

Survation.

Scottish Attitudes Poll

13/03/2014

Prepared on behalf of
www.fivemillionquestions.org



Methodology

Fieldwork Dates

6th – 7th March 2014

Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

Population Sampled

All residents aged 16+ in Scotland.

Sample Size

1,002

Data Weighting

Data were weighted to the profile of all residents of Scotland aged 16+. Data were weighted by age, sex, region of Scotland and past vote. Targets for the weighted data were derived from 2011 Census data and the results of the 2011 Scottish Parliament election (constituency vote).

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,002 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention for the independence referendum, Scottish Parliament election and Westminster election, we first asked respondents how likely they would be to vote in each of those elections on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "SNP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party", or the responses "Yes" and "No" displayed in a randomising order for the referendum voting question. When asked who they would be most likely to vote for with their regional list vote, the responses "Scottish Green Party", and "UKIP" were also prompted in a randomising order. These responses were not prompted for other questions about voting intention.

Question presentation

In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation and presented by Patrick Bri ne and Damian Lyons Lowe.

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If you are interested in commissioning a poll from us, please contact researchteam@survation.com for a prompt response to your enquiry and we'll call you right back with the appropriate person.

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11 Mar 2014

Table 50
Q12. In the event of Scotland becoming independent should the 50p tax rate be re-introduced in Scotland for earnings above £150,000?
Base : All Respondents

	Total	Gender		Age						2011 Holyrood Vote				ScotRegion							Westminster VI					Holyrood VI					Referendum Vote		SEG				
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	Con	Lab	LD	SNP	Highland Islands	South Scotlan d	Central Scotlan d	Mid Scotlan d and Fife	Glasgow	West Scotlan d	Lothian	North East Scotlan d	Con	Lab	LD	SNP	UKIP	Con	Lab	LD	SNP	Other	Yes	No	AB	C1	C2	DE
Unweighted Total	1002	417	585	51	158	187	213	223	170	121	211	68	307	92	76	89	94	180	183	157	131	136	283	46	283	34	124	266	43	330	42	347	482	220	199	287	296
Weighted Total	1002	486	516	144	153	167	180	153	203	102	232	58	333	89	122	122	128	129	130	136	144	122	298	46	309	28	107	280	43	355	28	371	462	222	190	288	302
Yes	593	309	284	64	74	93	121	95	145	46	165	29	230	49	68	67	77	76	80	92	84	53	199	20	211	11	42	183	21	249	14	254	251	140	102	167	184
	59.2%	63.7%	55.0%	44.3%	48.5%	55.7%	67.3%	62.2%	71.4%	44.8%	71.2%	50.2%	69.0%	54.9%	55.8%	55.2%	59.7%	59.0%	61.4%	67.3%	58.4%	43.6%	66.7%	43.1%	68.3%	38.1%	39.4%	65.2%	49.0%	70.1%	50.9%	68.4%	54.3%	63.0%	53.8%	58.0%	60.9%
No	191	97	94	37	25	35	30	34	30	37	32	15	56	24	17	15	31	22	30	19	33	44	47	8	54	14	42	51	6	57	8	60	113	48	39	44	61
	19.1%	20.0%	18.3%	25.8%	16.2%	21.0%	16.8%	22.4%	14.6%	36.1%	13.6%	26.6%	16.7%	27.1%	13.6%	12.5%	24.1%	17.1%	23.2%	14.0%	22.8%	36.4%	15.6%	16.9%	17.3%	49.2%	39.6%	18.2%	13.8%	16.0%	27.5%	16.1%	24.5%	21.4%	20.7%	15.1%	20.2%
Don't know	217	79	138	43	54	39	29	24	29	19	35	13	48	16	37	39	21	31	20	26	27	24	53	18	44	4	22	46	16	49	6	58	98	35	48	77	57
	21.7%	16.4%	26.7%	30.0%	35.3%	23.3%	16.0%	15.4%	14.1%	19.1%	15.2%	23.2%	14.3%	18.0%	30.6%	32.3%	16.2%	24.0%	15.4%	18.8%	18.8%	20.1%	17.6%	40.0%	14.4%	12.8%	21.0%	16.5%	37.2%	13.9%	21.6%	15.6%	21.2%	15.6%	25.5%	26.8%	18.9%
SIGMA	1002	486	516	144	153	167	180	153	203	102	232	58	333	89	122	122	128	129	130	136	144	122	298	46	309	28	107	280	43	355	28	371	462	222	190	288	302
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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