

Scottish Attitudes Poll

03/06/2016

Prepared on behalf of the Scottish Daily Mail

Scottish Daily Mail

Methodology

Fieldwork Dates

27th May – 2nd June 2016

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

1,024

Data Weighting

Data were weighted to the profile of all Scottish adults aged 16+. Data were weighted by age, sex, region, 2016 Holyrood Constituency vote and 2014 referendum vote. Targets for the weighted data were derived from Office of National Statistics data, the results of the 2016 Scottish Parliament Elections and the 2014 referendum result.

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 1,024 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election 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". 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. As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. 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 Suration.

For further information please contact;

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Table 1

Q1. Normal weightings

Q1. The Scottish Government is introducing the 'Named Person Scheme', where every child will be assigned a health visitor or teacher tasked with monitoring that child's 'well-being'. The "Named Person" is expected to observe various aspects of family life, including whether parents argue, whether the child misses GP or dental appointments, whether they enjoy spending time with their parents and whether the child is consulted before major family decisions are made. The Scottish Government claims that the scheme will "work with children, young people and their families to get the help they need, when they need it". However, opponents of the scheme, argue that the "Named Person" represents an intrusion into family life and turns the State into a co-parent. To what extent do you agree or disagree with the following statement? "It is right for every child to be assigned a Named Person to monitor their well being, whether their parent(s) wants one or not."

Base: All Respondents

	Total	Gender		Age			Holyrood Constituency Voting Intention					2016 Holyrood Constituency Vote					Scottish Region 8							Scottish Indy Ref 2014		SEG				
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Und	CON	LAB	LD	SNP	Did not vote	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	Yes	No	AB	C1	C2	DE
Unweighted Total	1024	474	550	277	365	382	153	160	45	453	127	133	180	63	397	175	197	149	148	112	68	112	152	86	450	446	238	353	224	209
Weighted Total	1024	497	527	304	355	365	192	164	47	425	126	176	181	62	374	175	132	133	179	125	86	119	161	89	400	496	246	352	224	203
Strongly agree	113	59	53	52	40	20	10	19	4	66	8	13	19	6	53	17	20	11	15	15	6	12	22	12	59	42	34	30	23	26
	11.0%	11.9%	10.1%	17.2%	11.3%	5.5%	5.2%	11.8%	8.4%	15.5%	6.7%	7.2%	10.3%	9.1%	14.1%	9.8%	15.2%	8.2%	8.3%	11.8%	6.6%	10.2%	13.6%	13.9%	14.6%	8.4%	13.7%	8.4%	10.3%	12.9%
Somewhat agree	184	77	107	73	66	45	15	27	10	97	25	15	22	10	90	39	30	20	30	21	13	23	33	15	89	59	36	60	48	40
	18.0%	15.4%	20.3%	24.1%	18.5%	12.3%	7.8%	16.2%	21.4%	22.9%	19.7%	8.4%	12.1%	16.7%	24.1%	22.3%	22.5%	14.9%	16.9%	16.8%	15.3%	19.3%	20.2%	16.3%	22.2%	11.9%	14.8%	16.9%	21.4%	19.8%
Neither agree nor disagree	156	69	87	47	60	49	20	28	6	72	22	19	36	9	59	26	15	23	31	21	13	20	19	15	58	77	29	57	37	34
	15.3%	13.8%	16.6%	15.5%	16.8%	13.5%	10.6%	16.9%	12.2%	17.0%	17.3%	10.8%	19.9%	14.4%	15.8%	14.9%	11.6%	17.3%	17.3%	16.4%	15.1%	16.7%	11.5%	16.8%	14.4%	15.5%	11.7%	16.2%	16.4%	16.7%
Somewhat disagree	190	90	100	50	67	73	29	37	10	83	22	26	35	9	81	30	22	22	37	23	18	22	34	12	86	83	52	70	36	31
	18.5%	18.2%	18.9%	16.3%	18.9%	20.0%	15.2%	22.6%	20.2%	19.5%	17.1%	15.0%	19.5%	14.2%	21.8%	17.1%	16.3%	16.7%	20.9%	18.5%	21.4%	18.2%	20.8%	13.6%	21.6%	16.8%	21.2%	20.0%	16.0%	15.5%
Strongly disagree	318	171	146	61	95	162	112	46	15	80	35	99	60	22	69	52	38	49	51	36	31	33	47	32	84	209	80	112	67	59
	31.0%	34.5%	27.8%	19.9%	26.6%	44.6%	58.4%	28.0%	31.4%	18.8%	28.1%	56.3%	33.2%	36.0%	18.4%	29.5%	28.9%	37.0%	28.3%	29.1%	36.4%	27.4%	29.2%	36.4%	21.1%	42.2%	32.6%	31.8%	29.7%	29.3%
Don't know	64	31	33	21	28	15	5	7	3	27	14	4	9	6	22	11	7	8	15	9	4	10	8	3	25	25	15	23	14	12
	6.2%	6.2%	6.3%	7.0%	7.8%	4.1%	2.9%	4.5%	6.4%	6.3%	11.0%	2.2%	5.1%	9.6%	5.8%	6.4%	5.5%	6.0%	8.3%	7.3%	5.2%	8.2%	4.7%	3.1%	6.2%	5.1%	6.0%	6.7%	6.2%	5.9%
SIGMA	1024	497	527	304	355	365	192	164	47	425	126	176	181	62	374	175	132	133	179	125	86	119	161	89	400	496	246	352	224	203
	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%

Survation.

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Table 2
Q2. Normal weightings
Q2. To what extent do you agree or disagree with the following statement? "Assigning a named person to every child, whether vulnerable or not, is an unacceptable intrusion into family life."
Base: All Respondents

	Total	Gender		Age			Holyrood Constituency Voting Intention					2016 Holyrood Constituency Vote					Scottish Region 8							Scottish Indy Ref 2014		SEG				
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Und	CON	LAB	LD	SNP	Did not vote	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	Yes	No	AB	C1	C2	DE
Unweighted Total	1024	474	550	277	365	382	153	160	45	453	127	133	180	63	397	175	197	149	148	112	68	112	152	86	450	446	238	353	224	209
Weighted Total	1024	497	527	304	355	365	192	164	47	425	126	176	181	62	374	175	132	133	179	125	86	119	161	89	400	496	246	352	224	203
Strongly agree	351	195	156	71	107	172	116	52	15	106	32	108	63	20	80	66	41	51	56	42	34	33	59	35	102	215	92	125	67	67
	34.3%	39.2%	29.7%	23.4%	30.3%	47.3%	60.4%	31.7%	31.1%	24.9%	25.6%	61.3%	34.7%	31.3%	21.5%	37.5%	31.0%	37.9%	31.5%	33.4%	39.3%	27.8%	36.8%	39.6%	25.4%	43.5%	37.3%	35.6%	29.8%	33.3%
Somewhat agree	305	131	175	95	118	92	44	60	14	134	38	41	57	22	122	51	43	41	54	33	24	43	48	19	137	133	68	113	73	51
	29.8%	26.3%	33.1%	31.3%	33.3%	25.1%	23.2%	36.7%	28.9%	31.5%	30.2%	23.5%	31.6%	34.6%	32.6%	29.1%	32.8%	30.6%	30.1%	26.3%	28.0%	36.3%	30.0%	21.1%	34.1%	26.9%	27.6%	32.1%	32.7%	25.3%
Neither agree nor disagree	138	55	84	43	56	40	7	24	7	69	23	7	27	8	62	23	16	20	24	23	12	13	15	15	51	68	27	41	32	38
	13.5%	11.0%	15.9%	14.0%	15.7%	10.9%	3.9%	14.5%	14.2%	16.3%	18.5%	4.1%	14.6%	13.5%	16.5%	13.4%	11.8%	14.7%	13.2%	18.5%	14.5%	11.1%	9.5%	17.3%	12.7%	13.8%	11.1%	11.7%	14.3%	18.7%
Somewhat disagree	130	60	70	57	36	37	16	18	9	67	16	14	20	9	64	15	18	10	31	19	7	14	16	14	62	47	34	43	29	24
	12.7%	12.0%	13.3%	18.7%	10.1%	10.1%	8.5%	10.7%	18.8%	15.7%	12.8%	8.0%	11.2%	13.7%	17.2%	8.4%	13.6%	7.9%	17.1%	15.5%	7.7%	12.0%	10.2%	15.6%	15.5%	9.5%	13.7%	12.2%	13.0%	11.8%
Strongly disagree	59	38	21	22	19	17	5	4	3	36	6	2	8	4	35	10	8	5	6	3	6	11	15	5	38	15	18	14	13	14
	5.8%	7.6%	4.0%	7.4%	5.4%	4.7%	2.7%	2.5%	5.6%	8.5%	4.7%	1.3%	4.3%	5.9%	9.4%	5.4%	5.7%	3.9%	3.5%	2.4%	6.7%	9.3%	9.6%	5.4%	9.6%	3.1%	7.2%	4.1%	5.9%	6.8%
Don't know	41	19	21	16	18	7	3	6	1	13	10	3	6	1	10	11	7	7	8	5	3	4	6	1	11	16	8	15	10	8
	4.0%	3.9%	4.1%	5.2%	5.1%	1.9%	1.4%	3.9%	1.4%	3.1%	8.2%	1.7%	3.5%	1.0%	2.7%	6.2%	5.0%	5.0%	4.6%	3.9%	3.8%	3.5%	3.9%	0.9%	2.8%	3.3%	3.1%	4.4%	4.3%	4.0%
SIGMA	1024	497	527	304	355	365	192	164	47	425	126	176	181	62	374	175	132	133	179	125	86	119	161	89	400	496	246	352	224	203
	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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Table 3

Q3. Normal weightings

Q3. The Scottish National Party has formed a minority government in the Scottish Parliament and may need to rely on the support of MSPs from other political parties to pass its annual Budget. Next April, income tax powers will be devolved to the Scottish Parliament. Scottish Labour, the Scottish Liberal Democrats and the Scottish Greens have proposed raising income tax, but the Scottish Conservatives have proposed keeping rates the same as the rest of the UK. Which of the following statements is closest to your view?

Base: All Respondents

	Total	Gender		Age			Holyrood Constituency Voting Intention					2016 Holyrood Constituency Vote					Scottish Region 8							Scottish Indy Ref 2014		SEG				
		Male	Female	16-34	35-54	55+	CON	LAB	LD	SNP	Und	CON	LAB	LD	SNP	Did not vote	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	Yes	No	AB	C1	C2	DE
Unweighted Total	1024	474	550	277	365	382	153	160	45	453	127	133	180	63	397	175	197	149	148	112	68	112	152	86	450	446	238	353	224	209
Weighted Total	1024	497	527	304	355	365	192	164	47	425	126	176	181	62	374	175	132	133	179	125	86	119	161	89	400	496	246	352	224	203
The SNP should seek the support of Labour, the Liberal Democrats or the Greens to raise income tax	280 27.3%	155 31.2%	125 23.6%	97 31.9%	100 28.1%	83 22.7%	17 9.1%	67 41.0%	17 36.0%	144 33.8%	20 15.9%	19 11.0%	71 38.9%	16 24.9%	132 35.3%	31 17.9%	44 33.4%	35 26.0%	48 26.9%	32 25.3%	14 16.4%	46 39.0%	46 28.3%	15 17.1%	144 36.0%	110 22.1%	74 30.1%	100 28.5%	60 26.7%	46 22.6%
The SNP should seek the support of the Conservatives and keep income tax rates the same as the rest of the UK	480 46.9%	234 47.1%	246 46.7%	125 41.2%	151 42.5%	204 55.9%	157 82.1%	58 35.1%	25 52.8%	156 36.6%	56 44.8%	139 79.1%	69 38.1%	39 63.2%	135 36.1%	81 46.4%	55 41.9%	62 46.6%	91 50.9%	50 39.8%	46 54.0%	45 38.2%	80 49.8%	50 56.2%	146 36.5%	287 57.9%	132 53.6%	171 48.6%	93 41.7%	84 41.6%
Don't know	264 25.8%	108 21.7%	156 29.7%	82 26.9%	104 29.4%	78 21.4%	17 8.8%	39 23.9%	5 11.2%	126 29.6%	49 39.2%	17 9.9%	42 22.9%	7 11.8%	107 28.6%	62 35.7%	33 24.8%	36 27.4%	40 22.2%	44 34.9%	25 29.6%	27 22.8%	35 22.0%	24 26.7%	110 27.5%	99 19.9%	40 16.3%	81 23.0%	71 31.6%	72 35.8%
SIGMA	1024 100.0%	497 100.0%	527 100.0%	304 100.0%	355 100.0%	365 100.0%	192 100.0%	164 100.0%	47 100.0%	425 100.0%	126 100.0%	176 100.0%	181 100.0%	62 100.0%	374 100.0%	175 100.0%	132 100.0%	133 100.0%	179 100.0%	125 100.0%	86 100.0%	119 100.0%	161 100.0%	89 100.0%	400 100.0%	496 100.0%	246 100.0%	352 100.0%	224 100.0%	203 100.0%