

# The Scottish Referendum, Project fear and the media

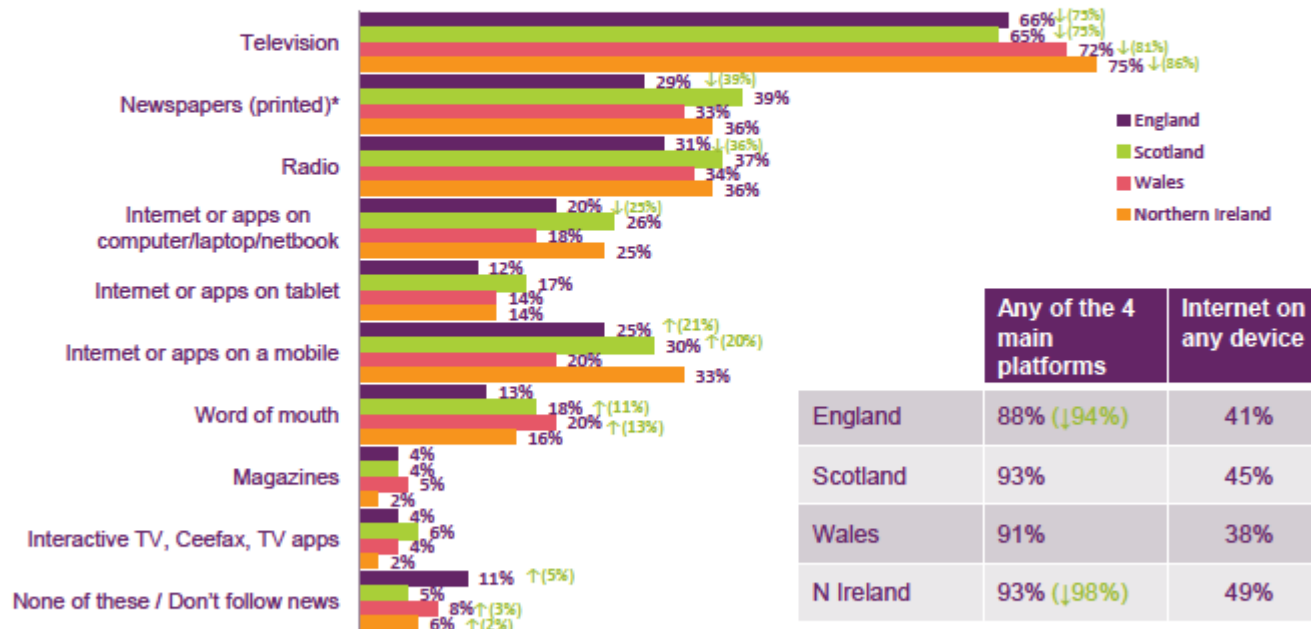


# News in the UK

**Figure 10.1**

## Platforms used for news 'nowadays', by nation

The use of TV for news has decreased across the UK as a whole, while using mobiles for news has increased in England and Scotland and word of mouth has increased in Scotland and Wales.



Brackets in green indicate differences of statistical significance between 2014 and 2015

Q3a) Which of the following do you use for news nowadays?

Base 2015: All adults 16+ (2921), England (1782), Scotland (367), Wales (422), NI (350)

Base 2014: All adults 16+ (2731), England (1641), Scotland (363), Wales (376), NI (351)

# Do newspapers still make the political weather?



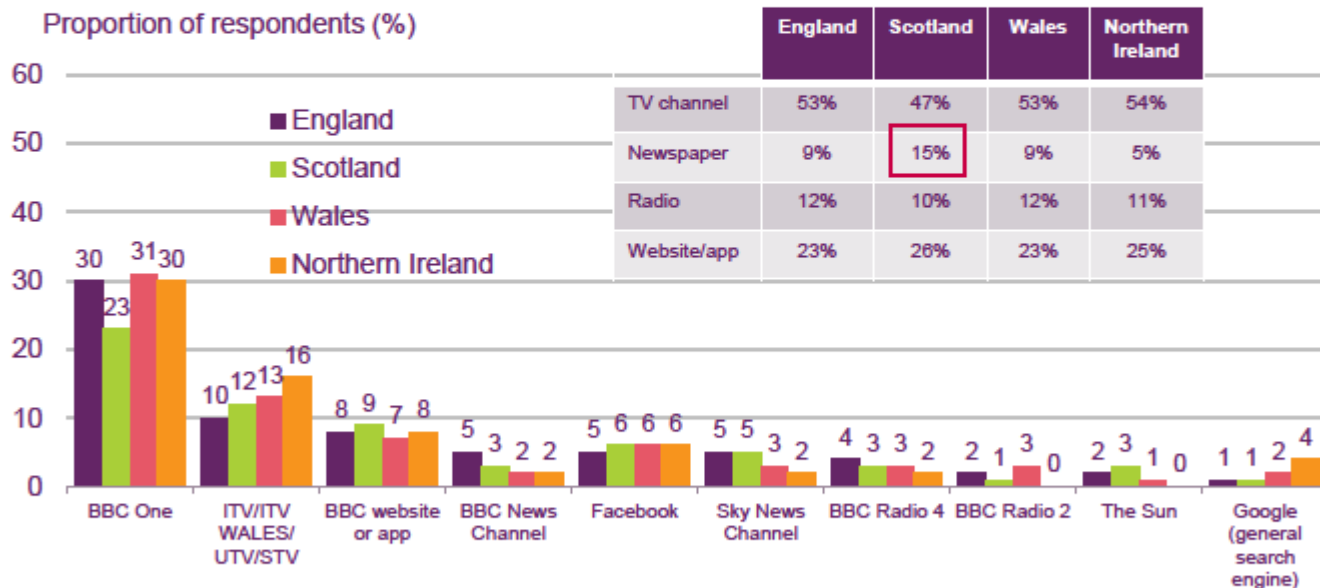
# News in the UK

**Figure 10.3**

**Single most important news source across all nations**



Approximately half of respondents in all of the nations nominate a TV channel as their most important news source. The proportion that said a newspaper was their most important news source was higher in Scotland compared to all other nations.



Q8a) Looking at all the sources of news you have said that you use, which one is most important to you personally. \*Others\* includes sources below 1%.  
 Base: All who use any news source nowadays (England=1546, Scotland=334, Wales=384, Northern Ireland=324). Note: at the platform level, Scotland is significantly different from all other nations for newspapers. There were no other significant differences for any other platforms.

# The Scottish Referendum: Engagement or division?



# The Scottish Referendum: Engagement or division?

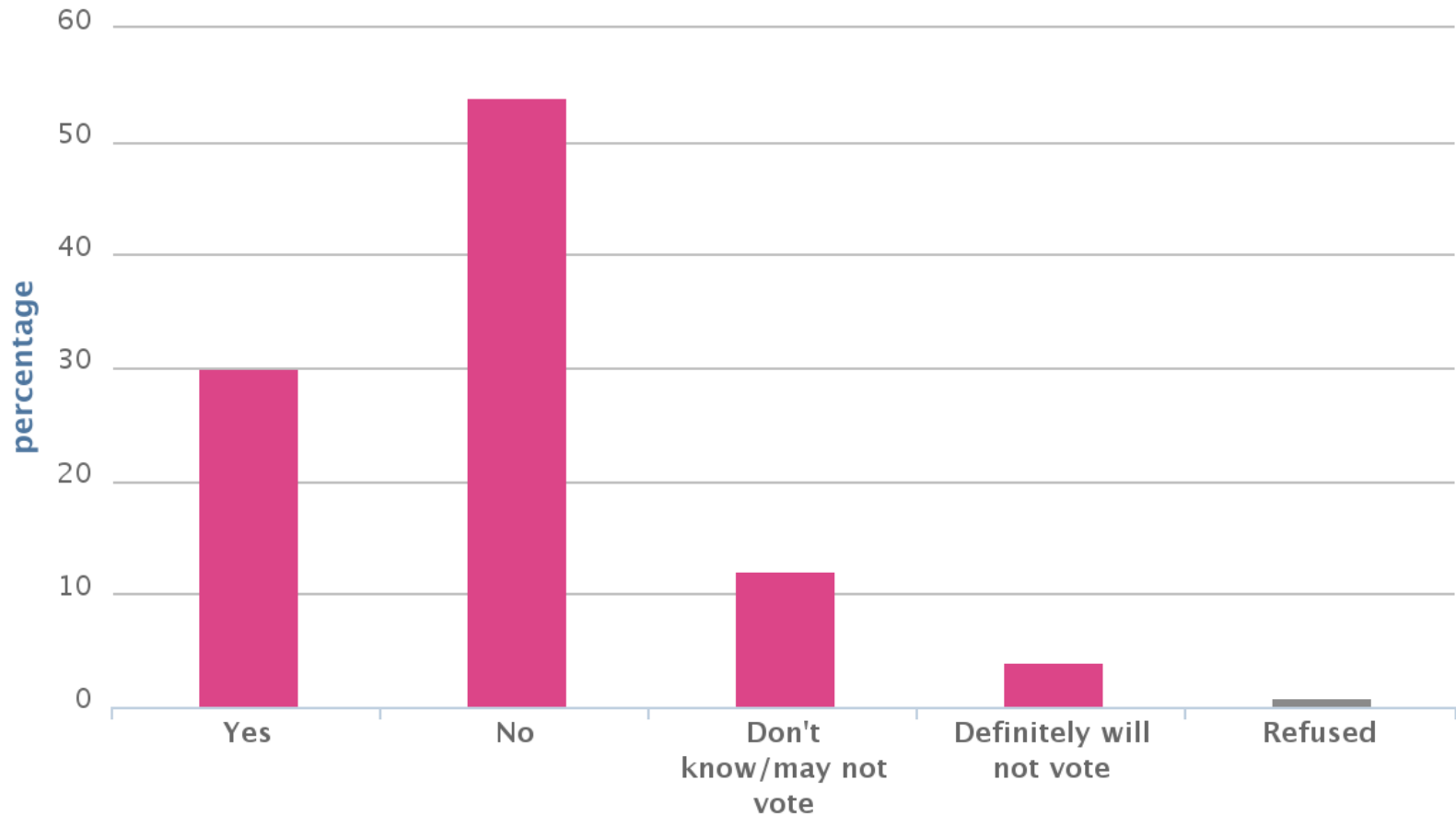


# The Scottish Referendum: Engagement or division?



# 2013: A year to go

Should Scotland be an independent country? (Combined responses of those who have and those who haven't decided yet)



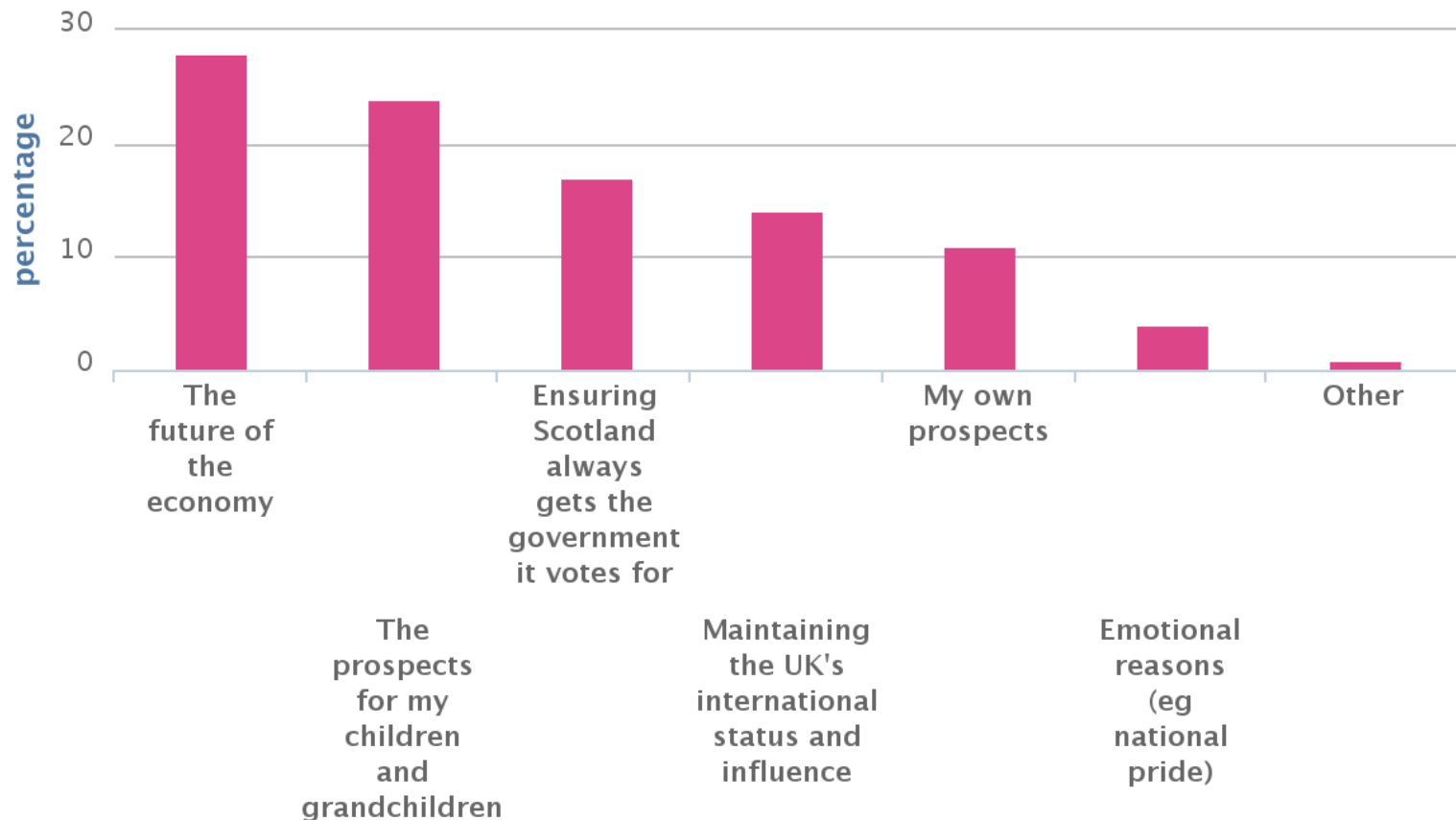
[Whatscotlandthinks.org](http://Whatscotlandthinks.org)



**ScotCen social research:  
Scottish social attitudes surveys**

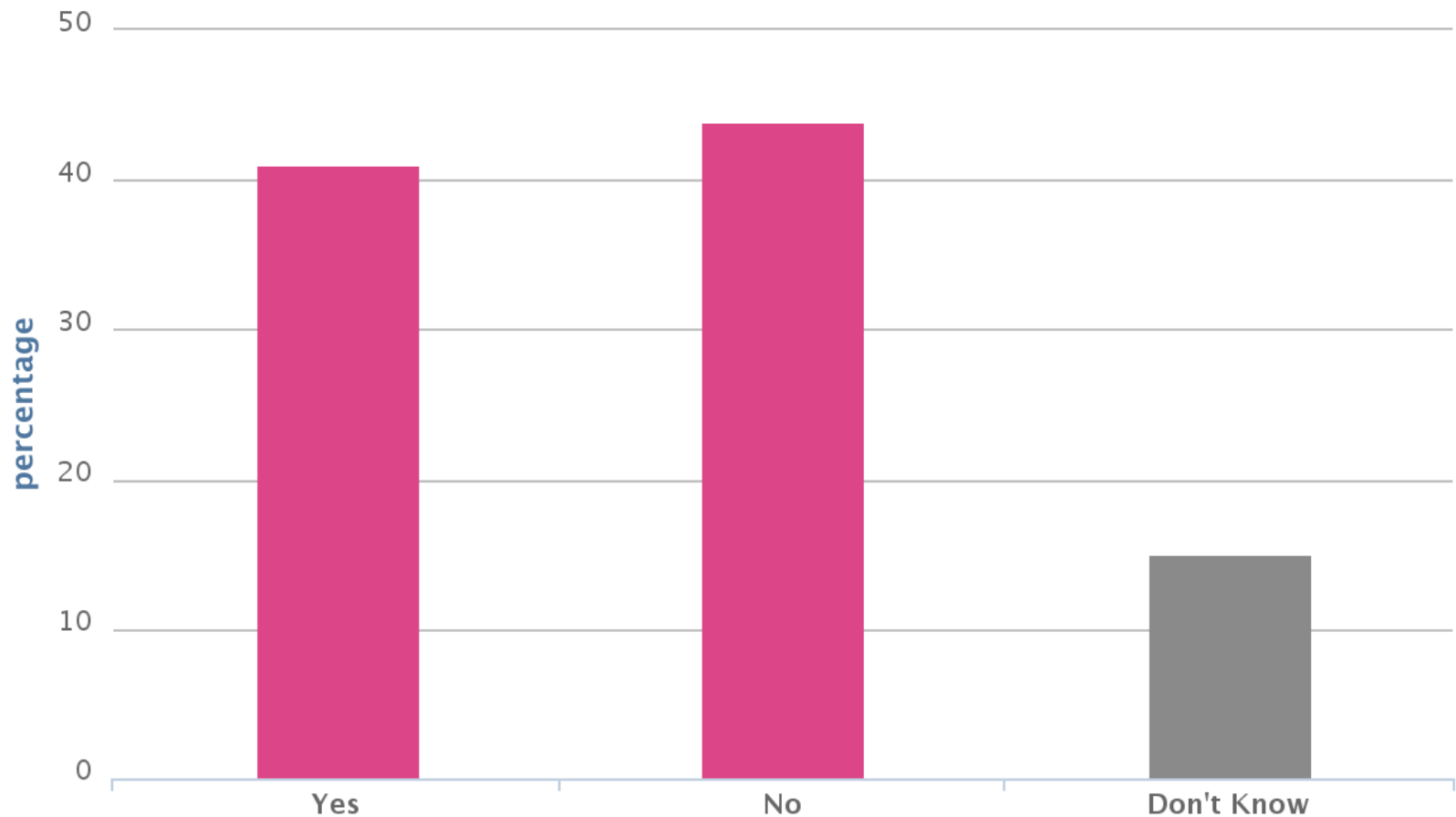
# 2013: What mattered?

Which of these will be the MAIN factors in how you vote in the independence referendum? (Up to two)



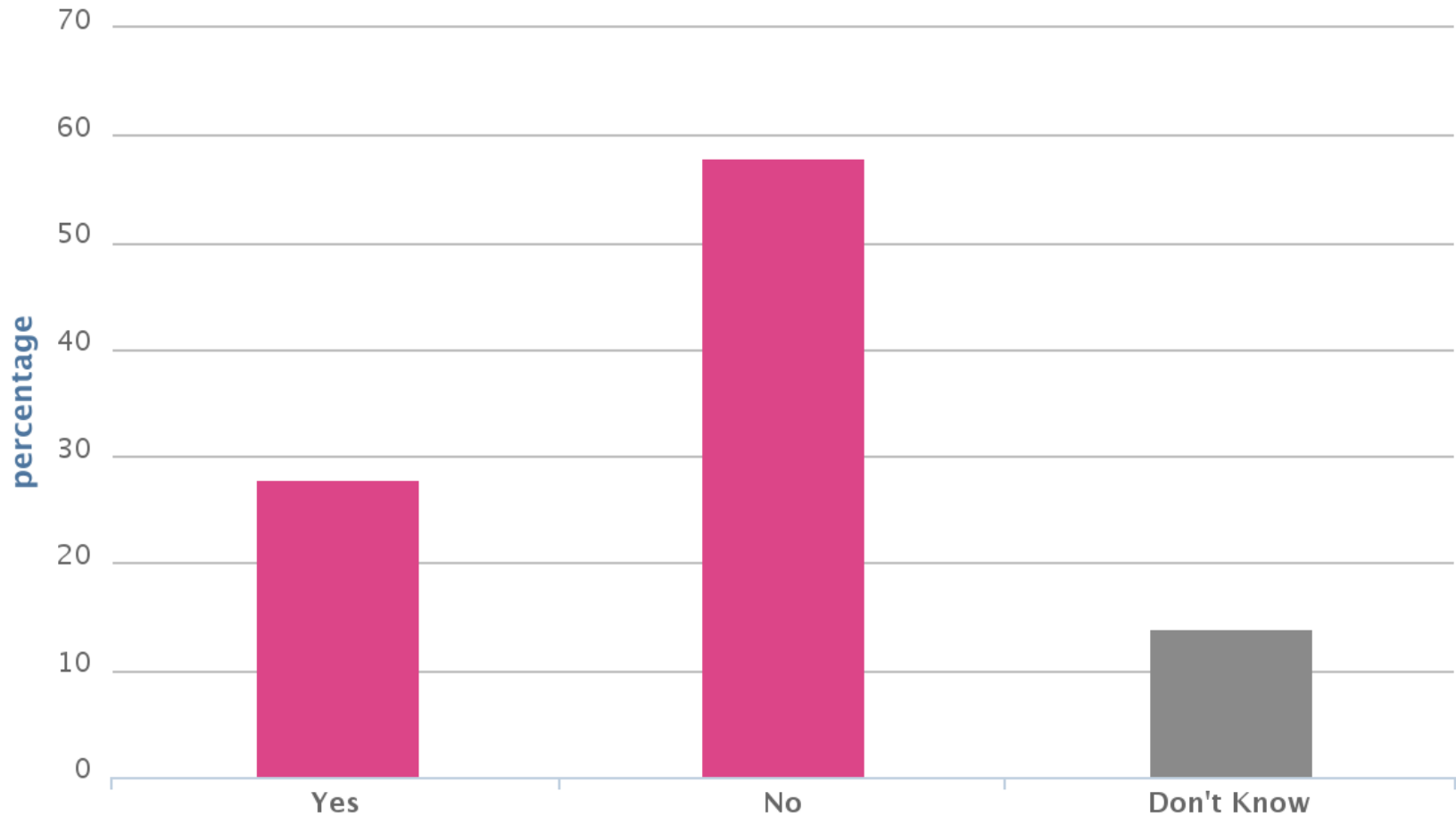
# 2013: Follow the money?

Would you vote yes or no if it looked as if Scotland would be economically better off if it became independent?



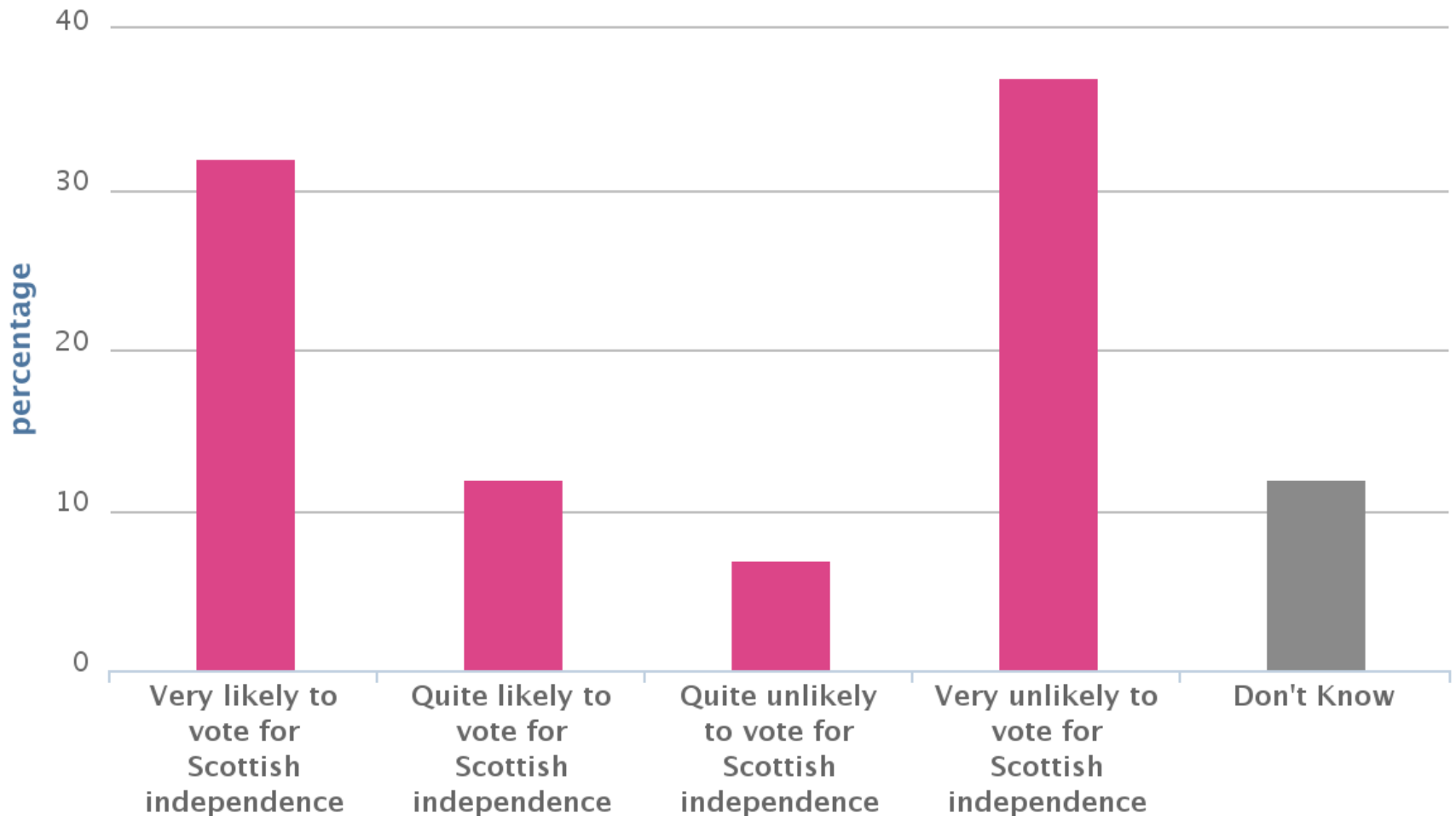
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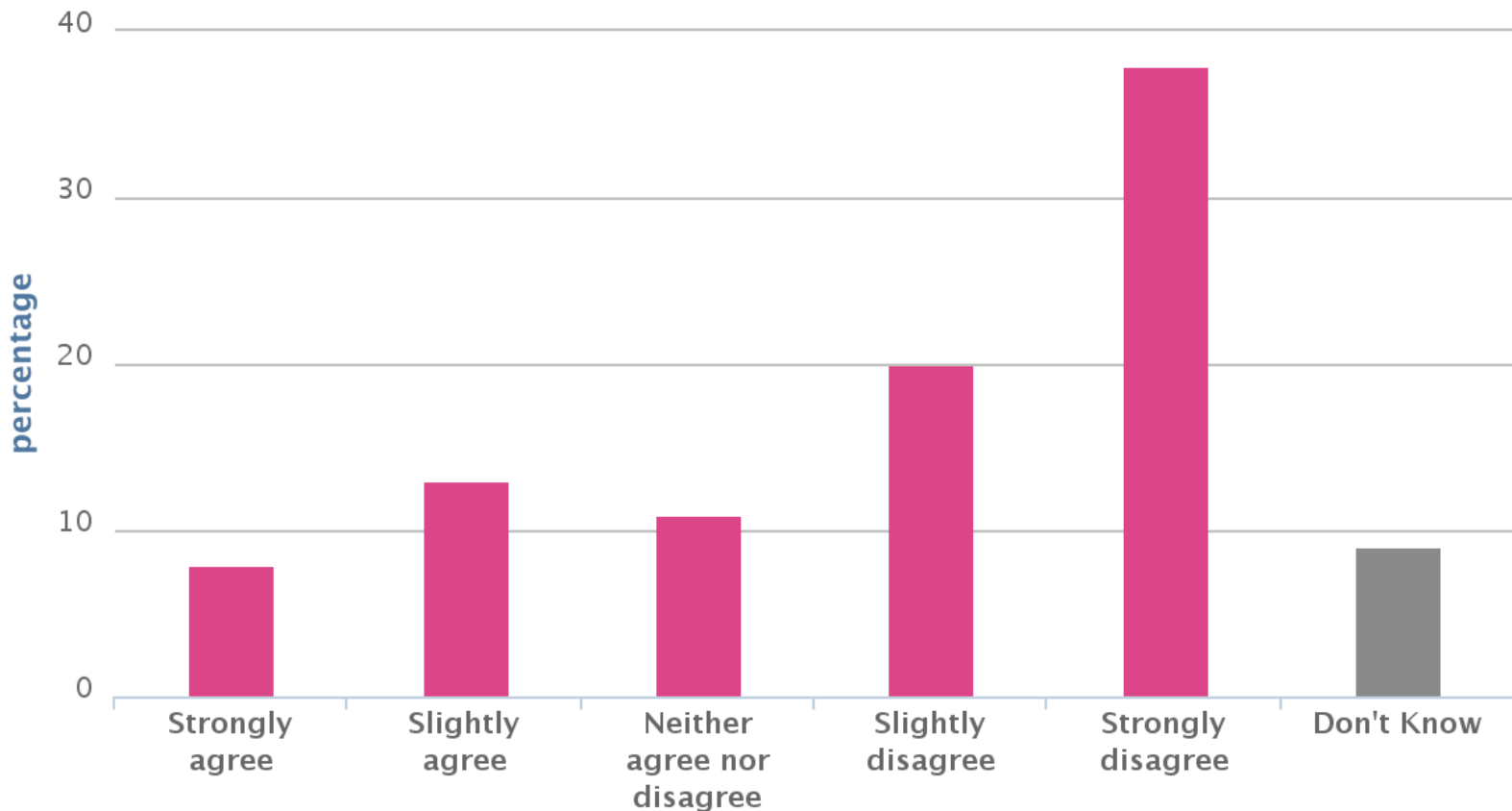
# 2013: EU division

How would you be likely to vote in the referendum if the UK was looking likely to withdraw from the EU?



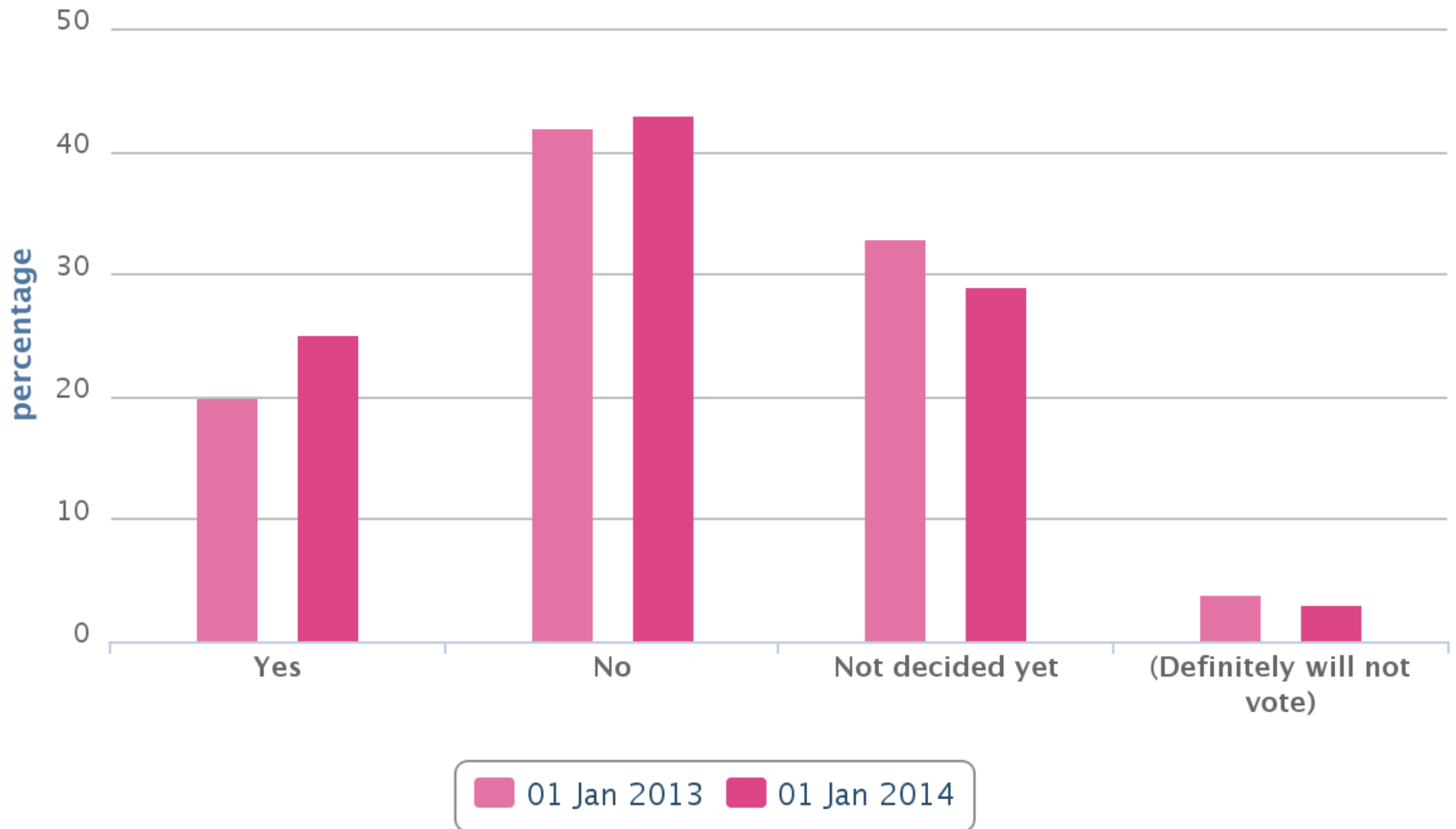
# 2013: Stranger danger

To what extent do you agree or disagree encouraging immigration into Scotland through measures such as lowering minimum salary levels would benefit the economy?



# 2014: Yes gains ground

Should Scotland be an independent country? If you do vote in the referendum, how will you vote?

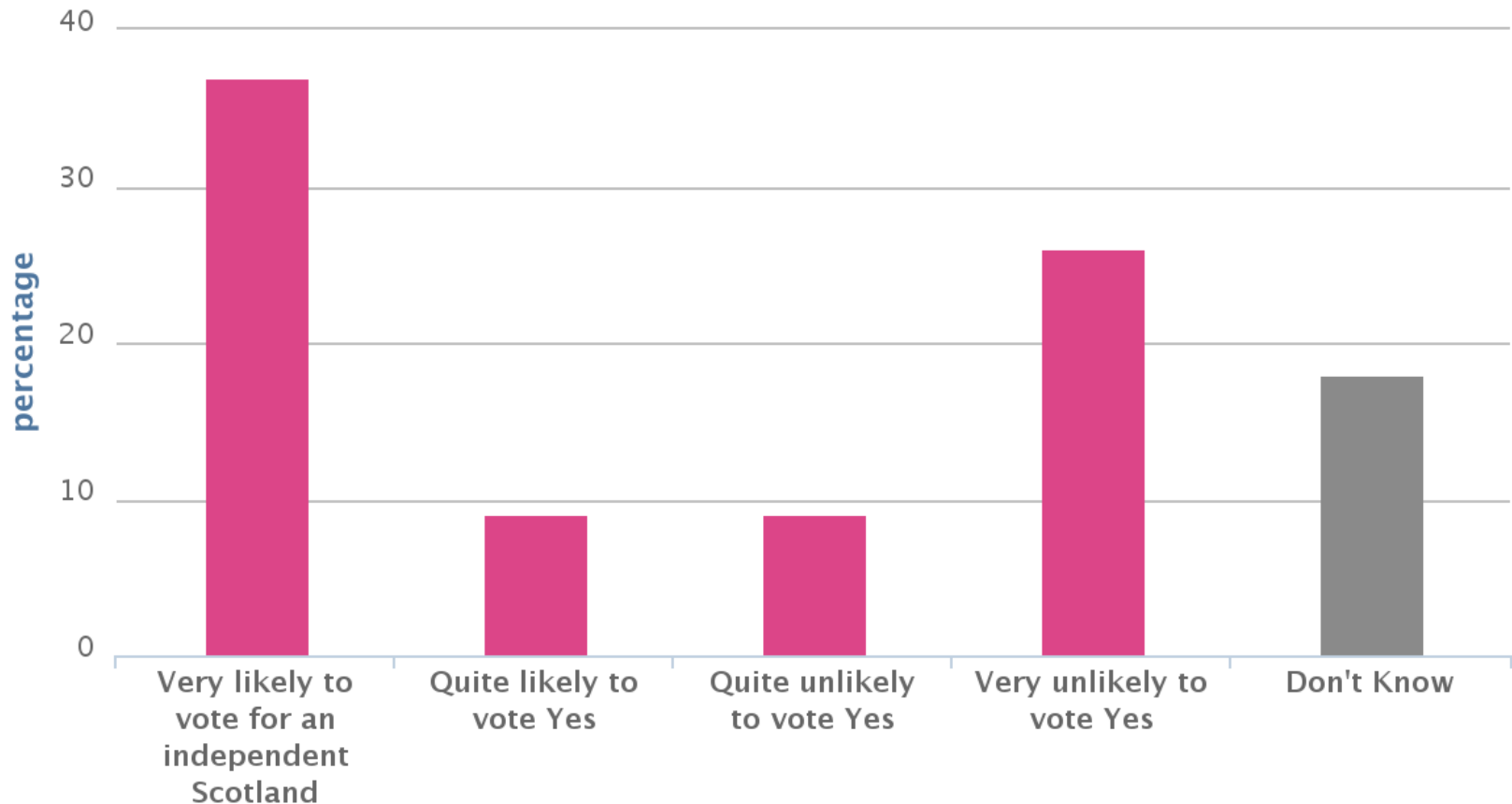


# August 2014: engagement



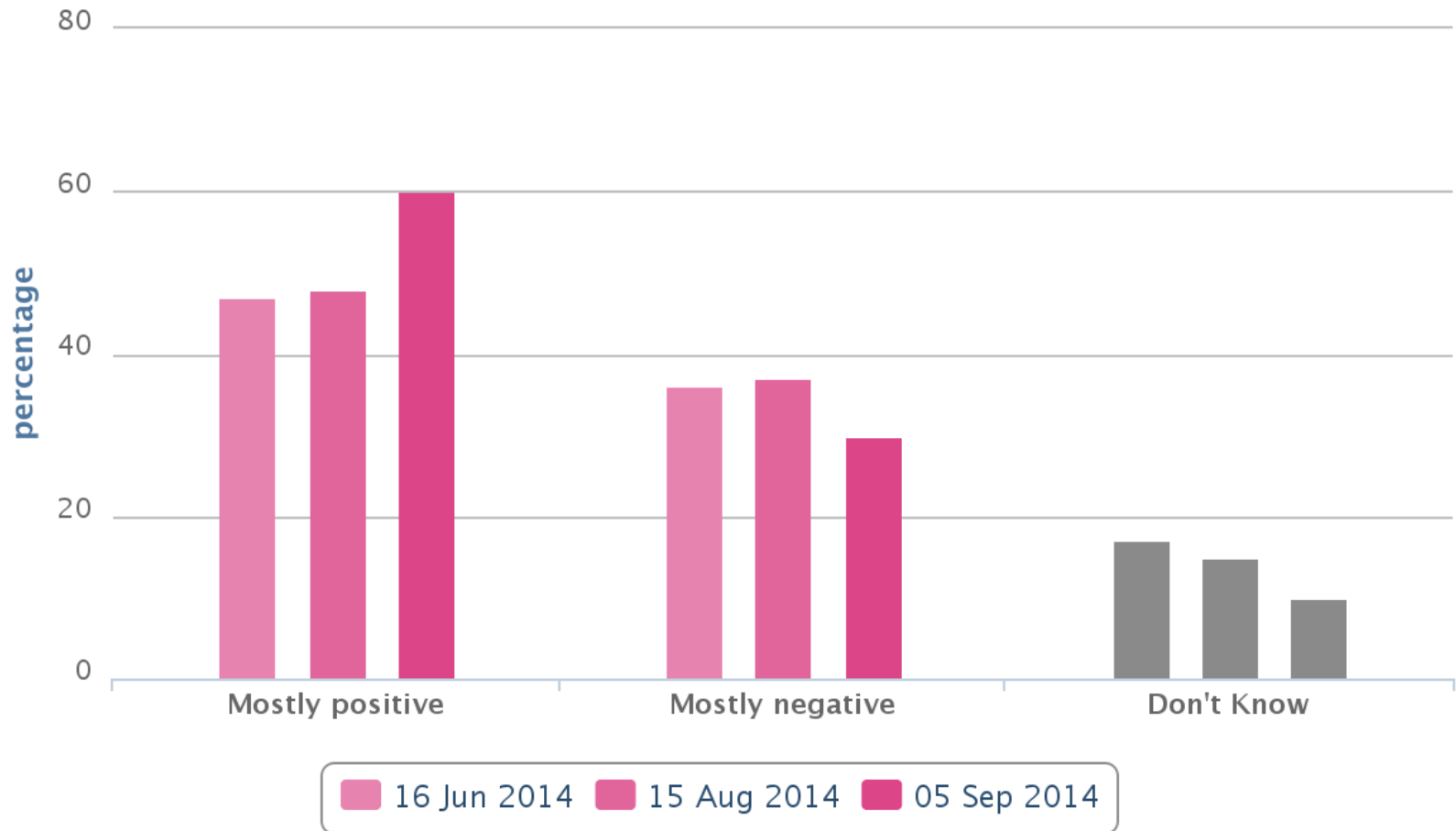
# August 2014: Project Fear II

Does the prospect of privatisation of the NHS in England having an adverse effect on the funding NHS Scotland make you likely or unlikely to vote for an independent Scotland in the referendum?



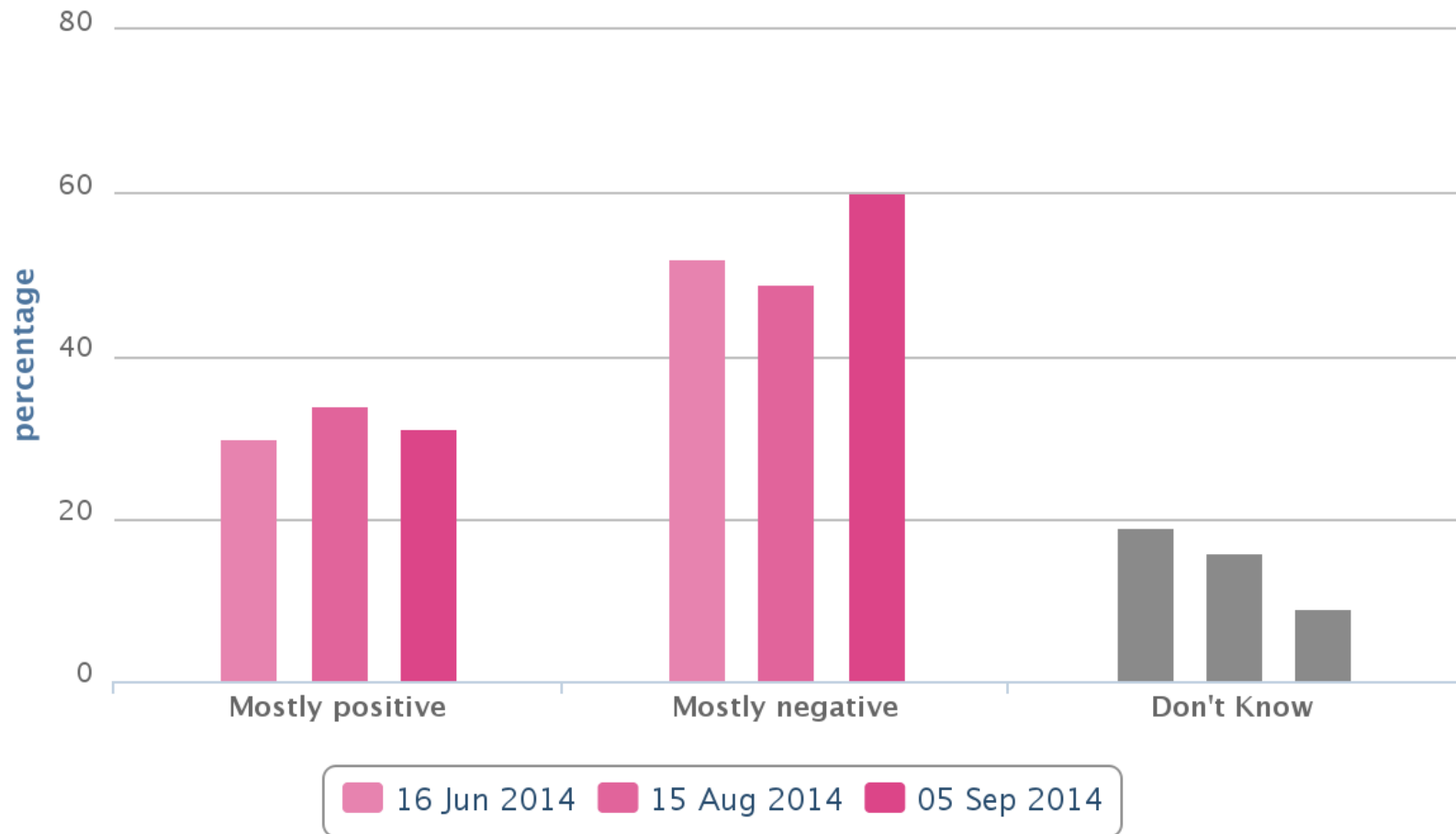
# Hope v fear I

Do you think the Yes Scotland campaign so far has been positive or negative?



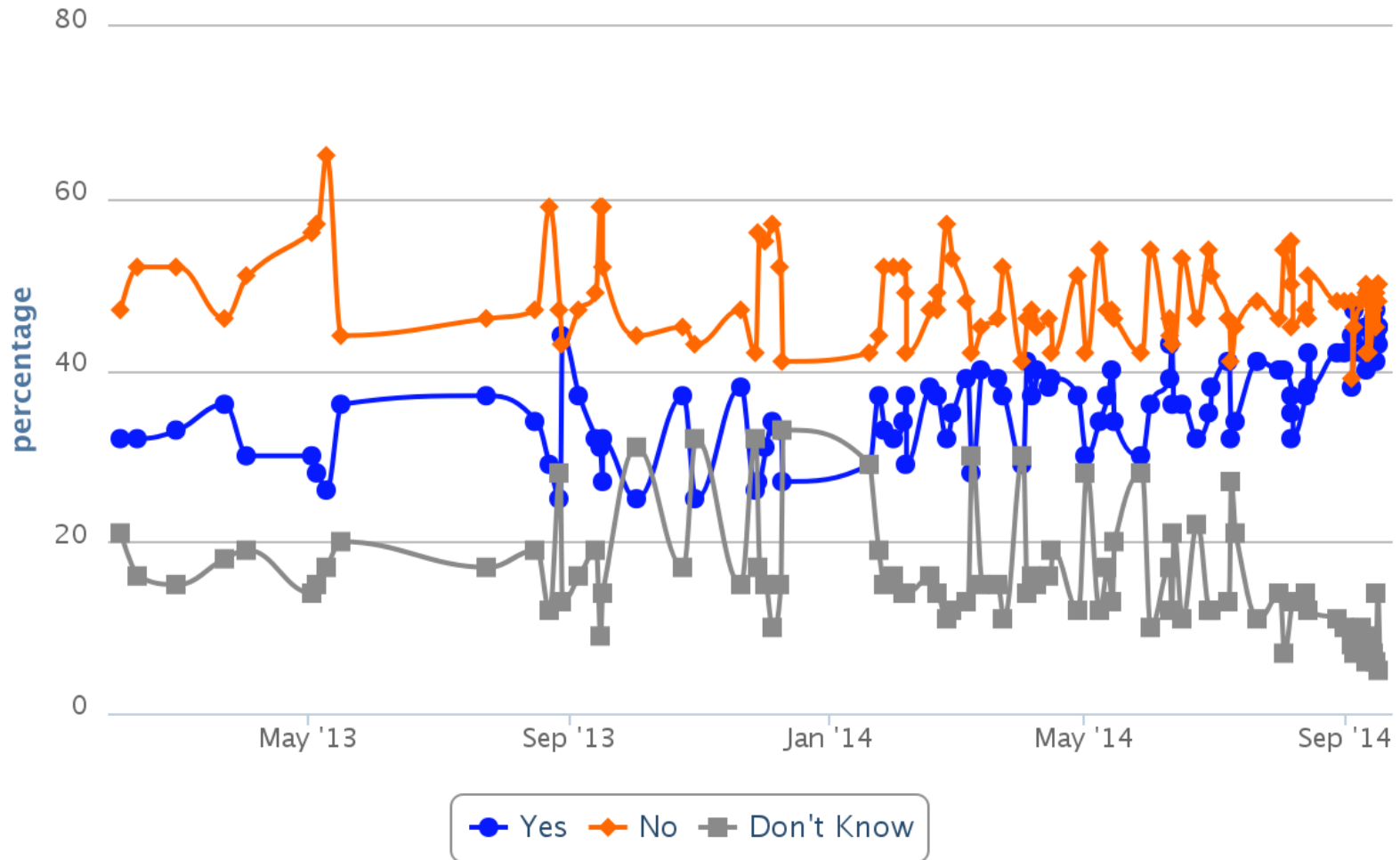
# Hope v fear II

Do you think the Better Together campaign so far has been positive or negative?



# How the gap narrowed

Should Scotland be an independent country?



# September 2014: Passion



# September 2014: Promises

dailyrecord.co.uk facebook.com/TheScottishDailyRecord twitter.com/Daily\_Record  
TUESDAY, SEPTEMBER 16, 2014

# Daily Record

SCOTLAND'S CHAMPION 95p

OUR NATION DECIDES  
**THREE LEADERS SIGN PROMISE TO SCOTLAND**  
Westminster's three party leaders – one of whom will be the next prime minister – sign a historic joint promise which, in their own words, will guarantee more devolved powers to Scotland and protect the NHS if we vote No  
SEE PAGES 4&5

**THE VOW**

*T*he people of Scotland want to know that all three main parties will deliver change for Scotland.

**WE ARE AGREED THAT:**

The Scottish Parliament is permanent and extensive new powers for the Parliament will be delivered by the process and to the timetable agreed and announced by our three parties, starting on 19th September.

And it is our hope that the people of Scotland will be engaged directly as each party works to improve the way we are governed in the UK in the years ahead.

We agree that the UK exists to ensure opportunity and security for all by sharing our resources equitably across all four nations to secure the defence, prosperity and welfare of every citizen.

And because of the continuation of the Barnett allocation for resources, and the powers of the Scottish Parliament to raise revenue, we can state categorically that the final say on how much is spent on the NHS will be a matter for the Scottish Parliament.

We believe that the arguments that so powerfully make the case for staying together in the UK should underpin our future as a country. We will honour those principles and values not only before the referendum but after.

People want to see change. A No vote will deliver faster, safer and better change than separation.

*David Cameron, Ed Miliband, Nick Clegg*

**Kenyon Wright: We must vote Yes for our children**  
One of the architects of Scottish devolution, Kenyon Wright, says a brighter future is in our hands  
SEE PAGES 6&7

**FREE MILK**  
1 litre bottle from Graham's the family dairy

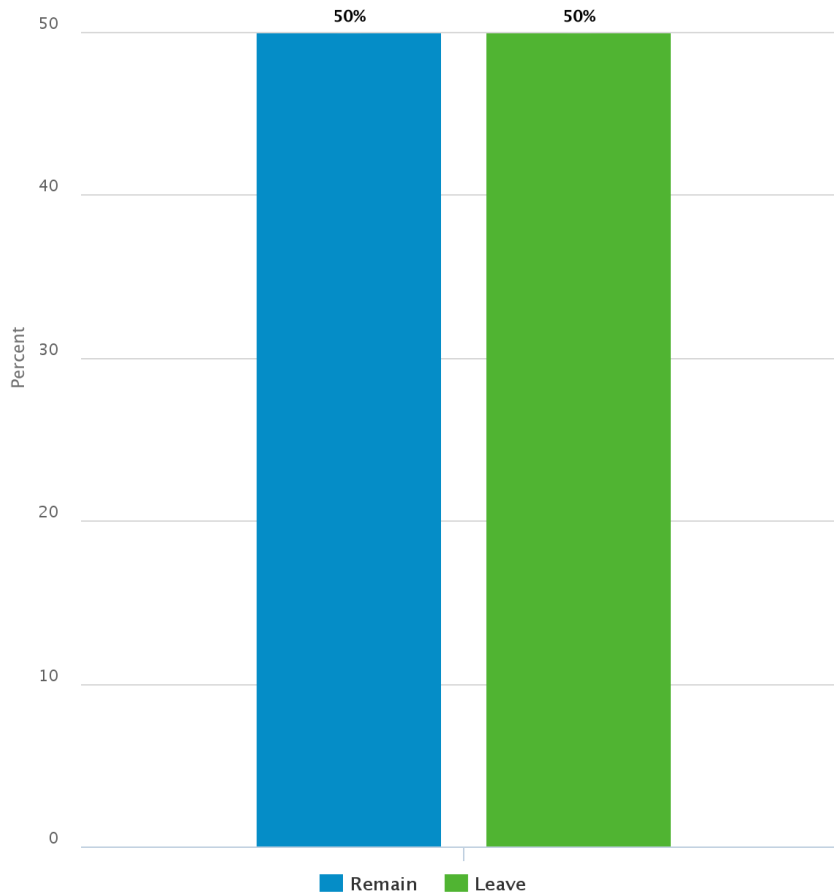
SEE PAGE 22

**RECORD VIEW NOW VOTERS CAN MAKE AN INFORMED CHOICE**

# Meanwhile, in the South...

Referendum Vote Intention Poll of Polls

Latest average of six polls from 24/03/16 to 04/04/16

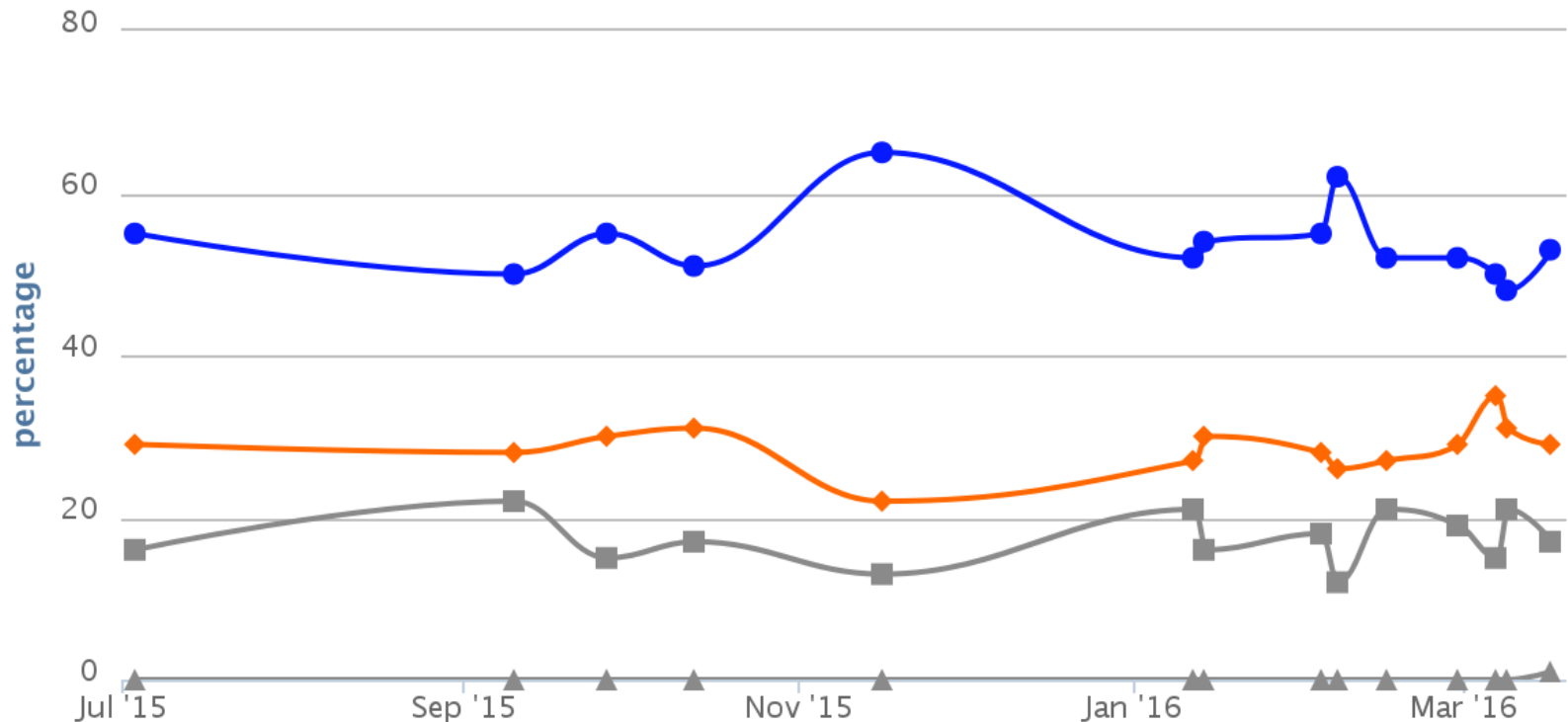


What UK  
Thinks **EU**

Source data at [www.WhatUKThinks.org/EU](http://www.WhatUKThinks.org/EU) run by NatCen Social Research

# Should we stay or should we go?

Should the United Kingdom remain a member of the European Union or leave the European Union?



● Remain a member of the European Union ● Leave the European Union ■ Don't Know ▲ Refused

# June 2016: A matter of pride?



# The positive message...



<https://www.youtube.com/watch?v=OLAewTVmkAU>

# And the reaction...



Laura H  
@kipacala

#PatronisingBTLady

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