

Scottish Election Study 2024

General Election Panel Dataset

Released April 2025

ESRC Project Reference: [ES/V01000X/1](#)

Data Codebook



Cite dataset as

Henderson A., McMillan F., Larner J., Johns R., Carman C. and Miori, M. (2025) "Scottish Election Study 2024 panel dataset".

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1 Package Contents

This packet contains the following items:

- **SES24_codebook.pdf** - This document containing explanatory notes
- **SES24_panel.dta** - Waves 1 & 2 combined
- **SES24_questionnaire_pre.pdf** - Wave 1 questionnaire
- **SES24_questionnaire_post.pdf** - Wave 2 questionnaire

2 Introduction

The 2024 Scottish Election Study (SES) panel survey was carried out as a collaboration between the University of Edinburgh, the University of Glasgow, Cardiff University and the University of Southampton.

The 2024 survey formed part of the wider 2021-2025 Scottish Election Study project for which Prof. Ailsa Henderson served as Principal Investigator. Prof. Rob Johns, Prof. Christopher Carman and Prof. Chris Hanretty served as Co-Investigators and Dr. Fraser McMillan, Dr. Jac Larner, Marta Miori and Dr. Eoghan Kelly served as Research Associates. The 2021-2025 Scottish Election Study project was funded by UKRI's Economic and Social Research Council (Project Reference: [ES/V01000X/1](#)).

The 2024 panel survey instruments were designed by Henderson, McMillan, Larner, Johns, Carman and Miori and administered online by YouGov to a sample of Scottish voting-age adults (aged 16+) in two waves - one before and one after the 4th July 2024 UK General election - with the same respondents interviewed in each wave.

Wave 1: Pre-election wave fielded from the 19th of June to the 2nd of July 2024, with 2,472 complete responses.

Wave 2: Post-election wave fielded from the 8th to the 22nd of July, with 2,027 complete responses, giving a panel retention rate of 82%.

Links to Previous Survey Data

Many respondents previously completed other Scottish and British election surveys. Users can create pseudo-time series panels by combining these data with the past surveys. Use the unique identifiers **w1ID21**,

w1ID14, w1IDBES and so on to merge these data.

- 1,623 respondents who completed Wave 1 previously completed the 2021 Scottish Parliament election SES, and 903 completed the 2019 UK general election SES [\[link\]](#)
- 508 respondents who completed Wave 1 previously completed the 2014 Scottish Referendum Study [\[link\]](#)
- 1,235 respondents who completed Wave 1 have participated in British Election Study Internet Panel surveys [\[link\]](#)

3 Dataset

The dataset is provided in Stata format [.dta], with labels attached to variable values. Variables are given descriptive lower camel case names (e.g. “vote-Choice”, “leftRightSelf”) to aid usage.

These names have been prefixed with “w1” or “w2” to distinguish between pre- and post-election variables. Aside from this, the variable names are as they were administered in the original survey.

Full labels, variable values and questions can be found in the attached questionnaires, which are presented largely as-scripted by YouGov.

Additional socio-demographic variables on file for respondents are included in the dataset but were not run in the questionnaire itself.

4 Weights

When conducting nationally representative internet-based surveys, YouGov uses “Active Sampling” to draw a targeted sample from its panel of registered users.

Using targeted quota sampling as opposed to random probability sampling, all respondents from the panel are placed into specific groupings based on a combination of factors including age, gender, education level, and social grade.

The resulting sample is specifically designed to deliver results that are representative of the adult population as a whole, and not simply of YouGov's pool of respondents or the general internet population. For political research, the sample is made to be politically representative as well as nationally representative in terms of both past voting behaviour and political interest.

For political projects in Scotland, YouGov as-standard weights its data by age interlocked with gender and education level, social class, region, birthplace, 2019 (pre) and 2024 (post) election vote, 2014 independence referendum vote and attention paid to politics.

Sampling and weighting targets are drawn from various sources, including:

- The census
- Large-scale random probability surveys, such as the Labour Force Survey, the National Readership Survey and the British Election Study
- Official election and referendum results
- Official ONS population estimates

5 Routing and Modules

Throughout the surveys we made use of routing, diverting respondents to different questions depending on their earlier answers. For example, in Wave 2, respondents who indicated that they did not vote are given different questions to those who indicated that

they did vote. The questionnaires show the routing as “if” statements after the variable names.

In some cases, the sample was randomly “split” into two or more parts to be assigned different questions or question formats, sometimes in specific sequences known as “modules”. This is common practice in survey questionnaires and is mostly used to conduct experiments or maximise the amount of relevant information gathered about public attitudes or behaviours.

In both waves, groupings based on a randomised sample split-halves were created at the beginning of each survey. One split-half was used in Wave 1, and four split-halves were created in Wave 2. We detail the questions contained in each subsample below.

Wave 1

In Wave 1, we created a single random split used throughout the survey.

Split 1

Group A [n=1,185]

- All items in grid **w1voteKnowledgeGrid**
- **w1voterIDTypeClosed**
- **w1generalElectionTradeoff**
- **w1miiUK & w1miiUKBest**
- **w1constNameA**

Group B [n=1,287]

- **w2holiday**
- **w1voterIDTypeOpen**

- **w1miiScot & w1miiScotBest**
- **w1leaderGridB**
- All items in grid **w1problemGrid**

Wave 2

In Wave 2, we created four different random splits. Questions were administered to two random split halves in three of these groups. One of the splits did not have a parallel module for the random half of the sample shown the **w2legKnowledgeGrid** items.

Split 1

Group A [n=932]

- **w2voteMultilevelA**
- **w2happyResultScot & w2happyResultUK**

Group B [n=808]

- **w2voteMultilevelB**
- All items in grid **w2emotion**

Split 2

Group A [n=1,013]

- **w2partyIDUKScreenA & w2partyIDUKA**
- **w2partyIDScotScreenA & w2partyIDScotA**

Group B [n=1,014]

- **w2partyIDUKScreenB & w2partyIDUKB**
- **w2partyIDScotScreenB & w2partyIDScotB**

Split 3

Group A [n=988]

- All items in grid **w2legKnowledgeGrid**

Group B [n=1,039]

- No items administered

Split 4

Group A [n=1,020]

- All items in grid **spendingprime_1**

Group B [n=1,007]

- All items in grid **spendingprime_2**