groups is a commonly observed trend at elections, regardless of whether the voting age is 16 or 18.

3.3 A small but notable minority of young people seem to lack awareness of voter registration. When asked if their name is on the electoral register, 15% of 16-17s state that they 'don't know', dropping to 11% among 16-24s.

3.4 A large majority (83%) are satisfied with the procedure for registering to vote. This is in line with those recorded at the European elections in May 2014 (82%) and after the general election and referendum in 2011 (85%).

3.5 Only 2% are actually dissatisfied with the current system, although unsurprisingly the figure is somewhat higher among non-voters (9% vs. 1% of voters). Dissatisfaction is also higher than average among council renters (6%) and unemployed people (8%).

3.6 Older people are more likely to voice satisfaction than their younger counterparts: 91% of people aged 65+ are either very or fairly satisfied compared to 64% of 16-24s. However this represents a lack of awareness and strong opinion among younger people, rather than strong opposition. For instance, when asked how they feel about the current procedure, more than a third of 16-17

year olds (38%) either state that they 'don't know' or
that they are neither satisfied nor dissatisfied.

3.7 Satisfaction with the procedure for voter
registration is strongly linked to satisfaction with
the voting process in general, and to confidence in the
election being well run.

Figure 3.1. Satisfaction with procedure for registering to vote
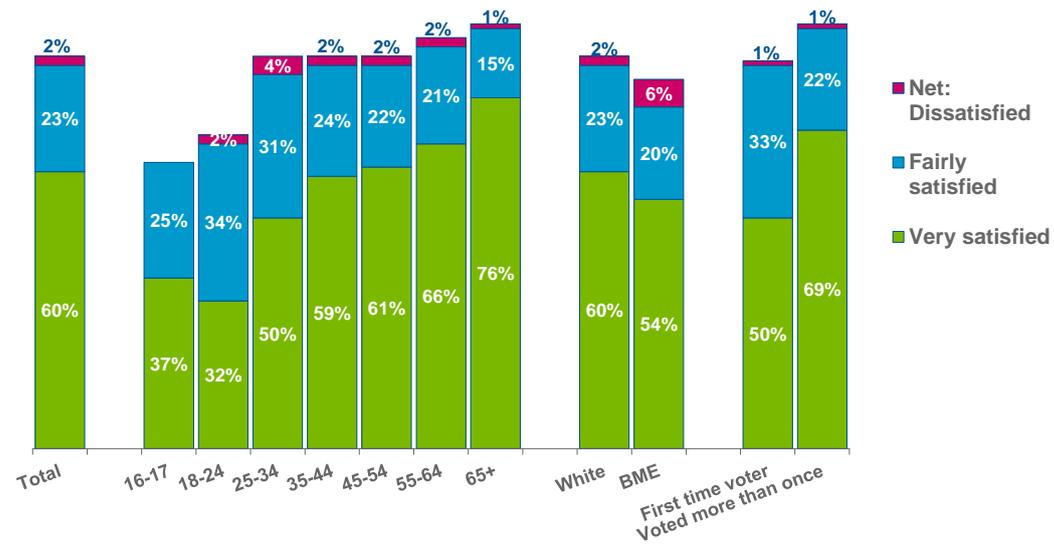
Q2. How satisfied or dissatisfied are you with the procedure for
getting your name on the list of those people who are registered to
vote? Base: All respondents (1,852). Nb 'don't know' and
'neither/nor' responses are not displayed.

Turnout

3.8 Turnout for the referendum has been reported at 84.6% of the eligible electorate.[1] Our survey, like all post-election surveys before it, sought to obtain an artificially even split of voters and non-voters and it cannot therefore be treated as a reliable representation of overall turnout. Nonetheless, it does allow us to compare turnout across demographic groups if used in a relative rather than absolute context.

3.9 The referendum on Scottish independence achieved a remarkably high turnout rate. 84.6% cast a vote, compared to just 35.6% at the European elections in May 2014 and 65.1% in May 2011.[2]

Figure 3.2. Reported turnout among specific groups
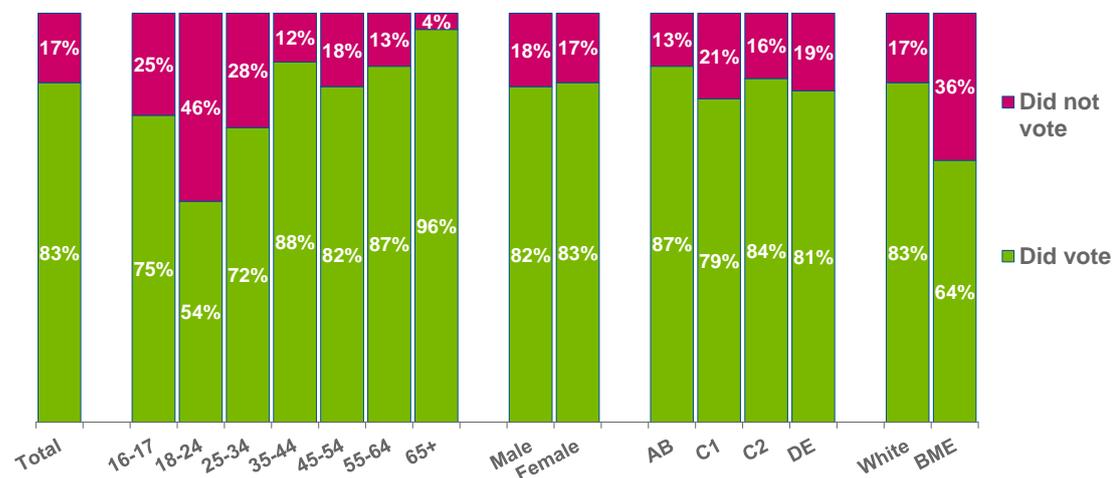
Q3. As you may know, on Thursday 18th September there was a referendum on the independence of Scotland. We often find that a lot of people were not able to vote because they were sick, did not have the time or were just not interested. How about you – did you manage to vote in the referendum? Base: All respondents (1,852).

3.10 We can observe some familiar and not so familiar trends across demographic subgroups. For instance by age, turnout is well above average among over 65s (96%). In post-election research we often see turnout rises steadily in line with age, however in this instance it appears that 16-17 year olds were actually more likely to vote than their older 18-24 counterparts. This may reflect the 'novelty value' and publicity given to 16-17s being allowed to vote for the

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[1] http://www.bbc.co.uk/news/events/scotland-decides/results
[2] Figures reported at the overall British level

first time. In a more familiar trend, BMEs were apparently less likely to vote in the referendum, which has often proved to be the case at previous polls.

3.11 A large majority (80%) of votes were cast in person at a polling place on 18th September, while one in five (19%) opted for a postal vote. This is in line with the figures from May 2014 and May 2011.

Behaviour at other elections

3.12 Those respondents who had voted at previous election events were asked about their attitude towards voting at different types of election. As with the rest of the turnout data presented in this report, it is most useful to analyse responses in relative rather than absolute terms.

3.13 On this basis we can observe a familiar trend: that people are most likely to 'always vote' in Scottish Parliament elections for Holyrood (83%) and in UK parliament elections for Westminster (81%). Voting behaviour is less consistent when it comes to local government elections: 71% claim to always vote, but a sizeable minority of 21% only vote sometimes. European Parliament elections are at the bottom of the list, with 17% claiming never to vote in them at all and a further 22% only choosing to vote sometimes. Almost three in five (58%) claim to vote in every European election.

3.14 Results suggest that older age groups are more likely to state that they 'always vote' for every election type, which is unsurprising given the simple fact that they have had the opportunity to vote in more elections than people closer to the eligible voting age. Even taking this into account, the trend is still apparent; for instance 78% of 35-54 year olds state that they vote in every UK parliament election for Westminster compared to 88% of people aged 55 and over.

3.15 There is also a strong pattern relating to social grade, whereby propensity to vote tends to decrease in line with the classification. For instance 87% of the most affluent ABs claim always to vote in UK elections for Westminster, compared to 76% of C2s.

Figure 3.3. Behaviour at other elections

Q11. Which of these statements best describes your attitude towards voting at each of the following elections? Base: All who have voted before (1,378). Nb 'don't know' and 'I've not been eligible to vote in the past' are not displayed due to low response rate.
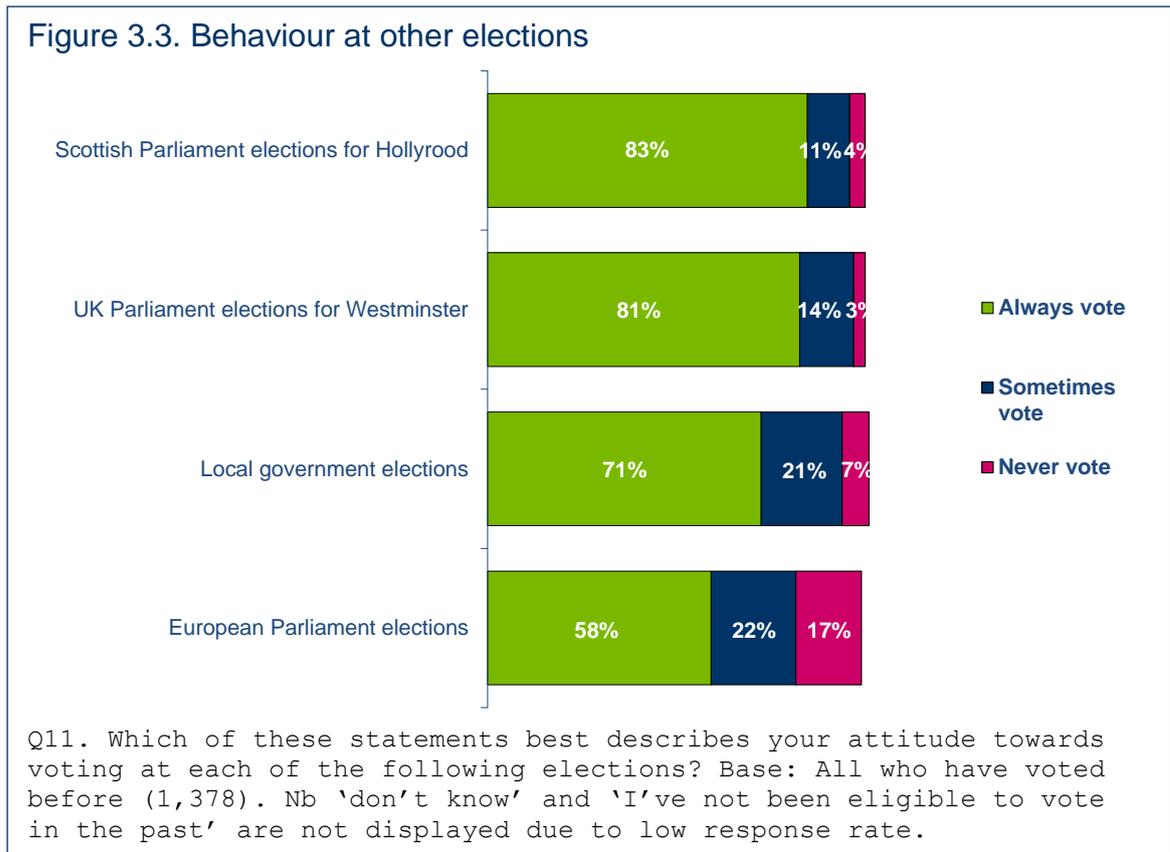
Reasons for turning out, or failing to do so

3.16 Civic responsibility is the primary reason for people choosing to cast their vote on 18th September. More than half (55%) cite something to do with civic responsibility, whether 'it is important to vote/ it's my civic duty/ everyone should vote/ it's my right' (44%), 'I always vote' (19%) or 'people fought to win the right to vote for me/others' (8%).

3.17 Despite being the most frequently cited reason for voting, the proportion mentioning 'civic responsibility' is actually smaller than it has been at previous elections. For instance in May 2014, it was mentioned by 70% and in May 2011 it was 65%. This is mostly explained by the upsurge in voters saying they wished to 'express a view' (49%) or 'to help create a change' (31%).

3.18 Indeed on 18th September, more than in previous elections, voters turned out in order to influence the result. This was no doubt driven by the perceived closeness of the contest between the Yes campaign and

the 'Better Together' (No) campaign. More than in previous elections, people may have felt that their vote would make a real difference, hence the high proportion of voters saying 'I wanted to have a say' (33%) and 'because an important issue was at stake/I care about the future of Scotland'.

3.19   It was the desire to create a change, rather than civic responsibility, which drove many first-time voters to the polls. A third (35%) of first-time voters state that they voted 'to get a change/ because they wanted an independent Scotland'. Similarly, three in five (60%) 16-17s, all first-time voters, claim to have voted 'to express their view'.

Figure 3.4. Reasons for voting – 1 of 2

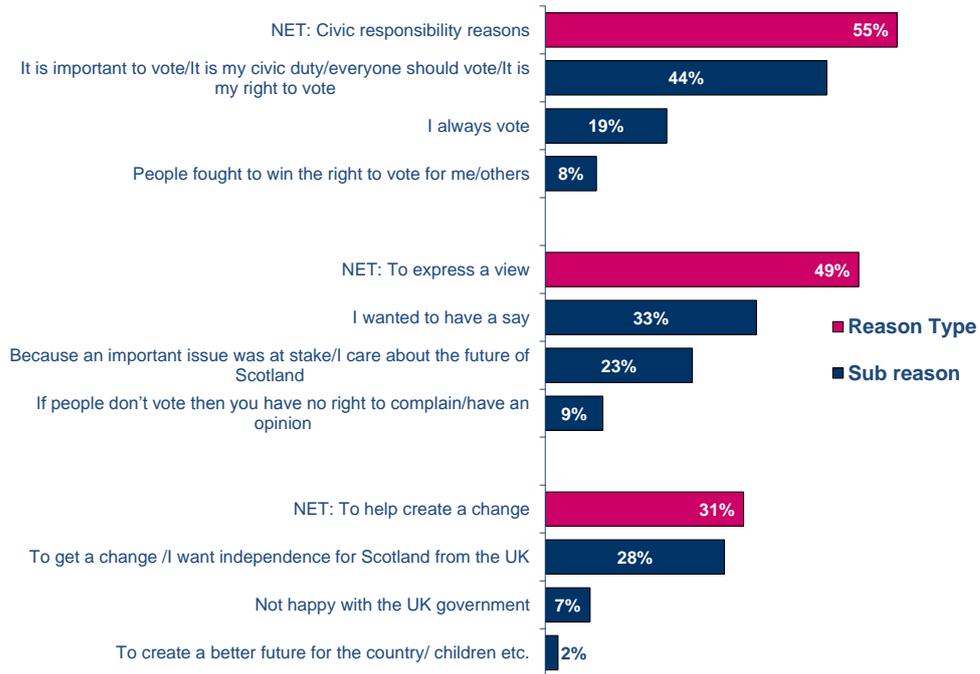| Reason	%
NET: Civic responsibility reasons	55%
It is important to vote/It is my civic duty/everyone should vote/It is my right to vote	44%
I always vote	19%
People fought to win the right to vote for me/others	8%
NET: To express a view	49%
I wanted to have a say	33%
Because an important issue was at stake/I care about the future of Scotland	23%
If people don't vote then you have no right to complain/have an opinion	9%
NET: To help create a change	31%
To get a change /I want independence for Scotland from the UK	28%
Not happy with the UK government	7%
To create a better future for the country/ children etc.	2%

Legend: ■ Reason Type ■ Sub reason

Q8. People had many reasons for voting in the referendum. Why did you vote on 18th September? Base: All voters (1,548). Nb responses <2% are not displayed.

Figure 3.5 Reasons for voting – 2 of 2
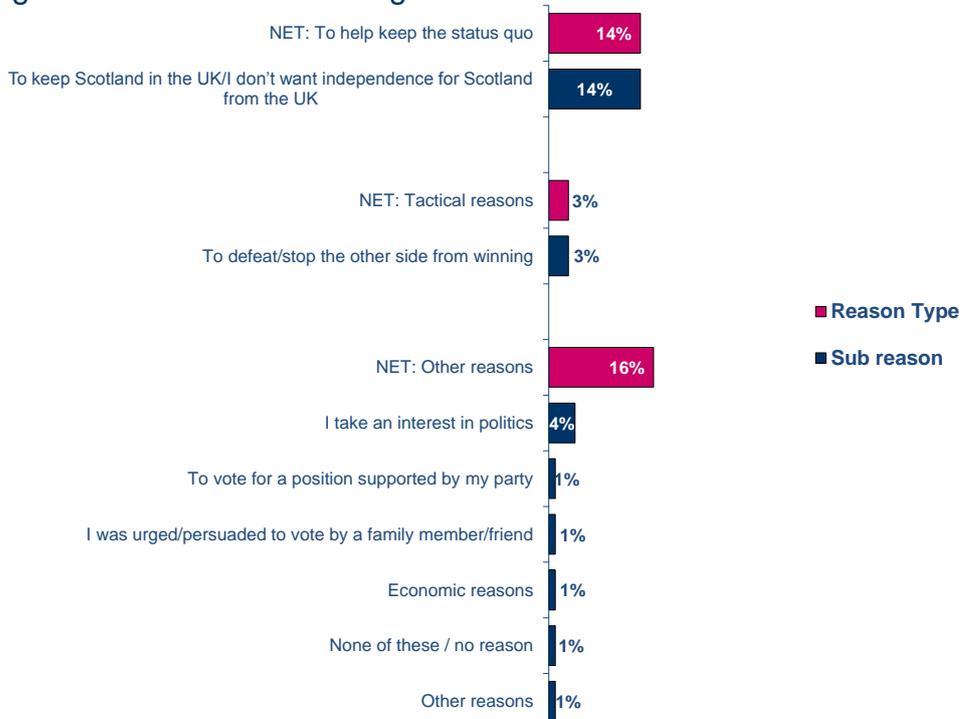
Reason	%
NET: To help keep the status quo	14%
To keep Scotland in the UK/I don't want independence for Scotland from the UK	14%
NET: Tactical reasons	3%
To defeat/stop the other side from winning	3%
NET: Other reasons	16%
I take an interest in politics	4%
To vote for a position supported by my party	1%
I was urged/persuaded to vote by a family member/friend	1%
Economic reasons	1%
None of these / no reason	1%
Other reasons	1%

Legend: ■ Reason Type ■ Sub reason

Q8. People had many reasons for voting in the referendum. Why did you vote on 18th September? Base: All voters (1,548).

3.20 When asked why they did not cast a vote on 18th September, most non-voters cite practical barriers such as circumstances and administration as opposed to a lack of interest or awareness. This is a frequently observed trend in post-election research. That said, 17% of non-voters do claim that they simply weren't interested in the referendum, whether it is because they are 'just not interested in politics' (9%) or because it seemed like a 'waste of time' (6%).

3.21 Circumstantial factors played a role for two in five (40%) non-voters: they were either too busy (10%), prevented by circumstances on the 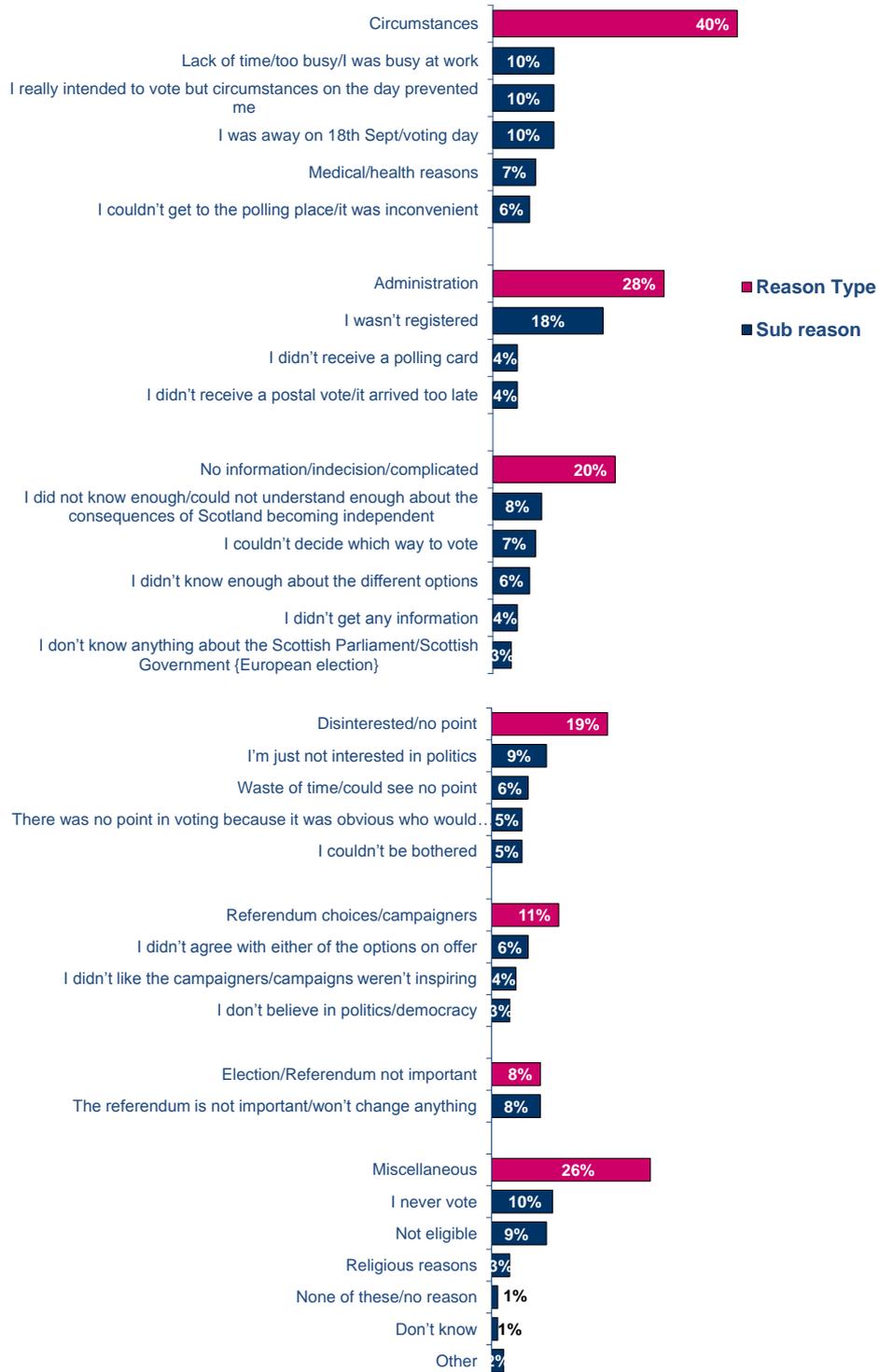day (10%), were away on polling day (10%) or faced some other practical barrier. Half (50%) of non-voters with a disability or long-standing illness cite circumstantial barriers as their reason for not voting, with almost a quarter (23%) mentioning medical/health issues as preventative factors.

3.22 Just over a quarter (28%) of non-voters mention some kind of administrative issue, the foremost of which being that they weren't registered to vote (18%) or that they didn't receive a polling card (4%) or postal vote (4%). In fact the proportion of non-voters blaming any kind of administration problem was larger at this election than it was at either the May 2014 European Parliament elections (8%) or at the May 2011 elections and referendum (10%). Being unregistered is the biggest practical reason offered by 16-24s who didn't vote: a quarter (26%) blame their failure to vote on the fact that they weren't on the electoral register.

3.23 Almost all (97%)of the 16-17 year olds who voted in the referendum say they intend to vote again in future elections and referendums, while the remainder say they 'don't know' whether they will.

Figure 3.6. Reasons for not voting

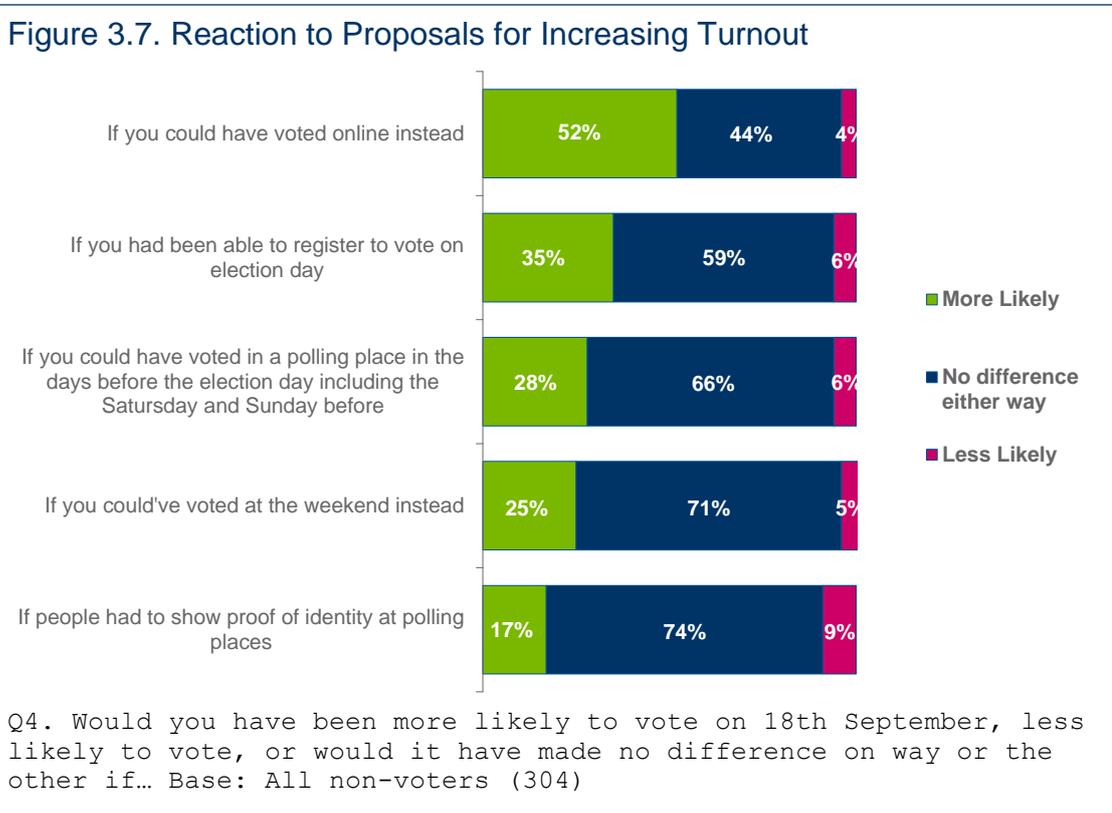| Reason	Percentage
Circumstances	40%
Lack of time/too busy/I was busy at work	10%
I really intended to vote but circumstances on the day prevented me	10%
I was away on 18th Sept/voting day	10%
Medical/health reasons	7%
I couldn't get to the polling place/it was inconvenient	6%
Administration	28%
I wasn't registered	18%
I didn't receive a polling card	4%
I didn't receive a postal vote/it arrived too late	4%
No information/indecision/complicated	20%
I did not know enough/could not understand enough about the consequences of Scotland becoming independent	8%
I couldn't decide which way to vote	7%
I didn't know enough about the different options	6%
I didn't get any information	4%
I don't know anything about the Scottish Parliament/Scottish Government {European election}	3%
Disinterested/no point	19%
I'm just not interested in politics	9%
Waste of time/could see no point	6%
There was no point in voting because it was obvious who would…	5%
I couldn't be bothered	5%
Referendum choices/campaigners	11%
I didn't agree with either of the options on offer	6%
I didn't like the campaigners/campaigns weren't inspiring	4%
I don't believe in politics/democracy	3%
Election/Referendum not important	8%
The referendum is not important/won't change anything	8%
Miscellaneous	26%
I never vote	10%
Not eligible	9%
Religious reasons	3%
None of these/no reason	1%
Don't know	1%
Other	2%

Legend: ■ Reason Type ■ Sub reason

Q5. People had many reasons for not voting in the referendum. Why did you not vote in the referendum on 18th September? Base: All non-voters (304).

Solving Turnout Issues

3.24 There are many debates over the most effective ways of tackling apathy and encouraging people to vote in elections. Non-voters were presented with 5 proposals and were asked whether each would make them more or less likely to vote, or whether it would make no difference one way or the other.

3.25 The most effective proposal would be enabling people to vote online: more than half (52%) of non-voters claim they would be have been more likely to vote on 18th September had they been given the option of doing it online. This proposal has a particular resonance with younger people: almost three in five (58%) of 16-24s say they would be more likely to vote if they had the option of doing so online.

3.26 The most popular proposals are those offering greater convenience and making the voting process easier. Three quarters (74%) of non-voters say that requiring people to show ID at polling places would make no difference to the likelihood of them voting, implying that concerns over security play only a minor role in keeping people away from the polls.

Figure 3.7. Reaction to Proposals for Increasing Turnout

	More Likely	No difference either way	Less Likely
If you could have voted online instead	52%	44%	4%
If you had been able to register to vote on election day	35%	59%	6%
If you could have voted in a polling place in the days before the election day including the Saturday and Sunday before	28%	66%	6%
If you could've voted at the weekend instead	25%	71%	5%
If people had to show proof of identity at polling places	17%	74%	9%

Q4. Would you have been more likely to vote on 18th September, less likely to vote, or would it have made no difference on way or the other if… Base: All non-voters (304)

3.27 The Scottish independence referendum was the first and only time when 16 and 17 year olds have been allowed to vote. Three in five (60%) would support a measure which would lower the legal voting age to 16.

3.28 Support for the proposal varies considerably by age. Perhaps unsurprisingly, 16-17s themselves are more likely than any other group to support the motion: 75% give their support, and only 14% are in opposition. More surprising is the fact that support is significantly lower than average among 18-24s, who have themselves only recently reached the legal voting age. A full third (33%) of 18-24s would oppose the motion to lower the voting age to 16. The firmest opposition towards the proposal comes from the oldest age group: over 65s (41% say they would oppose the measure).

Figure 3.8. Reaction to Lowering the Voting Age to 16
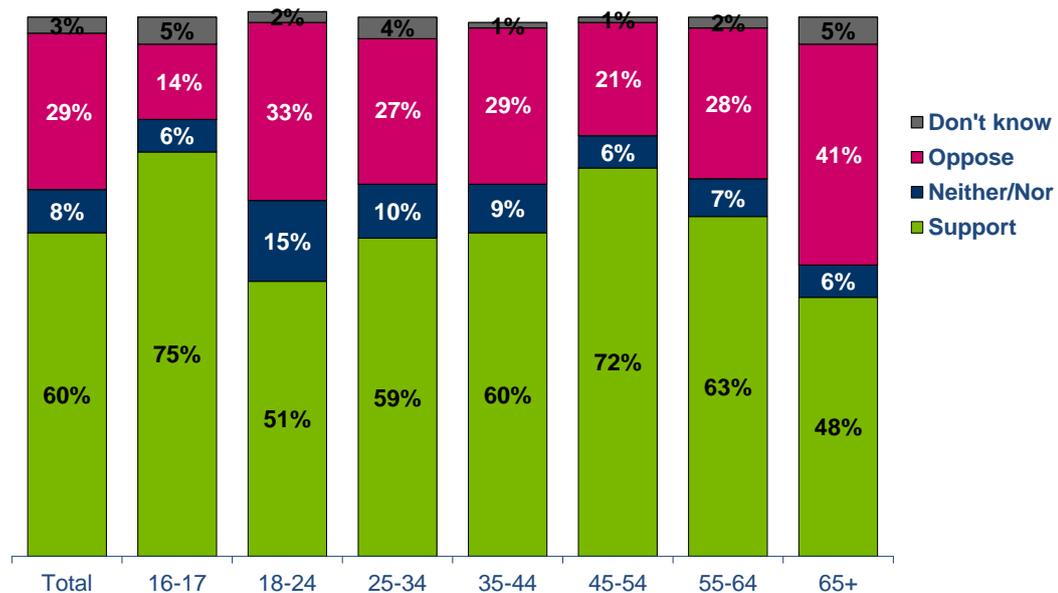
Q13. The Scottish independence referendum was the first and only time 16 and 17 year olds were allowed to vote. Would you oppose or support a measure that allows everyone to vote from 16? Base: All respondents (1,852)

Spoiling the ballot paper

3.29 At most elections, a small proportion of voters choose to deliberately spoil their ballot paper, either by leaving the form blank or by not voting in the instructed way. They usually do so in order to register a protest. At the Scottish independence, 1% of voters spoiled their ballot paper. From such a small base size we cannot infer any demographic characteristics. However we can see that people who chose their ballot paper are disproportionately likely to have told us that they knew little/nothing about what the election was about.

4 Knowledge and information about the elections

Knowledge on elections

4.1 Knowledge about the Scottish independence referendum was extremely high, with 90% of the electorate claiming to know a great deal or fair amount on what the referendum was about. Exactly half (50%) feel that they knew 'a great deal' about the referendum, with two fifths (40%) claiming to know 'a fair amount'.

4.2 Only 1% feel they knew nothing at all about what the referendum on 18th September was about, and 8% report not having known very much.

4.3 Levels of knowledge about the referendum were much higher than the Scottish electorate's knowledge about the May 2014 European Parliament elections and the May 2011 Holyrood elections and AV referendum. Half (50%) of Scottish adults felt they knew a great deal about the independence referendum, compared to just 7% after the 2014 European elections and 17% following the May 2011 elections.

4.4 As we have come to expect with other elections, awareness of the Scottish independence referendum was markedly higher amongst those who actually voted on the day compared to those who did not (94% vs 70%).

4.5 We can observe several familiar demographic trends in relation to awareness of the elections. Those aged 35+ are much more likely to claim that they knew 'a great deal' about the Scottish referendum compared to 16-34 year olds. Younger voters were instead much more inclined to say they knew just 'a fair amount' about the referendum compared to their older counterparts. As with other recent elections, knowledge of the Scottish referendum was also divisive in relation to social grade and working status. The most affluent ABs (97%) report greater awareness of the referendum than their DE counterparts (81%). Those who are working full time are also much more likely than those who were

unemployed to have a great deal/ fair amount of
knowledge about the Scottish referendum (95% vs. 79%).

Figure 4.1. Level of knowledge on elections
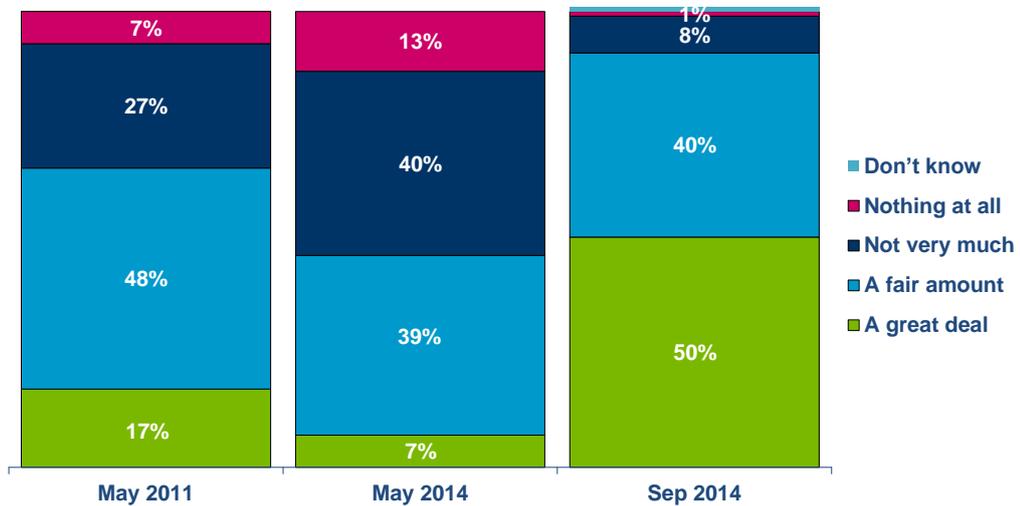
Q14. How much, if anything, did you feel you know about what the
referendum on Thursday 18th September/ the European Parliament
Election/ the referendum on 5th May was about? Base: All
respondents: Scottish independence referendum (1,852); European
Parliament elections (500); Holyrood elections and AV referendum
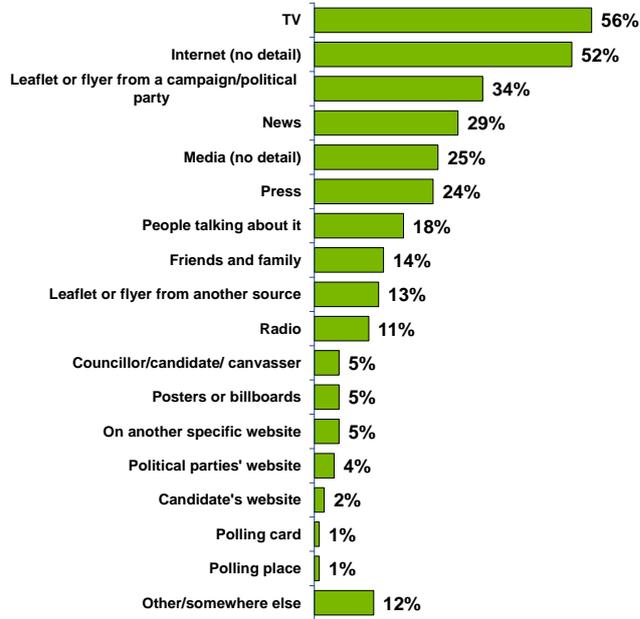(1,001)

Sources of information

4.6 Of those who agree that they had enough information
on the Yes and No campaigns, most cite television (56%)
and the internet (52%) as the main sources of their
awareness. Leaflets or flyers from political parties or
campaigns (34%), the news (29%) and the media (25%)
were also popular sources of information on the Yes and
No campaigns for the Scottish electorate.

4.7 Sources of information vary markedly by age.
Perhaps unsurprisingly, younger people aged 16-34 are
much more likely to have found information on the Yes
or No campaigns online compared to those aged 55+ (63%
vs 35%). This is likely to be due to the fact that the
younger generation are generally more technology savvy
than their older counterparts. Interestingly, 16-34s
are also more likely to have found information on the
Yes or No campaigns through their friends and family,
or from posters and billboards. By contrast, those aged
55+ are instead significantly more likely to have

gained information on the Yes or No campaigns from the television (65% vs 50%).

Figure 4.2. Sources of information on the Yes or No campaigns

| Source	Percentage
TV	56%
Internet (no detail)	52%
Leaflet or flyer from a campaign/political party	34%
News	29%
Media (no detail)	25%
Press	24%
People talking about it	18%
Friends and family	14%
Leaflet or flyer from another source	13%
Radio	11%
Councillor/candidate/ canvasser	5%
Posters or billboards	5%
On another specific website	5%
Political parties' website	4%
Candidate's website	2%
Polling card	1%
Polling place	1%
Other/somewhere else	12%

Q17. Where did you find information on the Yes or No campaigns?
Base: All agreeing they had enough information on the Yes/No campaigns (1,452)

Preferred forms of communication

4.8 When it comes to receiving information about elections and referendums from campaigners, parties and candidates, the most preferred methods of communication are from leaflets or booklets posted through people's doors (36%), via the internet (26%), and through TV broadcasts (23%).

Figure 4.3. Preferred forms of communication
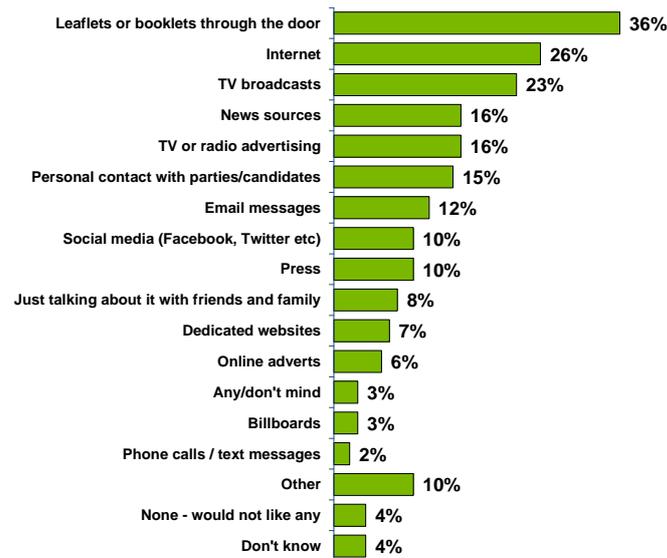
Q18. Generally speaking, when it comes to receiving information about elections and referendums from campaigners, parties and candidates, what form of communication would you yourself most prefer? Base: All respondents (1,852)

4.9 Preferred sources of information vary distinctly amongst different age groups. Following a recurrent trend, younger people aged 16-34 are much more likely to prefer information about elections and referendums from campaigners, parties and candidates to be communicated via the internet. They are much more likely to prefer to gain information through social media, email messages and online adverts compared to their older counterparts. This highlights younger people's enthusiasm for information on campaigns, parties and voting to be easily accessible to them online.

4.10 It is particularly interesting to note that 16-17 year olds are more likely than any other age group to cite online as their preferred method of communication from parties and candidates. This further demonstrates the importance of the internet in engaging and informing the youngest generation of voters.

4.11 Older people aged 55+ are instead more likely than younger people aged 16-34 to prefer communication from campaigners and parties via news sources (19% vs 14%) and the press (13% vs 9%), or from face to face contact with parties and candidates (17% vs 12%). This perhaps highlights their affiliation with more traditional methods of communication.

Figure 4.4. Ease/difficulty of accessing information
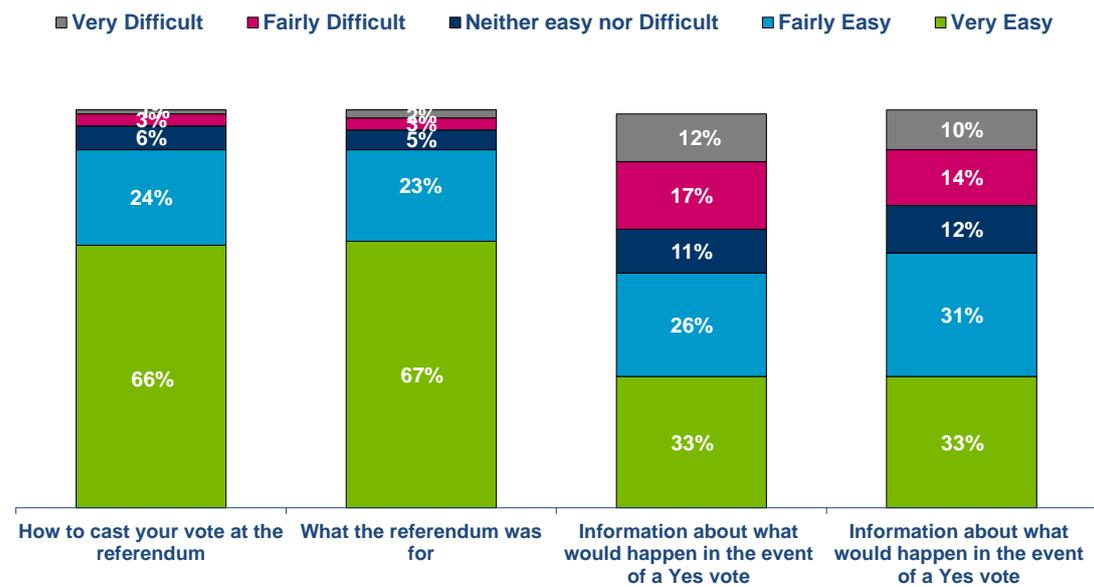
Q15. For each of the following statements, would you say it was very easy, fairly easy, neither easy nor difficult, fairly difficult or very difficult to access information on…? Base: All respondents (1,852)

Ease of accessing information

4.12 Nine in ten (90%) Scottish adults believe that it was easy to access information on how to cast their vote at the Scottish independence referendum. The same proportion (90%) believe it was easy to access information on what the Scottish referendum was for.

4.13 The Scottish electorate found it much easier to access information on the Scottish referendum compared to the May 2014 elections. Only just over half (56% vs 90% in September 2014) were aware what the European Parliament elections were for, and under three quarters (72% vs 90% in September 2014) believed it was easy to access information on how to cast their vote at the European Parliament elections.

4.14 Although agreement on the ease of accessing procedural information about the referendum was very high, it was perceived as less easy to access information on what would happen in the event of a Yes vote (59%) or a No vote (64%). One in three (30%) Scottish adults claim that it was difficult to gain information about what would happen if there was a Yes vote, and a quarter (24%) found it difficult to gain information about what would happen if there was a No vote.

4.15 In line with other research, people who feel they knew a great deal or fair amount about the referendum were much more inclined to say that it was easy to access information about what the referendum was for (93% vs 64%), or on how to cast their vote (93% vs 68%) compared to those who feel they did not know much about the referendum. Voters were also much more likely to report ease of access to information about the referendum was for (93% vs 76%), or on how to cast their vote (95% vs 67%) compared to non-voters.

4.16 Given what we already know about young people being generally less engaged in politics and being less likely to vote, it is important to note that 16-34 year olds were less likely to find it easy to access information on what the referendum was for (86% vs 90% total figure) or on how to cast their vote (86% vs 90% total figure). Younger people (16-34s) also found it less easy to access information on what would happen if there was a Yes vote or a No vote compared to their older counterparts.

4.17 Some disparity relating to the ease of access to information on the Scottish referendum can also be seen amongst different ethnicities. BMEs found it less easy to find information on how to cast their vote in the referendum (78% vs 91%), or on what would happen if there was a Yes vote (49% vs 60%) or a No vote (51% vs 64%)compared to the white Scottish electorate.

Information provision

4.18 A large majority (85%) of the Scottish electorate agree that they had enough information readily available to them on how to cast their vote at the referendum. This is presumably linked to the ease of access of information mentioned above. Over three quarters (77%) also agree that they had enough information on the Yes and No campaigns to be able to

make an informed decision on whether to vote 'yes' or 'no' in the referendum.

4.19 People were less clear about what would happen in the event of a Yes (61%) or No (64%) vote, with around three in five stating they had enough information on each. This is perhaps interlinked with the fact that provision of this information was perceived less easy to access according to the Scottish electorate.

4.20 Following a recurring trend, once again younger age groups (16-34s) are less likely to agree that they had enough information to make an informed decision on whether to vote yes or no in the referendum (71% vs 77% total figure), or indeed on how to cast their vote in the referendum (79% vs 85% total figure).

4.21 In the run up to the referendum vote, the UK and Scottish governments each published an information booklet and sent it to Scottish adults (16+). Just over half (51%) agree that the booklet from the Scottish government was helpful, whilst 38% agree that the booklet from the UK government was helpful. Over one in ten (13%) however, did not find the information booklet from the Scottish government helpful, and this figure rose to one in five (20%) who did not find the booklet from the UK government helpful.

4.22 Voters were much more likely than non-voters to agree that both the booklet from the Scottish government (55% vs 33%) and the UK government (41% vs 29%) were helpful to them.

4.23 One in five (21%) of the Scottish electorate do not think the UK government should have sent the information booklet at all, and a slightly lower 17% did not think that the Scottish government should have sent their information booklet.

4.24 Older people aged 55+ (20%) are more likely than those aged 16-34 (11%) to take the view that neither the UK nor Scottish government should have sent the information booklets.

Figure 4.5. Adequacy of information provision
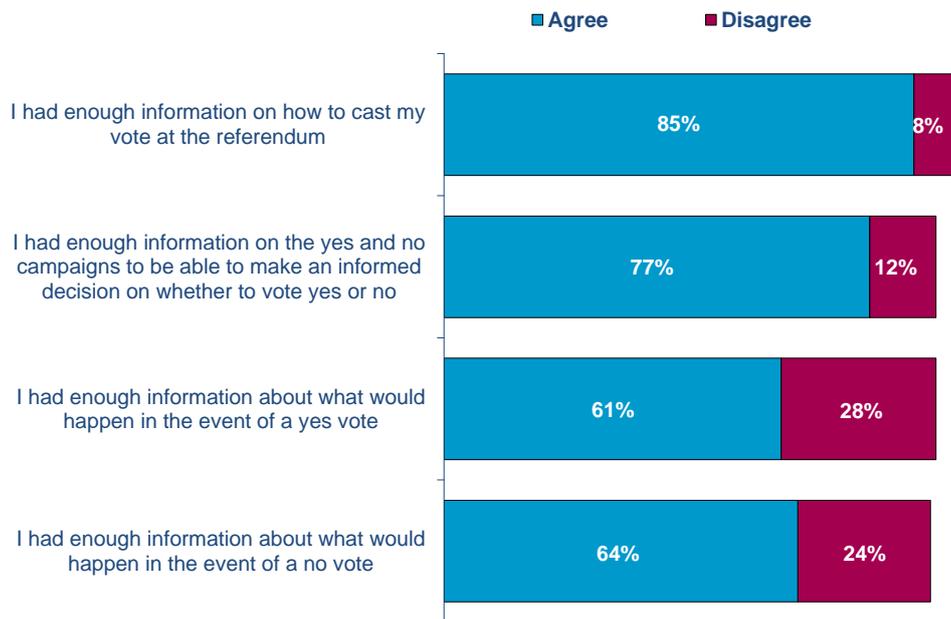
■ Agree   ■ Disagree

Statement	Agree	Disagree
I had enough information on how to cast my vote at the referendum	85%	8%
I had enough information on the yes and no campaigns to be able to make an informed decision on whether to vote yes or no	77%	12%
I had enough information about what would happen in the event of a yes vote	61%	28%
I had enough information about what would happen in the event of a no vote	64%	24%

Q16. To what extent do you agree or disagree with the following statements? Base: All respondents (1,852)
Nb 'don't know' and 'neither/nor' responses are not displayed.

Figure 4.6. Booklets on the independence referendum
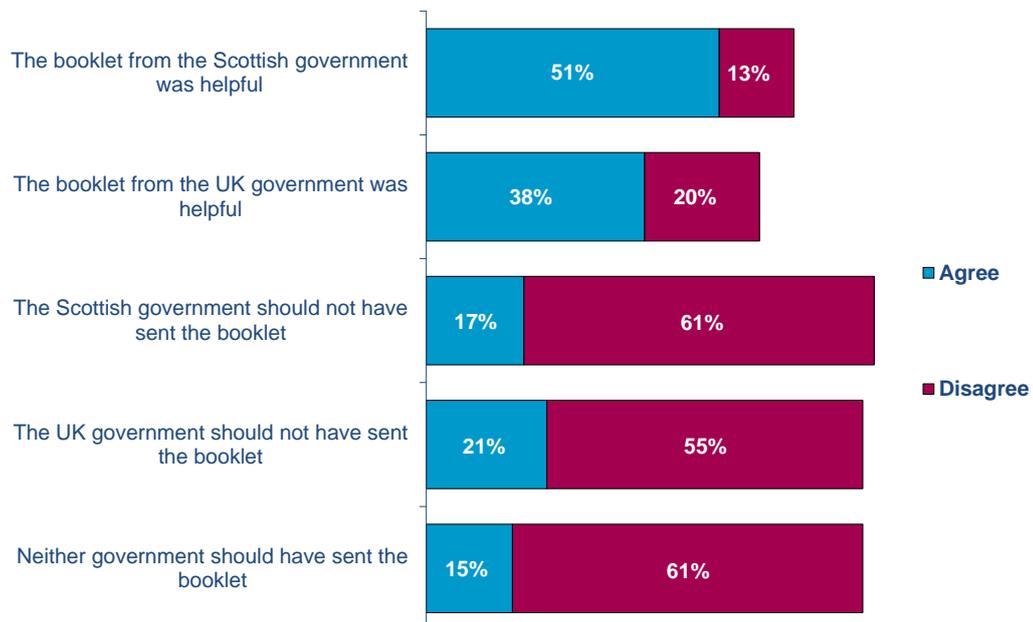
Statement	Agree	Disagree
The booklet from the Scottish government was helpful	51%	13%
The booklet from the UK government was helpful	38%	20%
The Scottish government should not have sent the booklet	17%	61%
The UK government should not have sent the booklet	21%	55%
Neither government should have sent the booklet	15%	61%

■ Agree

■ Disagree

Q19. You may have received or seen a booklet from the UK government and one from the Scottish government about the independence referendum. To what extent do you agree or disagree with the following statements? Base: All respondents (1,852)
Nb 'don't know' and 'neither/nor' responses are not displayed.

5 Voting processes and priorities

Satisfaction with procedures for voting in elections and referendums

5.1 Four in five (81%) are satisfied with the procedure for voting in elections and referendums in Scotland. The proportion saying they are 'very satisfied' (46%) is markedly higher than it was in relation to the European elections in May 2014 (26%, 77% were very/fairly satisfied) and in the May 2011 elections (32%, 82% were very/fairly satisfied).

5.2 We can observe some familiar satisfaction trends, in relation to attitudinal, behavioural and demographic variables. Firstly in terms of behaviour: voters (87%) are significantly more likely than non-voters (53%) to express satisfaction with the current system, which is intuitive given their decision to partake in elections under the existing framework. Moreover, a higher proportion of people who voted 'no' in the referendum (94%) state they are satisfied compared to people who voted 'yes' (80% satisfied). Again this is intuitive given Yes voters' desire to change the political status quo.

5.3 There is also a strong correlation between people's satisfaction with the voting system and their attitudes towards other aspects of the referendum. For instance, people who are confident that the referendum was well run (91%) are significantly more likely to voice satisfaction with the current voting system than those who lack confidence in the way the referendum was run (53% satisfied with the procedure). Similarly, those who feel they knew a great deal/fair amount about the referendum (83%) are more likely than those who lacked knowledge (61%) to voice satisfaction with current voting procedures. These patterns imply that the greatest advocates of the current procedure are people who are already most engaged with it.

5.4 Finally, we can observe some familiar demographic trends. For instance, older people are more likely to support the status quo than their younger counterparts: 87% of people aged 55+ say they are satisfied with

voting procedures compared to 75% of 16-34s. That said, the youngest members of the electorate, 16-17s (81%), are more supportive of the current procedures than people in the 18-24 age-bracket (69%). This may be because they perceived to have benefitted from the procedure for voting in the referendum, given that it was their first opportunity to vote in any election.

5.5 People saying they are dissatisfied with the procedure for voting in elections and referendums in Scotland were asked to explain the reasons behind their answer. The most common reason, mentioned by one in three (32%) is that the voting system should be made more secure. Others state that the system is not fair (28%) and that they don't trust politicians/they don't fulfil their promises (22%).

Figure 5.1. Satisfaction with procedure for voting in elections and referendums
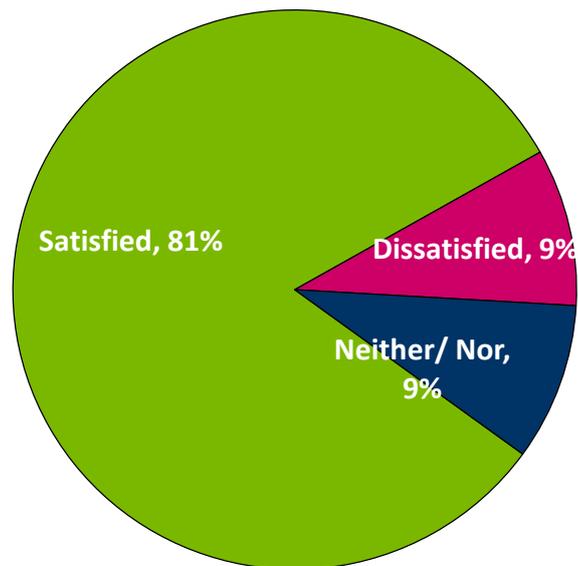
Q20. Generally speaking, how satisfied or dissatisfied are you with the procedure for voting in elections and referendums in Scotland? Base: All respondents (1,852)

Figure 5.2. Reasons for dissatisfaction with procedure for voting in elections and referendum

Reason	%
Voting system should be more secure	32%
The system is not fair	28%
Don't trust them/don't fulfil their promises	22%
Not enough information/ media coverage	12%
Not confident in the results	12%
Everyone should vote/ should be compulsory	9%
People don't/didn't understand what the referendum…	9%
Voting process should be available online	9%
Too complicated	6%
Many people didn't get to vote/register	6%
Voting should be spread over a few days	5%
Corruption/cheating/ rigged result	5%
Need more options/ opinions/choice	5%
Not enough polling places to choose from	4%
Length of time it takes	3%
Waste of money	3%
Voting process should be available by email	3%
Didn't receive a polling card	3%
Biased media	3%
Other	5%

Q21. Why do you say you were dissatisfied with the procedure for voting in elections and referendums in Scotland? Base: All who were dissatisfied with the procedure for voting (159)
Nb responses <3% are not displayed.

Confidence that the referendum was well run

5.6 Just under three-quarters (73%) say they are confident that the referendum was well run on 18th September, with most saying they are 'very' confident (40%) rather than 'fairly' confident (33%). This is in line with the figures from the May 2011 election (76%) and markedly higher than at the European elections in May 2014 (68%).

5.7 Again, there is a clear correlation between confidence in the running on the referendum and a number of behavioural, attitudinal and demographic variables. Firstly in relation to voting behaviour, it is notable that a third of non-voters (33%) say they are not very/not at all confident that the referendum was well run. Conversely, more than three-quarters of voters (77%) say they are confident that the election was well run compared to just over half (54%) of non-voters. It is also important to note that almost one-third (31%) of first-time voters state they are not very/not at all confident that the election was well

run. The perception of how well the election was run is clearly linked to the outcome itself. Up to 93% of No voters are confident that the election was well run, compared to 64% of Yes voters: a statistically significant difference.

5.8 Attitudinal variables are also at play when it comes to confidence in how the election was run. People who knew a great deal/fair amount about the referendum (76%) are much more likely to voice confidence in the running of the referendum compared to people who feel they did not know much/anything (50%). Moreover, those who feel that electoral fraud is an issue either in general (44% confident referendum was well run) or that it was an issue on 18th September (53%) are significantly less likely to voice confidence in the running of the referendum compared to people who do not view electoral fraud as being much of an issue (88% who say electoral fraud is not a problem, and 91% who say not much/no fraud at all took place on 18th September are confident that the referendum was well run).

5.9 Finally in relation to demographic variables, there are some familiar trends. For instance older people have the greatest confidence in the way the referendum was run: 84% of people aged 55+ say they are very/fairly confident, dropping to 70% of 35-54s and 65% of 16-34s. Again, only a relatively small proportion of 16-17 year olds (17%) say they are not very/not at all confident that the election was well run.

5.10 The predominant reasons for confidence in the way the referendum was run are: voting being quick/easy (28%), that there were clear/concise ballot forms or that it was easy to vote (27%), that there was a lot of information about the referendum (22%) and that it was professionally conducted (22%). Convenience is more important to 16-17s (44%) than any other age group. Meanwhile professionalism is a greater cause for satisfaction among the older age groups of 35-54s (25%) and people aged 55 (23%).

Figure 5.3. Confidence in running of referendum
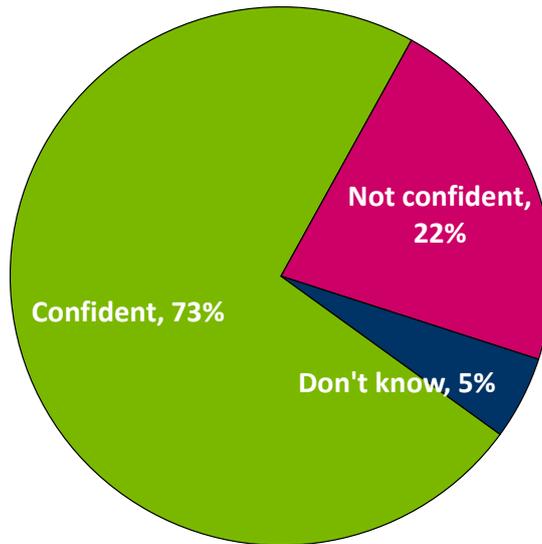
Not confident, 22%

Confident, 73%

Don't know, 5%

Q22. How confident, if at all, are you that the referendum was well run on 18th September? Base: All respondents (1,852)

Figure 5.4. Reasons for confidence in running of referendum

Reason	%
Quick/easy voting	28%
Clear/concise ballot form/easy to vote	27%
There was a lot of information about the referendum	22%
Professionally conducted	22%
Trust the staff	12%
High turnout	11%
Everyone had the opportunity to vote	11%
Results were in the media pretty quickly	10%
Feel it was the right result	8%
No negative feedback	8%
Good staff attitude	8%
Well canvassed	8%
Received polling card/ ballot papers in good time	8%
Accessible polling place	7%
Tried and tested	6%
Personal involvement	3%
Lack of information	2%
Others	17%
None	2%
Don't know	4%

Q23. Why do you say that you are confident that the referendum was well run? Base: All who are very/fairly confident that the referendum was well run (1,384)

33

5.11 Among the 22% who lack confidence in the running of the referendum, the reasons given primarily relate to fraud/security (40%), polling place/ballot issues (36%), a lack of information (29%) and the broader perceptions of campaigners and candidates (25%).

Figure 5.5. Reasons for lack of confidence in running of referendum

Reason	%
NET: FRAUD/SECURITY	**40%**
Corruption/fraud/fixed result	37%
NET: POLLING PLACE/BALLOT ISSUES	**36%**
Badly run/organised	20%
The counting process was not well verified	18%
Didn't receive a polling card/postal ballot papers	3%
NET: LACK OF INFORMATION	**29%**
Lack of information/publicity/don't know much/anything…	14%
Lack of information about what would happen as a…	10%
Information confusing/some people didn't understand…	8%
Lack of information about the Yes and No campaigns	8%
NET: CAMPAIGN ISSUES/CANDIDATES	**25%**
TV/press coverage was biased/badly presented	15%
There was misinformation/stupid allegations as to what…	12%
Lack of canvassing/personal contact	3%
NET: POLITICIANS/POLITICAL SYSTEM	**23%**
Mistrust/don't stick to their promises/just in it for…	23%
NET: VOTING SYSTEM	**10%**
People's opinions are not valued/vote will make no…	6%
People did not know the voting procedure	4%
NET: OTHER	**12%**
Didn't vote for personal reasons	3%
Don't know	3%

Q24. Why do you say that you are NOT confident that the referendum was well run? Base: All who are not very/not at all confident that the referendum was well run (379)
Nb responses <3% are not displayed.

5.12 There are important differences in perceptions between voters and non-voters. For instance half (52%) of non-voters say they lack confidence in the running of the referendum because of polling place/ballot issues compared to 30% of people who actually voted in a polling place.[3] This disparity is largely driven by 33% of non-voters who believe the counting process was not well verified, compared to 12% of voters. Similarly, two in five (41%) non-voters lack confidence in the way the referendum was run due to a perceived lack of information; this compared to a lesser 24% of voters and may go some way towards explaining why the non-voters failed to cast a vote.

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[3] These results refer to a subgroup of people who said they were not very/not at all confident in the running of the election on 18th September (379).

6 The voter experience

Polling Place Voting: Satisfaction and Convenience

6.1 In line with previous research, there is a high level of satisfaction with the experience of voting at a polling place. A large majority of polling place voters (95%) say they were satisfied with the process of casting their referendum vote in a polling place, which is consistent with the level of satisfaction seen in the most recent European Parliament elections (2014: 98%) and the Holyrood elections and AV referendum in 2011 (98%). Three quarters (76%) say they were 'very satisfied', while just 3% were dissatisfied.

Figure 6.1. Satisfaction with process of voting at a polling place

Q26. How satisfied or dissatisfied are you with the process of voting at a polling place? Base: All who voted at a polling place (1,239). Nb 'don't know' and 'neither/nor' responses are not displayed.

6.2 Satisfaction with the process of voting at a polling place is higher among those with a higher degree of confidence in the voting process. Virtually all those who are satisfied with the voting procedure (98%), those confident that the election was well-run (98%) and those who do not believe that electoral fraud

is a problem (98%) are satisfied with the process
voting in a polling place. Those who have voted before
are also significantly more likely to be satisfied with
voting at a polling place than first-time voters (95%
compared to 88%).

6.3 A large majority of the Scottish public perceive
voting at a polling place to be convenient. Based on
what they have seen, heard or experienced, 84% thought
that voting at a polling station was convenient, with
over six in ten (62%) saying it was 'very convenient'.
While this is higher than in previous election studies
(2014: 70%, 2011: 78%), the increase is largely driven
by the composition of the sample. As in previous
studies, voters (89%) are significantly more likely
than non-voters (60%) to believe that voting at a
polling place is convenient and the large proportion of
voters in the sample therefore improves the overall
score.

6.4 Polling place voters (97%) are significantly more
likely to say their chosen method of voting was
convenient compared to postal voters (58%), which
suggests that convenience was a key factor for those
choosing to vote by post. Those from the higher
socioeconomic grade AB are also significantly more
likely to believe that voting at a polling place is
convenient compared to those from the lower DE grade
(89% compared to 80%).

6.5 Perhaps reflecting the higher level of engagement
with the Scottish independence referendum, just 3%
overall describe voting at a polling place as
inconvenient, although non-voters remain significantly
more likely than voters to believe that voting at a
polling place was inconvenient (9% vs. 2%).

Postal Voting: Satisfaction and Convenience

6.6 Postal voters are similarly positive about their
voting experience. Virtually all postal voters (99%)
describe themselves as satisfied with the process of
voting by post, which compares favourably to levels of
satisfaction in the 2011 elections and referendum
(94%), and is consistent with the high level of
satisfaction seen in the 2014 European elections
(100%). A large majority (88%) describe themselves as
'very satisfied' rather than 'fairly satisfied', while

just 1% were dissatisfied. This positive view is largely consistent across different sub-groups.

Figure 6.2. Satisfaction with process of voting by post
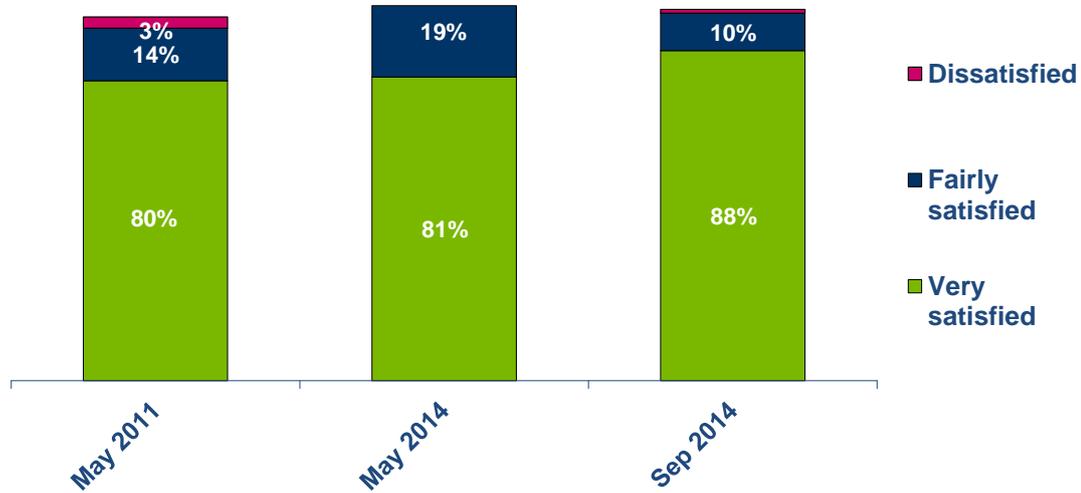
Q32. How satisfied or dissatisfied are you with the process of voting by post? Base: All postal voters (294). Nb 'don't know' and 'neither/nor' responses are not displayed.

6.7 Postal voting is also generally perceived as convenient, although it is thought to be less convenient than voting at a polling place. Two thirds (67%) of the Scottish public believe that voting by post was convenient in the 18th September referendum, which compares favourably to the perceived convenience measured in previous election research (2014: 52%, 2011: 59%). Almost half (45%) describe it as 'very convenient', while just 6% think it was inconvenient.

6.8 As is the case with voting in person, voters are significantly more likely to believe that voting by post was convenient. However, voters are also significantly more likely than voters in previous elections to perceive voting by post as convenient: seven in ten voters (70%) think this method of voting was convenient in the 18th September referendum compared to 57% in both the May 2014 elections and the 2011 elections and referendum.

6.9 Voters (70%) are significantly more likely than non-voters (53%) to believe that voting by post was convenient. As to be expected, postal voters are most likely to describe their chosen method of voting as convenient (97% compared to 64% of polling place

voters) which confirms that convenience is a key factor in their choice of voting method.

Guidance and Support in Polling Places

6.10 There is a high level of satisfaction among polling place voters with the guidance and support available to them. Six in ten polling place voters (59%) say the help or support available from staff was useful, with most of this group (45%) describing it as 'very useful'. However, around a third of polling place voters (36%) did not use or need any help or support from staff compared to around a quarter in the 2011 elections and referendum (24%). Just one in twenty (5%) say the guidance and support they received was not useful.

6.11 The help and support offered by polling place staff was particularly appreciated among those with less knowledge about the referendum. Those who say they knew not much/nothing at all about the referendum are significantly more likely than those who knew a great deal/fair amount to find the support useful (73% compared to 58%). Moreover, 16-17 year olds are the age group most likely to have found the additional support useful (78%), which is likely to reflect their lack of previous voting experience.

6.12 Written instructions on how to vote were also considered useful. Six in ten polling place voters (60%) found written instructions such as posters and guidance on ballot papers useful, including two in five (42%) who say they were 'very useful'. While the overall proportion who found the written instructions useful has fallen since the 2011 elections and referendum (77%), the proportion of those who either did not use them or need them (35%) has increased by fifteen percentage points on 2011.

6.13 Again, the additional guidance is particularly well received by young people. A large majority of 16-17 year olds (84%) found the written instructions useful.

Postal Vote Ease and Completion Issues

6.14 Virtually all who voted by post found the process straightforward. A large majority (97%) say it was easy to understand what they had to do in order to complete and return their postal vote, with four in five (82%) describing it as 'very easy'. Just 1% say it was difficult. This is consistent with the levels recorded in previous years (2014: 97%, 2011: 95%).

6.15 Written instructions on how to vote and return ballot papers were considered helpful. Over nine in ten (94%) found instructions on how to vote and return their vote useful, and three quarters (73%) describe them as 'very useful'. Just 1% did not find them useful, while 6% did not use or need them. This is largely consistent across sub-groups.

7 The spending and funding of referendum campaigns

Knowledge of referendum campaign financing

7.1 While the level of self-reported knowledge about the referendum itself is very high, the Scottish electorate are less clear about how the two opposing campaigns were financed. Around two in five (41%) feel they know a lot/a little about how campaigning organisations for the referendum were funded and spent their money. Of this group, only 13% felt they knew 'a lot' about campaign finance. However, this is considerably higher than the levels of knowledge reported for the 2011 elections and referendum, where just over one in five (21%) felt they knew at least a little about campaign finance.

7.2 As to be expected, those who felt they knew a great deal/fair amount about the referendum generally also felt more knowledgeable about finance issues, with over two in five in this group (44%) saying they knew at least a little about campaign finance compared to 13% among those who knew not much/nothing about the referendum. Similarly, voters are more than twice as likely as non-voters to report that they have some knowledge of campaign finance (45% compared to 20%).

7.3 Interestingly, Yes voters (52%) are significantly more likely to say they knew at least a little about how the campaigning organisations were funded and spent their money compared to No voters (40%).

7.4 Compared to other demographic sub-groups, men (48%) were more likely to say they know at least a little about finance issues, as were those in the higher socioeconomic grade AB (53%).

7.5 However, half of the Scottish public (49%) report that they knew hardly anything (30%) or nothing at all (19%) about how campaigns were funded and spent their money. Women (55%) and those belonging to lower socioeconomic grades C2 (54%) and DE (55%) were more likely to admit a lack of knowledge on campaign

finance, as were part-time workers (57%) and the
unemployed (57%).

Campaign rules

7.6 The current rules for overseeing the funding and
spending of referendum campaigners are largely
considered fair. Two in five (42%) of the Scottish
public agree that the campaign rules are fair, while
just over one in nine (12%) disagree. However, a large
proportion of the electorate are undecided on this
issue, with a quarter (24%) saying they neither agree
nor disagree, while one in five (21%) say they do not
know. On the whole, people are less convinced of the
fairness of rules on funding and spending than at the
2011 elections and referendum (54%), but the proportion
who disagree with this statement remains largely
consistent with that seen in 2011 (13%).

Figure 7.1. Views on campaign finance rules
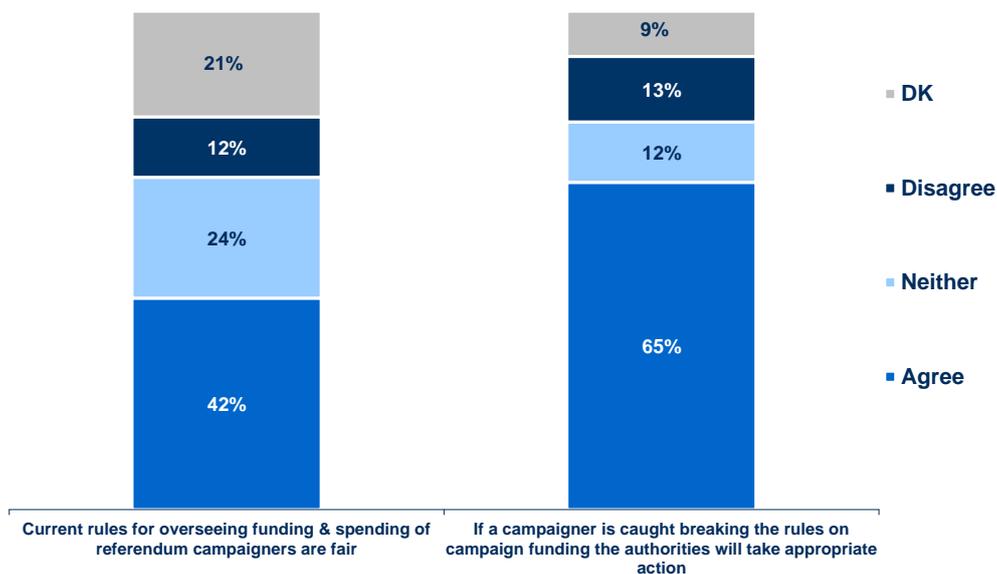
Q34. To what extent do you agree or disagree with the following
statements? Base: All respondents (1,852)

7.7 Voters are significantly more confident in the
fairness of campaign rules, with 45% agreeing that the
current rules are fair compared to 29% of non-voters.
Similarly, those with at least a little knowledge on
campaign finance (58%) are significantly more likely

than those with less knowledge (32%) to believe that the current rules are fair.
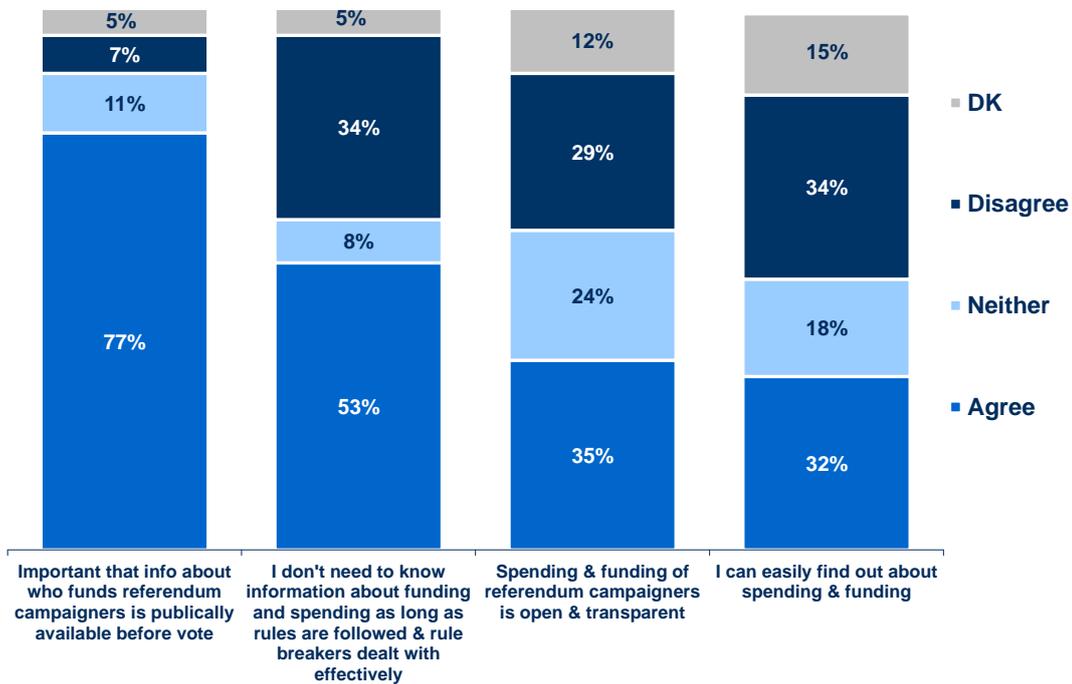
7.8 The Scottish electorate are relatively confident that the rules on campaign funding will be enforced. Two thirds (65%) agree that the authorities will take appropriate action if a campaigner is caught breaking the rules on campaign funding. Indeed, over two in five (44%) say they 'agree strongly'. Only 13% disagree that appropriate action will be taken in the case of rules being broken.

Transparency on campaign finance

7.9 The Scottish electorate generally place a high degree of importance on transparency of campaign finance. Three quarters (77%) agree that it is important that information about who funds referendum campaigners is made available to the public before people cast their vote. Indeed, over half the Scottish public (53%) 'agree strongly' that it is important this information is made available. However, this is slightly lower than the level of interest measured in 2011, when over four in five (83%) agreed that it is important that information about who donates money to political parties is made available to the public.

7.10 That said, the Scottish public are divided on their personal level of engagement with funding issues. Half (53%) say they don't need to know information about who funds referendum campaigners and the money they spend on campaigning, as long as the rules are followed and those who break them are dealt with effectively. However, a third of the Scottish electorate (34%) disagree. This underlines the high level of interest and engagement in funding issues during the Scottish independence referendum compared to previous elections: in the 2011 elections and referendum, as many as three quarters (74%) of the Scottish public said they didn't need to know about political party financing as long as the rules were followed.

Figure 7.2. Views on transparency of campaign finance

Legend:
- DK (grey)
- Disagree (dark navy)
- Neither (light blue)
- Agree (blue)

Bar 1 – **Important that info about who funds referendum campaigners is publically available before vote**: Agree 77%, Neither 11%, Disagree 7%, DK 5%

Bar 2 – **I don't need to know information about funding and spending as long as rules are followed & rule breakers dealt with effectively**: Agree 53%, Neither 8%, Disagree 34%, DK 5%

Bar 3 – **Spending & funding of referendum campaigners is open & transparent**: Agree 35%, Neither 24%, Disagree 29%, DK 12%

Bar 4 – **I can easily find out about spending & funding**: Agree 32%, Neither 18%, Disagree 34%, DK 15%

Q34. To what extent do you agree or disagree with the following statements? Base: All respondents (1852).

7.11 Despite the high level of importance placed on transparency, only a minority believe that the spending and funding of referendum campaigners was actually open and transparent. A third (35%) agree that it was open and transparent (2011: 44%), but three in ten (29%) disagree. However, those with a more detailed knowledge of campaign finance are more confident in its transparency: those who say they know at least a little about campaign finance (52%) are more than twice as likely to agree that it is open and transparent compared to those with who know 'not much' or 'nothing at all' (23%).

7.12 Similarly, the electorate are divided on whether information about how much campaigners spent on campaigning at the referendum and how they were funded was easy to find. Around a third (32%) agree that they can easily find this information, while a similar proportion (34%) disagree. Interestingly, Yes voters are significantly more likely to say that they can easily find this information than No voters (38% vs. 31%).

8 Electoral fraud

Level of understanding

8.1 Self-reported understanding of electoral fraud is slightly higher than that reported in other types of election. Just under half the Scottish public (44%) claim to understand at least a little about electoral fraud, compared to two in five (40%) in the European Parliament elections in 2014 and in the 2011 elections and referendum (38%). One in eleven (9%) feel they understand 'a lot' about electoral fraud, while around a third (35%) feel they understand 'a little'. However, half (48%) understand 'hardly anything at all' or 'nothing at all'.

Figure 8.1. Understanding of electoral fraud

Q34. From what you know or have heard, how much do you feel you understand about electoral fraud in the UK, that is fraud relating to elections and voting? Base: All respondents (1852).

8.2 Those from the highest socioeconomic grade AB (56%) are significantly more likely than those from any other socioeconomic grade to believe that they have some understanding of electoral fraud. Men are also significantly more likely than women to claim that they understand at least a little about electoral fraud (51% compared to 39%).

44

8.3 A greater understanding of electoral fraud is linked to a greater depth of familiarity with the voting process as a whole. Voters (48%) are significantly more likely to say they understand at least a little about electoral fraud compared to non-voters (28%), while those who say they knew at least a fair amount about the referendum (47%) are also significantly more likely to claim some understanding of electoral fraud compared to their less informed counterparts who knew not much or nothing at all (20%).

Concern about electoral fraud

8.4 On the whole, a sizeable minority of the Scottish public are concerned about fraud relating to elections and voting happening in Scotland. Just over one in five (22%) believe electoral fraud to be a problem (May 2014: 27%). Only 7% describe it as a 'very big problem', but 15% describe it as a 'fairly big problem'. Around half feel that electoral fraud is not a particular concern: 53% say that electoral fraud is not a very big problem or not a problem at all. A quarter of the Scottish public (26%) feel unable to give a view, saying they don't know.

8.5 As to be expected, concern is particularly strong among those with less confidence in the voting process as a whole. Those dissatisfied with the voting procedure (50%) and those not confident that the referendum was well run (50%) are significantly more likely than others to believe that fraud relating to elections and voting is a problem in Scotland.

8.6 There is a higher level of concern among first-time voters. Over a third of those casting a vote for the first time (35%) believe that electoral fraud is a fairly or very big problem compared to one in five (20%) of those who have voted before. Respondents from a lower socioeconomic grade are also significantly more likely to have concerns over electoral fraud, with over a quarter of DEs (27%) describing it as a problem compared to 18% of C1s and 19% of ABs.

8.7 There is a heightened level of concern over electoral fraud at the referendum itself. One third of the Scottish public (34%) believe that some fraud took place at the 18th September referendum, compared to only a quarter (27%) at the May 2014 elections. Just over one in nine (12%) think that 'a lot' of electoral

fraud happened at the referendum, while just over one in five (22%) think there was 'a little'. Two in five (41%) believe that electoral fraud happened hardly at all/not at all, while one in four (25%) say they don't know.

8.8 Unsurprisingly, those dissatisfied with the outcome of the referendum are more likely to distrust the process. Yes voters (47%) are more than twice as likely to believe that at least a little electoral fraud took place at the referendum compared to No voters (21%).

8.9 Concern about electoral fraud at the referendum is also more prevalent among younger age groups, with 42% of 16-34 year olds compared to 28% of over 55 year olds believing that some electoral fraud happened in the referendum. On a related note, first-time voters (47%) are also more likely to be concerned that fraud took place on 18th September.

8.10 Those who believe that electoral fraud or abuse took place at the referendum tend to cite general concerns relating to electoral fraud. Around a third of this group (36%) report that they saw stories in the media about electoral fraud, while 8% refer to a general impression that fraud is a problem. Some are more specifically concerned about the voting process: 14% say they are concerned because you don't have to provide identification to vote, and 9% claim that postal voting is not secure.

Figure 8.2. Reasons why people think electoral fraud took place
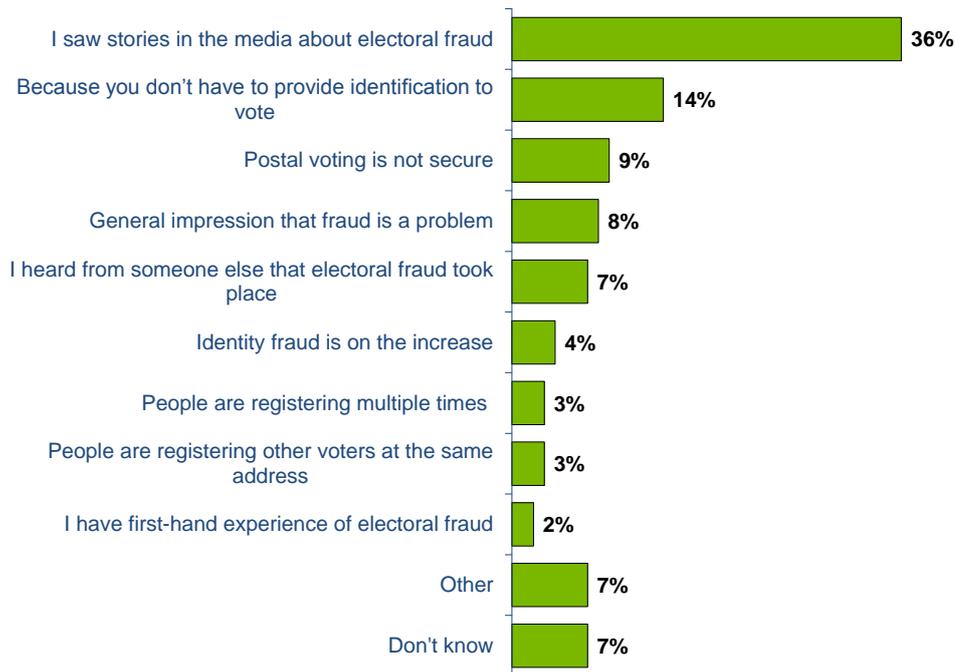
Reason	%
I saw stories in the media about electoral fraud	36%
Because you don't have to provide identification to vote	14%
Postal voting is not secure	9%
General impression that fraud is a problem	8%
I heard from someone else that electoral fraud took place	7%
Identity fraud is on the increase	4%
People are registering multiple times	3%
People are registering other voters at the same address	3%
I have first-hand experience of electoral fraud	2%
Other	7%
Don't know	7%

Q38. Which one of the following best describes why you think electoral fraud or abuse took place on 18th September? Base: All who think a lot/a little election fraud took place (617).

8.11 On the whole, there is a strong level of confidence in the safety of voting. Three quarters of the Scottish public (73%) believe that voting in general is safe from fraud and abuse, with just under a third (29%) stating that it is very safe. Only 12% would describe the voting process as unsafe. However, this is lower than the confidence in voting safety measured in May 2014 (78%) and in 2011 (83%).

8.12 As to be expected, those with a greater level of satisfaction with the voting process are more confident in the safety of voting in general from fraud and abuse. Those who are confident that the referendum was well run (83%) and those satisfied with the voting procedure (79%) are more likely to believe that voting is safe. Similarly, familiarity with the voting process is linked to a higher degree of confidence: voters (75%) are significantly more likely than non-voters (61%) to believe that voting in general is safe from fraud and abuse, and those who have voted before are significantly more confident than those who have not (77% compared to 58%).

8.13 Those from higher socioeconomic grades have a higher level of confidence in the safety of voting, with nearly four in five ABs (78%) describing voting in general as safe compared to seven in ten DEs (68%). Older age groups are also more likely to believe that voting in general is safe: those over 55 years old (80%) are significantly more likely than those aged 16-34 (64%) to describe voting in general as safe.

Figure 8.3. Safety of voting from fraud and abuse
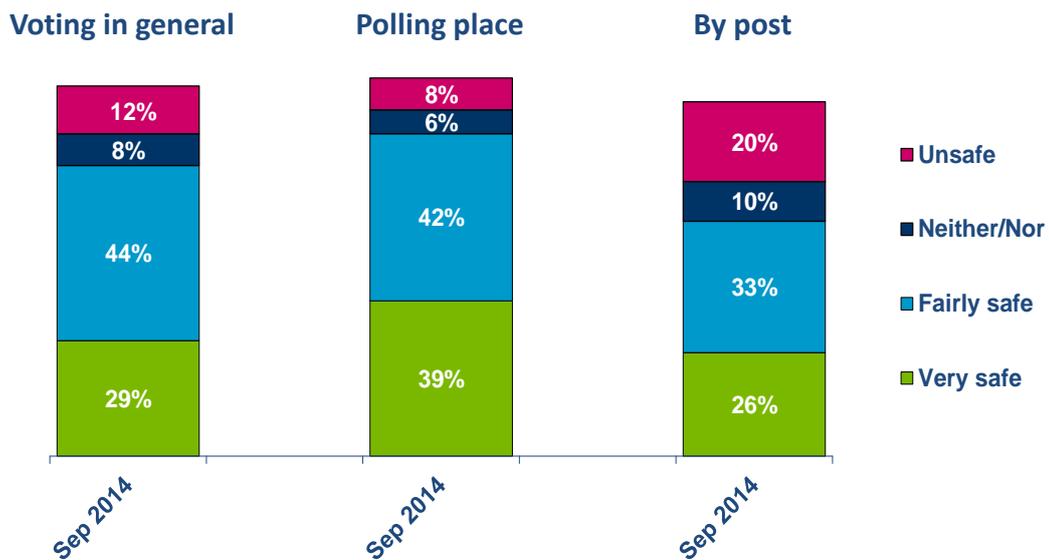
Q39. When it comes to being safe from fraud and abuse, would you say that…? Base: All respondents (1852).

8.14 There is also a high degree of confidence in the safety of voting at a polling place. Four in five (81%) believe that voting at a polling place is safe from fraud and abuse, and two in five (39%) believe it is 'very safe'. Just 8% believe that it is unsafe. However, as with voting in general, a smaller proportion of the electorate describe voting at a polling place as a safe process compared to May 2014 (85%) and 2011 (90%).

8.15 Again, satisfaction with the voting process is a factor, with those confident that the referendum was well run (90%) and those satisfied with the voting procedure (87%) significantly more likely to be satisfied. Similarly, those with personal experience of the process such as voters (84%) and polling place

voters (85%) are more likely to describe it as safe, as are those who have voted before (86%).

8.16 Older age groups are also significantly more likely to believe it is safe, with nine in ten (89%) over 55 year olds describing voting at a polling place as safe compared to three quarters (73%) of 16-34 year olds.

8.17 The public are less confident in the safety of postal voting from fraud and abuse, which is consistent with previous election studies. Around three in five (59%) are confident that postal voting is safe from fraud and abuse (2011: 61%). A quarter (26%) describe it as 'very safe'. However, a sizeable minority (20%) believe that postal voting is not safe from fraud and abuse.

8.18 Those who have voted by post themselves are much more positive about their chosen method of voting. A large majority of postal voters (82%) think that voting by post is safe from fraud and abuse. Just one in eleven (9%) believe it is unsafe compared to more than one in five (22%) among polling place voters.

8.19 Concern over electoral fraud appears to be a key factor in confidence in the safety of voting methods. Those who believe electoral fraud to be a problem in Scotland are more than three times as likely as those who believe it is not a problem to describe postal voting as unsafe (43% compared to 13%).

9 Appendices

Sample profile

Weighted and unweighted bases

	Unweighted sample (Number of interviews conducted)	Weighted sample N
Scotland total	1,852	1,852
16-17	112	92
18-24	127	110
25-34	230	330
35-44	369	367
45-54	363	330
55-64	294	257
65+	357	367
Male	895	889
Female	957	963
AB	653	500
C1	440	407
C2	263	352
DE	496	593
Full time	797	796
Part time	219	204
Not working/other	836	815

Sampling tolerances

9.1 It should be remembered at all times that a sample and not the entire population has been interviewed. Consequently, all results are subject to sampling tolerances, which mean that not all differences are statistically significant. We can, however, predict the variation between the sample results and the 'true' values (if everyone in the population had been interviewed) from knowledge of the size of the samples on which the results are based and the number of times answers are given. The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 95 times out of 100 that the 'true' value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and the percentage results at the 95% confidence level.

Table 9.1 Sampling tolerances

SAMPLE SIZE	SAMPLING TOLERENCES APPLICABLE TO %'S AT OR NEAR		
	10% OR 90% + / -	30% OR 70% + / -	50% + / -
100 interviews	5.9%	9.0%	9.8%
500 interviews	2.6%	4.0%	4.4%
1000 interviews	1.9%	2.8%	3.1%
1,852 interviews	1.4%	2.1%	2.3%

9.2 For example, with a sample size of 1,852 interviews where 50% (the worst case scenario as far as tolerances are concerned) give a particular answer, we can be 95% certain that the 'true' value will fall within the range of 2.3% from the sample result.

9.3 When results are compared between separate groups within a sample, different results may be obtained. The difference may be 'real' or it may occur by chance (because a sample rather than the entire population has been interviewed). To test if the difference is a real one, i.e. if it is 'statistically significant', we again have to know the size of the samples, the % giving a certain answer and the degree of confidence chosen. If we assume the 95% confidence level again, the differences between the results of two separate groups must be greater than the values given in the table below:

Table 9.2 Tests for statistical significance

SAMPLE SIZES TO BE COMPARED	DIFFERENCES REQUIRED TO BE STATISTICALLY SIGNIFICANT AT OR NEAR		
	10% OR 90% + / -	30% OR 70% + / -	50% + / -
100 and 100	8.3%	12.7%	13.9%
200 and 200	5.9%	8.9%	9.8%
500 and 500	3.7%	5.7%	6.2%
1000 and 1000	2.6%	4.0%	4.4%

9.4 Some comparisons have been made between the 2014 Scottish Independence referendum and elections held in previous years. Some caution should be exercised when comparing data outcomes in this way, as there might be some variance in methodological approach and/or question wording.

Social class definitions

9.5 Most market research projects classify the population into social grades, usually on the basis of the Market Research Society occupational groupings (MRS, 1991).

Table 9.3 Social class definitions

A.	Professionals such as doctors, solicitors or dentists, chartered people like architects; fully qualified people with a large degree of responsibility such as senior civil servants, senior business executives and high ranking grades within the armed forces. Retired people, previously grade A, and their widows.
B.	People with very senior jobs such as university lecturers, heads of local government departments, middle management in business organizations, bank managers, police inspectors, and upper grades in the armed forces.
C1.	All others doing non-manual jobs, including nurses, technicians, pharmacists, salesmen, publicans, clerical workers, police sergeants and middle ranks of the armed forces.
C2.	Skilled manual workers, foremen, manual workers with special qualifications such as lorry drivers, security officers and lower grades of the armed forces.
D.	Semi-skilled and unskilled manual workers, including labourers and those serving apprenticeships. Machine minders, farm labourers, lab assistants and postmen.
E.	Those on the lowest levels of subsistence including all those dependent upon the state long-term. Casual workers, and those without a regular income.

10 Marked up top line

- Results are based on interviews with 1,852 members of the eligible electorate in Scotland aged 16+.

- Interviews were carried out by telephone between 19th September - 26th October 2014.

- A representative sample was interviewed in each type of area, with quotas set by voting/not voting, age, gender and local authority area.

- The data has been weighted by age, gender, social class and work status.

- Where results do not sum to 100%, this may be due to multiple responses, computer rounding or the exclusion of don't knows/not stated.

- Results are based on numbers as shown at the head of each question answer set.

- Based on the full sample of 1852 and assuming a 95% confidence interval, data is assumed to be correct to within +/-2.1%.

- An asterisk (*) represents a value of less than one half or one percent, but not zero.

- Study undertaken by ICM on behalf of the Electoral Commission.

- Where relevant, comparisons are made with previous election studies:

  - **2014 European Parliament post-election research**: 500 interviews conducted in Scotland using the same methodology. Interviews conducted May-June 2014. As a general rule, a gap of 5% is required for a difference between two results to be statistically significant.

  - **2011 Holyrood and AV Referendum post-election research**: 1,000 interviews conducted in Scotland using the same methodology. Interviews were conducted in May 2011. As a general rule, a gap of 4% is required for a difference between two results to be statistically significant.

REGISTRATION, TURNOUT AND VOTING

⇒ **ASK ALL**

Q1   **As far as you know, is your name on the electoral register, that is, the official list of people who can vote, either where you are living now or somewhere else?**

	Indy Ref 2014	May 2014	May 2011
Yes – where living now	91%	91%	91%
Yes – somewhere else/another address	2%	3%	3%
No	5%	4%	4%
Don't know	2%	2%	1%

⇒ **ASK ALL**

Q2   **How satisfied or dissatisfied are you with the procedure for getting your name on the electoral register? Are you……READ OUT**

	Indy Ref 2014	May 2014	May 2011
Very satisfied	60%	48%	52%
Fairly satisfied	23%	34%	33%
Neither satisfied nor dissatisfied	10%	11%	8%
Fairly dissatisfied	1%	2%	2%
Very dissatisfied	1%	1%	1%
Don't know	5%	3%	4%

⇒ **ASK ALL**

Q3   **As you may know, on Thursday 18th September there was a referendum on the independence of Scotland. We often find that a lot of people were not able to vote because they were sick, did not have the time or were just not interested. How about you – did you manage to vote in the referendum?**

Nb. Question was phrased slightly differently in May 2014 and May 2011.

	Indy Ref 2014	May 2014	May 2011
Yes	83%	50%	58%*
No/Can't remember	17%	50%	42%

*58% voted in either the election or the referendum

⇒ **IF NON-VOTER AT Q3, ASK**

Q4 **Would you have been more likely to vote on 18th September, less likely to vote, or would it have made no difference one way or the other if…..READ OUT. CODE ONE FOR EACH. RANDOMISE ORDER** *BASE: ALL NON-VOTERS (304), May 2014: (242)*

1 = More likely to vote
2 = Less likely to vote
3 = No difference one way or the other

		1	2	3
If you could have voted at the weekend instead	Indy Ref 2014	25%	5%	71%
	May 2014	**34%**	**2%**	**64%**
If you could have voted online instead	Indy Ref 2014	52%	4%	44%
	May 2014	**58%**	**6%**	**36%**
If you had been able to register to vote on election day	Indy Ref 2014	35%	6%	59%
	May 2014	**31%**	**4%**	**65%**
If people had to show proof of identity at polling places	Indy Ref 2014	17%	9%	74%
	May 2014	**17%**	**10%**	**73%**
If you could have voted in a polling place in the days before election day, including the Saturday and Sunday before.	Indy Ref 2014	28%	6%	66%
	May 2014	**44%**	**1%**	**55%**

⇒ **IF NON-VOTER AT Q3, ASK**

Q5 **People had many reasons for not voting in the referendum. Why did you not vote in the referendum on 18th September? DO NOT PROMPT.** *BASE: ALL NON-VOTERS (304), May 2014: (242), May 2011 (407).*

	Indy Ref 2014	May 2014	May 2011
Circumstances	**40%**	**53%**	**58%**
Lack of time/too busy/I was busy at work	10%	25%	26%
I really intended to vote but circumstances on the day prevented me	10%	11%	7%
I was away on 18th Sept/voting day	10%	10%	12%
Medical/health reasons	7%	4%	7%
I couldn't get to the polling place/it was inconvenient	6%	6%	5%
Disorganised/lost track of time/lost polling card	2%	-	-
I forgot	2%	7%	5%
Bad weather	1%	-	1%
Administration	**28%**	**8%**	**10%**
I wasn't registered	18%	4%	5%
I didn't receive a polling card	4%	1%	2%
I didn't receive a postal vote/it arrived too late	4%	2%	1%
Admin reason	2%	1%	-
I didn't know where my polling place was	1%	1%	1%
I did not know I could vote	*	-	-
No information/indecision/complicated	**20%**	**14%**	**4%**
I did not know enough/could not understand enough about the consequences of Scotland becoming independent	8%	-	-
I couldn't decide which way to vote	7%	1%	1%
I didn't know enough about the different options	6%	4%	1%

I didn't get any information	4%	8%	2%
I don't know anything about the Scottish Parliament/Scottish Government {European election}	3%	1%	-
I didn't understand it/too confusing	2%	-	-
I don't know anything about politics	2%	*	-
I didn't know there was a referendum	1%	-	-
Disinterested/no point	**19%**	**17%**	**16%**
I'm just not interested in politics	9%	10%	7%
Waste of time/could see no point	6%	-	-
There was no point in voting because it was obvious who would win/my vote wouldn't have made a difference to the outcome	5%	5%	2%
I couldn't be bothered	5%	4%	8%
Had no interest/no view on the subject	2%	-	-
Referendum choices/campaigners	**11%**		**4%**
I didn't agree with either of the options on offer	6%	-	2%
I didn't like the campaigners/campaigns weren't inspiring	4%	-	2%
I don't believe in politics/democracy	3%	*	-
Lack of trust in politicians	1%	-	-
Election/Referendum not important	**8%**		**7%**
The referendum is not important/won't change anything	8%	-	4%
Miscellaneous	**26%**	**-**	**5%**
I never vote	10%	-	3%
Not eligible	9%	-	1%
Religious reasons	3%	-	*
Happy with status quo/being in UK	1%	-	-
None of these/no reason	1%	-	2%
Don't know	1%	-	-
Other	2%	1%	2%

⇒ **IF VOTED AT Q3, ASK:**
Q6 **Did you vote on 18th September…** *BASE: ALL VOTERS (1,548); MAY 2014 (258); MAY 2011 (594).*

	Indy Ref 2014	May 2014	May 2011
In person at a polling place	80%	78%	81%
By post	19%	21%	18%
By proxy IF NECESSARY SAY: (getting someone else to vote on your behalf)	1%	*	1%
Other	*	*	-
Don't know/can't remember	*	*	*

⇒ **IF VOTED AT Q3, ASK:**

Q7 **Have you ever voted before?** *BASE: ALL VOTERS (1,548)*

	Indy Ref 2014
Yes, I have voted before	89%
No, it was the first time I have voted	10%
Don't know/can't remember	*

⇒ **IF VOTED AT Q3, ASK:**

Q8 **People had many reasons for voting in the referendum. Why did you vote on Thursday 18th September? What else?** *BASE: ALL VOTERS (1,548); MAY 2014 (258); MAY 2011 (594).*

nb. responses <1% are not displayed. Please refer to the full data tables. Unique code frames restrict comparisons with previous studies

	Indy Ref 2014	May 2014	May 2011
NET: Civic responsibility reasons	**55%**	**70%**	**65%**
It is important to vote/It is my civic duty/everyone should vote/It is my right to vote	44%	-	-
I always vote	19%	-	-
People fought to win the right to vote for me/others	8%	-	-
NET: To express a view	**49%**	**39%**	**37%**
I wanted to have a say	33%	-	-
Because an important issue was at stake/I care about the future of Scotland	23%	-	-
If people don't vote then you have no right to complain/have an opinion	9%	-	-
It's something that affects me as an individual/concerns my future/ other issues that affect me	1%	-	-
Something I believe in/ something I'm passionate about	*	-	-
NET: To help create a change	**31%**	**-**	**11%**
To get a change /I want independence for Scotland from the UK	28%	-	-
Not happy with the UK government	7%	-	-
To create a better future for the country/ children etc.	2%	-	-
To make a difference/ bring about change (non-specific)	*	-	-
Self-determination/ Scotland would be better off/ can govern ourselves better	*	-	-
For a fairer society	*	-	-
Scotland to have a greater say/ place in the world	*	-	-
NET: To help keep the status quo	**14%**	**-**	**-**
To keep Scotland in the UK/I don't want independence for Scotland from the UK	14%	-	-
Not happy with the Scottish government	1%	-	-
NET: Tactical reasons	**3%**	**6%**	**2%**
To defeat/stop the other side from winning	3%	-	-
Voted for the party/candidate I wanted in power	*	-	-
NET: Other reasons	**16%**	**1%**	**7%**
I take an interest in politics	4%	-	-
To vote for a position supported by my party	1%	-	-
I was urged/persuaded to vote by a family member/friend	1%	-	-
Economic reasons	1%	-	-
None of these / no reason	1%	-	-
Other reasons	1%	-	-

⇒ **16-17S WHO VOTED AT Q3, ASK:**

Q9 **Do you think you will vote again in future elections and referendums?**
BASE 16/17S WHO VOTED: 85

	Indy Ref 2014
Yes	97%
No	0
Don't know	3%

⇒ **IF NO AT Q9, ASK:**

Q10 **Why did you say you do not intend to vote again in future elections and referendums? WRITE IN FULLY**

Base = 0

⇒ **ASK ALL WHO HAVE VOTED BEFORE.**

Q11 **Which of these statements best describes your attitude towards voting at each of the following elections?** *BASE: ALL VOTERS (1,548); MAY 2014 (258); MAY 2011 (594).*

1 = I always vote
2 = I sometimes vote
3 = I never vote
4 = I've not been eligible to vote in the past

	1	2	3	4	Don't Know
UK Parliament elections for Westminster	81%	14%	3%	1%	1%
Scottish Parliament elections for Holyrood	83%	11%	4%	2%	1%
European Parliament elections	58%	22%	17%	1%	1%
Local government elections	71%	21%	7%	1%	*

⇒ **ASK ALL VOTERS (Q3 = 1)**

Q12 Some people have told us they intentionally spoiled their ballot paper by deliberately leaving the ballot form blank or by not voting in the instructed way. They did this to register a protest. Did you intentionally spoil your own ballot paper or not?

BASE: ALL VOTERS (1,548); MAY 2014 (258); MAY 2011 (594).

	Indy Ref 2014	May 2014	May 2011
Yes	1%	0	1%
No	98%	100%	98%
Don't know/refused	*	0	1%

⇒ **ASK ALL**

Q13 The Scottish independence referendum was the first and only time 16 and 17 year olds were allowed to vote. Would you oppose or support a measure that allows everyone to vote from 16? READ OUT

	Indy Ref 2014
Strongly support	43%
Tend to support	17%
Neither	8%
Tend to oppose	11%
Strongly oppose	18%
Don't know	3%

Nb. In the May 2014 research, respondents were asked "For each of the following, would you support, oppose, or neither support nor oppose introducing these measures at future elections?: Allowing anyone to vote from 16" Base = all respondents:

Support: 44%
Neither/nor: 27%
Oppose: 54%

AWARENESS

⇒ **ASK ALL**

Q14 How much, if anything, did you feel you knew about what the referendum [May 2014: "European Elections"] on Thursday 18th September was about? Would you say you knew…READ OUT

	Indy Ref 2014	May 2014	May 2011
A great deal	50%	7%	17%
A fair amount	40%	39%	48%
Not very much	8%	40%	27%
Nothing at all	1%	13%	7%
Don't know	1%	-	*

⇒ **ASK ALL**

Q15 **For each of the following statements, would you say it was very easy, fairly easy, neither easy nor difficult, fairly difficult or very difficult to access information on…..READ OUT. CODE ONE ONLY PER ROW**

1 = Very easy
2 = Fairly easy
3 = Neither easy nor difficult
4 = Fairly difficult
5 = Very difficult

		1	2	3	4	5
How to cast your vote at the election/ referendum	Indy Ref 2014	66%	24%	6%	3%	1%
	May 2014	32%	39%	11%	7%	4%
What the election/ referendum was for	Indy Ref 2014	67%	23%	5%	3%	2%
	May 2014	17%	39%	16%	14%	7%
Information about what would happen in the event of a Yes vote	Indy Ref 2014	33%	26%	11%	17%	12%
Information about what would happen in the event of a No vote	Indy Ref 2014	33%	31%	12%	14%	10%

⇒ **ASK ALL**

Q16 To what extent do you agree or disagree with the following statements? READ OUT. CODE ONE FOR EACH

- **1- Agree strongly**
- **2- Tend to agree**
- **3- Neither agree nor disagree**
- **4- Tend to disagree**
- **5- Disagree strongly**

		1	2	3	4	5	Don't Know
I had enough information on how to cast my vote at the election referendum	Indy Ref 2014	64%	20%	6%	4%	4%	1%
	May 2014	30%	32%	14%	10%	12%	1%
I had enough information on the yes and no campaigns (May 2014: parties + candidates) to be able to make an informed decision on whether to vote yes or no	Indy Ref 2014	55%	23%	9%	6%	6%	2%
	May 2014	26%	26%	12%	14%	21%	2%
I had enough information about what would happen in the event of a yes vote	Indy Ref 2014	42%	19%	9%	12%	16%	2%
I had enough information about what would happen in the event of a no vote	Indy Ref 2014	40%	25%	10%	12%	13%	2%

⇒ **IF AGREE STRONGLY/TEND TO AGREE THEY HAD ENOUGH INFORMATION ON THE YES AND NO CAMPAIGNS (1/2 AT Q16B)**

Q17 Where did you find information on the Yes or No campaigns? DO NOT PROMPT.
BASE: ALL AGREEING THEY HAD ENOUGH INFORMATION ON THE YES/NO CAMPAIGN (1,452)

TV	56%
Internet (no detail)	52%
Leaflet or flyer from a campaign/political party	34%
News	29%
Media (no detail)	25%
Press	24%
People talking about it	18%
Friends and family	14%
Leaflet or flyer from another source	13%
Radio	11%
Councillor/candidate/ canvasser	5%
Posters or billboards	5%
On another specific website	5%
Political parties' website	4%
Candidate's website	2%
Polling card	1%
Polling place	1%
I didn't find/see any information	*
None of these	*
Don't know	*
Other/somewhere else	12%

⇒ **ASK ALL**

Q18 Generally speaking, when it comes to receiving information about elections and referendums from campaigners, parties and candidates, what form of communication would you yourself most prefer? DO NOT PROMPT. MULTICODE.

Leaflets or booklets through the door	36%
Internet	26%
TV broadcasts	23%
News sources	16%
TV or radio advertising	16%
Personal contact with parties/candidates	15%
Email messages	12%
Social media (Facebook, Twitter etc)	10%
Press	10%
Just talking about it with friends and family	8%
Dedicated websites	7%
Online adverts	6%
Any/don't mind	3%
Billboards	3%
Phone calls / text messages	2%
Other	10%
None - would not like any	4%
Don't know	4%

⇒ **ASK ALL**

Q19 You may have received or seen a booklet from the UK government and one from the Scottish government about the independence referendum. To what extent do you agree or disagree with the following statements? READ OUT. CODE ONE FOR EACH

1- Agree strongly
2- Tend to agree
3- Neither agree nor disagree
4- Tend to disagree
5- Disagree strongly

	1	2	3	4	5	DK
The booklet from the Scottish government was helpful	26%	25%	21%	6%	7%	14%
The booklet from the UK government was helpful	13%	26%	23%	9%	11%	18%
The Scottish government should have not sent the information booklet	10%	7%	14%	21%	40%	8%
The UK government should have not sent the information booklet	12%	9%	15%	20%	35%	9%
Neither government should have sent the information booklet	8%	7%	16%	19%	42%	8%

VOTING PROCESSES AND PRIORITIES

⇒   **ASK ALL**

Q20   **Generally speaking, how satisfied or dissatisfied are you with the procedure for voting in elections and referendums in Scotland (May 2014: "voting in elections in Great Britain and Northern Ireland". May 2011: "voting in elections and referendums in Great Britain/Northern Ireland). Are you…?**

	Indy Ref 2014	May 2014	May 2011
Very satisfied	46%	26%	32%
Fairly satisfied	35%	51%	50%
Neither satisfied nor dissatisfied	9%	15%	11%
Fairly dissatisfied	4%	4%	3%
Very dissatisfied	5%	4%	2%
Don't know	1%	1%	1%

⇒   **IF FAIRLY/VERY DISSATISFIED AT Q20, ASK:**
Q21   **Why do you say you were dissatisfied with the procedure for voting in elections and referendums in Scotland? DO NOT READ OUT**
BASE: ALL FAIRLY/DISSATISFIED (159).

	Indy Ref 2014
Voting system should be more secure	32%
The system is not fair	28%
Don't trust them/don't fulfil their promises	22%
Not enough information/ media coverage	12%
Not confident in the results	12%
Everyone should vote/ should be compulsory	9%
People don't/didn't understand what the referendum was about	9%
Voting process should be available online	9%
Too complicated	6%
Many people didn't get to vote/register	6%
Voting should be spread over a few days	5%
Corruption/cheating/ rigged result	5%
Need more options/ opinions/choice	5%
Not enough polling places to choose from	4%
Length of time it takes	3%
Waste of money	3%
Voting process should be available by email	3%
Didn't receive a polling card	3%
Biased media	3%
Propaganda/misinformation	2%
Procedures/rules were not followed/ rules broken	2%
Issues with the actual ballot – should be pen not pencil, should be signature instead of a cross	2%
Should be simpler	2%
May end up voting for people/positions I don't support	2%
Ballot papers were disposed of/tampered	2%
Disagree with having a referendum on such an important issue	2%
Non-Scottish national were eligible to vote	1%
Insufficient help for disabled voters	1%

Interference from UK Government/parties	1%
Dislike counting process/ would like changes to counting process	1%
Issues with postal votes	1%
Not interested at my age	1%
Other	5%
Don't know	1%

⇒ **ASK ALL**

Q22 How confident, if at all, are you that the referendum was well run on 18th September? Are you…READ OUT

	Indy Ref 2014	May 2014	May 2011
Very confident	40%	18%	28%
Fairly confident	33%	50%	48%
Not very confident	12%	14%	10%
Not at all confident	9%	9%	5%
Don't know	5%	8%	10%

⇒ **IF VERY/FAIRLY (1/2) CONFIDENT AT Q22**

Q23 Why do you say that you are confident that the referendum was well run? WRITE IN
BASE: ALL WHO ARE VERY/FAIRLY CONFIDENT THAT THE REFERENDUM WAS WELL RUN (1,384)

	Indy Ref 2014
Quick/easy voting	28%
Clear/concise ballot form/easy to vote	27%
There was a lot of information about the referendum	22%
Professionally conducted	22%
Trust the staff	12%
High turnout	11%
Everyone had the opportunity to vote	11%
Results were in the media pretty quickly	10%
Feel it was the right result	8%
No negative feedback	8%
Good staff attitude	8%
Received polling card/ ballot papers in good time	8%
Well canvassed	8%
Accessible polling place	7%
Tried and tested	6%
Personal involvement	3%
Lack of information	2%
Others	17%
None	2%
Don't know	4%

⇒ **IF NOT VERY/NOT AT ALL (3/4) CONFIDENT AT Q22**
Q24 Why do you say you are NOT confident that the referendum was well run? DO NOT PROMPT. MULTICODE *BASE: ALL NOT VERY/AT ALL CONFIDENT REFERENDUM WAS WELL RUN (379)*

Responses <1% are not displayed. Please refer to the full data tables.

Fraud/security	**40%**
Corruption/fraud/fixed result	37%
Postal votes issues/ they were read before the count	1%
Lack of security	1%
We had to mark ballot with a pencil	1%
Polling place/ballot issues	**36%**
Badly run/organised	20%
The counting process was not well verified	18%
Didn't receive a polling card/postal ballot papers	3%
Lack of time given to vote/ decide	2%
Low turnout	2%
Staff incompetent	1%
Long wait for results	1%
Lack of information	**29%**
Lack of information/publicity/don't know much/anything about it	14%
Lack of information about what would happen as a result of a Yes or No vote	10%
Information confusing/some people didn't understand what the vote was for	8%
Lack of information about the Yes and No campaigns	8%
Lack of information/questions weren't answered	1%
Campaign issues/candidates	**25%**
TV/press coverage was biased/badly presented	15%
There was misinformation/stupid allegations as to what the vote was about	12%
Lack of canvassing/personal contact	3%
Little choice in who to vote for	1%
Lies/propaganda	1%
Promises made by candidates/ empty/ last minute promises	1%
Politicians/political system	**23%**
Mistrust/don't stick to their promises/just in it for themselves	23%
Voting system	**10%**
People's opinions are not valued/vote will make no difference	6%
People did not know the voting procedure	4%
People voted who I feel shouldn't have been eligible to vote	1%
Other	**12%**
Didn't vote for personal reasons	3%
Rumours/things I heard	2%
Disinterested/don't care about politics	2%
Reports from social media/internet	1%
I have concerns/things aren't as they appear	1%
Political unrest/division	1%
None	1%
Don't know	3%
Other	2%

POLLING PLACES

⇒ **ASK ALL**
Q25 **From what you have seen or heard or experienced, do you think that voting at the polling place on 18th September was…READ OUT**

	Indy Ref 2014	May 2014	May 2011
Very convenient	62%	34%	45%
Fairly convenient	23%	35%	33%
Neither convenient nor inconvenient	7%	16%	8%
Fairly inconvenient	2%	6%	5%
Very inconvenient	2%	4%	3%
Don't know	6%	4%	5%

⇒ **IF POLLING PLACE VOTER AT Q6 (= 1), ASK:**
Q26 **Overall, how satisfied or dissatisfied were you with the process of voting at a polling place? Would you say…..READ OUT**
ALL POLLING PLACE VOTERS (1,239), May 2014: (202), May 2011 (481)

	Indy Ref 2014	May 2014	May 2011
Very satisfied	76%	67%	75%
Fairly satisfied	18%	31%	22%
Neither satisfied nor dissatisfied	2%	*	1%
Fairly dissatisfied	2%	1%	-
Very dissatisfied	1%	*	1%
Don't know	*	1%	*

⇒ **IF POLLING PLACE VOTER AT Q6 (= 1), ASK:**
Q27 **Thinking back to when you went to vote at the polling place, how useful, if at all, was the help or support available from polling place staff on how to vote? Was it…READ OUT**
ALL POLLING PLACE VOTERS (1,239), May 2014: (202), May 2011 (481)

	Indy Ref 2014	May 2014	May 2011
Very useful	45%	45%	61%
Fairly useful	14%	15%	14%
Not very useful	2%	2%	*
Not at all useful	2%	1%	*
Didn't use them/need them	36%	38%	24%
Don't know	1%	-	-

⇒ **IF POLLING PLACE VOTER AT Q6 (= 1), ASK:**

Q28 **And again thinking back to when you went to vote at the polling place, how useful, if at all, were any written instructions on how to vote, such as a poster on display in the polling booth or guidance on the ballot paper(s)? Were they….READ OUT**
ALL POLLING PLACE VOTERS (1,239), May 2014: (202), May 2011 (481)

	Indy Ref 2014	May 2014	May 2011
Very useful	42%	42%	51%
Fairly useful	18%	21%	26%
Not very useful	2%	3%	2%
Not at all useful	1%	2%	1%
Didn't use them/need them	35%	31%	3%
Don't know	2%	1%	1%

POSTAL VOTING

⇒ **ASK ALL**

Q29 **From what you have seen, heard or experienced, do you think that voting by post for the 18th September referendum and election(s) was…READ OUT**

	Indy Ref 2014	May 2014	May 2011
Very convenient	45%	27%	35%
Fairly convenient	23%	24%	24%
Neither convenient nor inconvenient	14%	28%	17%
Fairly inconvenient	3%	4%	2%
Very inconvenient	3%	4%	2%
Don't know	12%	12%	21%

⇒ **ASK ALL POSTAL VOTERS (Q6 = 2)**

Q30 **How easy or difficult was it to understand what you had to do in order to complete and return your postal vote(s)? Would you say….READ OUT**
ALL POSTAL VOTERS (294), May 2014 (54), May 2011 (111)

	Indy Ref 2014	May 2014	May 2011
Very easy	82%	81%	69%
Fairly easy	15%	19%	26%
Neither easy nor difficult	2%	-	2%
Fairly difficult	1%	-	3%
Very difficult	*	-	0

⇒ **ASK ALL POSTAL VOTERS (Q6 = 2)**

Q31 **Thinking back to when you voted by post, how useful, if at all, were any written instructions on how to vote and return your vote, such as guidance on the ballot paper? Were they…..READ OUT**
ALL POSTAL VOTERS (294), May 2011 (111)

	Indy Ref 2014	May 2011
Very useful	73%	70%
Fairly useful	21%	28%
Not very useful	*	1%
Not at all useful	*	-
Didn't use them/need them	6%	2%

Q32 **Overall, how satisfied or dissatisfied were you with the process of voting by post? Would you say………..READ OUT**

	Indy Ref 2014	May 2014	May 2011
Very satisfied	88%	81%	80%
Fairly satisfied	10%	19%	14%
Neither satisfied nor dissatisfied	1%	-	2%
Fairly dissatisfied	-	-	3%
Very dissatisfied	1%	-	0

THE SPENDING AND FUNDING OF REFERENDUM CAMPAIGNS

⇒ **ASK ALL**

Q33 I am now going to talk about how the referendum campaign was financed, that is how organisations raise and spend money in campaigning for a yes or no vote. How much do you feel you know about how campaigning organisations for the referendum were funded and spent their money?

	Indy Ref 2014	May 2011
A lot	13%	3%
A little	28%	18%
Hardly anything at all	30%	36%
Nothing at all	19%	42%
Don't know	10%	1%

⇒ **ASK ALL**

Q34 I am going to read you some statements relating to the rules on the money that campaigners (such as organisations, individuals and political parties) use when campaigning before the referendum. These rules do not include MPs expenses. To what extent do you agree or disagree with the following statements?
READ OUT. CODE ONE FOR EACH

1. **Agree strongly**
2. **Tend to agree**
3. **Neither**
4. **Tend to disagree**
5. **Disagree strongly**

		1	2	3	4	5	DK
The spending and funding of referendum campaigners is open and transparent	**Indy Ref 2014**	13%	22%	24%	16%	13%	12%
	May 2011	19%	26%	24%	14%	9%	7%
It is important that information about who funds referendum campaigners [2011 = "who donates money to political parties] is made available to the public before people cast their vote	**Indy Ref 2014**	53%	24%	11%	4%	3%	5%
	May 2011	61%	21%	7%	4%	4%	3%
The current rules for overseeing the funding and spending of referendum campaigners are fair	**Indy Ref 2014**	15%	27%	24%	7%	5%	21%
	May 2011	21%	33%	18%	6%	6%	15%
I don't need to know information about who funds referendum campaigners [2011 = "political party financing] and the money they spend on campaigning as long as the rules are followed and those who break them are dealt with effectively	**Indy Ref 2014**	31%	22%	8%	14%	20%	5%
	May 2011	46%	28%	4%	10%	11%	1%
I can easily find out how much campaigners spent on campaigning at the referendum and how they were funded	**Indy Ref 2014**	13%	19%	18%	18%	16%	15%
If a campaigner is caught breaking the rules on campaign funding, the authorities will take appropriate action	**Indy Ref 2014**	44%	22%	12%	8%	5%	9%

ELECTORAL FRAUD

⇒ **ASK ALL**

Q35 **As you may know, there are many types of fraud such as benefit fraud and insurance fraud. From what you know or have heard, how much do you feel you understand about electoral fraud in the UK, that is fraud relating to elections and voting? Would you say….READ OUT…**

	Indy Ref 2014	May 2014	May 2011
A lot	9%	10%	10%
A little	35%	30%	28%
Hardly anything at all	32%	32%	32%
Nothing at all	16%	27%	29%
Don't know	7%	1%	1%

⇒ **ASK ALL**

Q36 **How much of a problem, if at all, do you think electoral fraud, that is fraud relating to elections and voting, is in Scotland? Do you think it is…**
READ OUT. SINGLE CODE.
May 2014 Base: (270) [sample was split to test different question wording]

	Indy Ref 2014	May 2014
A very big problem	7%	10%
A fairly big problem	15%	23%
Not a very big problem	39%	38%
Not a problem at all	14%	15%
Don't know	26%	14%

⇒ **ASK ALL**

Q37 **How much, if at all, do you think that electoral fraud took place at 18 September referendum? Would you say that it happened…**

	Indy Ref 2014	May 2014
A lot	12%	5%
A little	22%	22%
Hardly at all	27%	32%
Not at all	14%	16%
Don't know	25%	25%

⇒ **IF A LOT/A LITTLE (1/2) AT Q37**

Q38 **Which one of the following best describes why you think electoral fraud or abuse took place on 18th September?**
ALL WHO THINK A LOT/LITTLE ELECTION FRAUD TOOK PLACE (617), May 2014: (139)

	Indy Ref 2014	May 2014
I saw stories in the media about electoral fraud	36%	17%
Because you don't have to provide identification to vote	14%	15%
Postal voting is not secure	9%	6%
General impression that fraud is a problem	8%	13%
I heard from someone else that electoral fraud took place	7%	5%
Identity fraud is on the increase	4%	-
People are registering multiple times	3%	3%
People are registering other voters at the same address	3%	11%
I have first-hand experience of electoral fraud	2%	2%
Other	7%	5%
Don't know	7%	11%

⇒ **ASK ALL**

Q39 **When it comes to being safe from fraud and abuse, would you say that voting in general (a) /voting at a polling place (b) /voting by post (c) is….**

a) **Voting in general**
b) **Voting at a polling place**
c) **Voting by post**

	Voting in general is		Voting at a polling place is		Voting by post	
	Indy Ref 2014	May 2014	Indy Ref 2014	May 2014	Indy Ref 2014	May 2014
Very safe	29%	22%	39%	33%	26%	18%
Fairly safe	44%	56%	42%	52%	33%	37%
Neither safe nor unsafe	9%	13%	6%	7%	10%	14%
Fairly unsafe	8%	4%	6%	3%	13%	18%
Very unsafe	3%	2%	2%	2%	7%	5%
Don't know	7%	3%	5%	3%	11%	9%

⇒**ASK ALL VOTERS (Q3=1)**

Q40 **In the referendum on 18th September, voters were asked 'Should Scotland be an independent country?' Can you remember which way you voted?**
ALL VOTERS (1,548)

Voted 'Yes'	50%
Voted 'No'	37%
Prefer not to say	13%