

INDEPENDENCE POLLING FROM NOVEMBER 2013 TO MARCH 2014 SHOWS TREND IS TOWARDS YES

Comparing average monthly polling on independence for each month by each polling companies' latest poll per month from the months of November 2013 to March shows that the trend has been steadily moving towards a Yes vote in each month:

November to January 2013

Company	P/Base	TNS	Prog.		AVERAGE		Mori	YouGov	TNS		AVERAGE		TNS	ICM	YouGov	Survation		AVERAGE
Dates	12-20/11/13	20-27/11/13	27-29/11/13		Nov-13		29/11-5/12/13	6-9/12/13	3-10/12/13		Dec-13		14-20Jan'14	21-24Jan'14	21-27/1'14	29-31/1'14		Jan-14
Sample	1,002	1,004	1,134		3,140		1,006	1,074	1,055		3,135		1,054	1,002	1,192	1,010		4,258
Yes	38%	26%	27%		30%		34%	33%	27%		31%		29%	37%	33%	32%		33%
No	47%	42%	56%		48%		57%	52%	41%		50%		42%	44%	52%	52%		48%
DK	15%	32%	17%		21%		10%	15%	33%		19%		29%	19%	15%	16%		20%

Excluding Don't Knows

End Date	20/11/13	27/11/13	29/11/13		Nov-13		05/12/13	09/12/13	10/12/13		Dec-13		20/01/14	24/01/14	27/01/14	31/01/14		Jan-14
Yes	45%	38%	33%		38%		37%	39%	40%		39%		41%	46%	39%	38%		41%
No	55%	62%	67%		62%		63%	61%	60%		61%		59%	54%	61%	62%		59%

February to March 2014

Company	TNS	Survation	ICM	P/Base	Mori	YouGov		AVERAGE		TNS	Survation	P/Base	ICM	YouGov		AVERAGE
Dates	28/1-6/2/14	17-18/2/14	17-21/2/14	18-21/2/14	20-24/2 '14	24-28/2/14		Feb-14		26/2-9/3/14	6-7/3/14	7-14/3/14	17-21/3/14	20-24/3/14		Mar-14
Sample	996	1,005	1,002	1,022	1,001	1,200		6,226		1,019	1,002	1,036	1,010	1,072		5,139
Yes	29%	38%	37%	37%	32%	35%		35%		28%	39%	40%	39%	37%		37%
No	42%	47%	49%	47%	57%	53%		49%		42%	48%	45%	46%	52%		47%
DK	29%	16%	14%	16%	11%	12%		16%		29%	13%	15%	15%	10%		16%

Excluding Don't Knows

End Date	06/02/14	18/02/14	21/02/14	21/02/14	24/02/14	28/02/14		Feb-14		09/03/14	7/03/14	14/03/14	21/03/14 *	24/03/14		Mar-14
Yes	41%	45%	43%	44%	36%	40%		42%		40%	45%	47%	45%	42%		44%
No	59%	55%	57%	56%	64%	60%		58%		60%	55%	53%	55%	58%		56%

- As published in Scotland on Sunday

Graph – November 2013 to March 2014

