

Issues

Poll

06/12/2016

Prepared on behalf of the Daily Record



Methodology

Fieldwork Dates

1st – 6th December 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

1,009

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 1,009 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.

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. Scams can take many forms, but usually they are designed to con people out of money. They can take place online, via email, telephone, mobile or even in-person. Which of the following statements is closest to your experiences?

Base: All Respondents

	Total	Gender		Age			Scottish Region 8							SEG				Sector		Scams in Last 5 Years			
		Male	Female	16-34	35-54	55+	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Private	Public	Been a Victim	Someone I Know	None
Unweighted Total	1009	466	543	325	356	328	174	158	166	106	55	114	152	84	236	294	241	238	315	202	119	206	550
Weighted Total	1009	485	524	300	333	376	130	132	196	123	74	112	154	89	237	287	249	235	286	186	121	203	552
I have been the victim of a scam in the last five years	121	58	64	37	24	60	15	13	25	7	9	19	19	15	29	40	23	29	27	26	121	-	-
	12.0%	11.9%	12.2%	12.5%	7.2%	16.0%	11.7%	10.0%	12.9%	12.2%	11.7%	16.9%	12.2%	16.4%	12.2%	14.0%	9.2%	12.4%	9.5%	14.0%	100.0%	-	-
I have been the victim of a scam, but not in the last five years	99	52	46	19	37	43	11	16	19	10	9	12	14	9	26	35	23	15	32	18	-	29	48
	9.8%	10.8%	8.8%	6.4%	11.0%	11.4%	8.2%	11.9%	9.6%	8.0%	11.6%	10.8%	9.1%	9.9%	10.9%	12.2%	9.1%	6.3%	11.2%	9.6%	-	14.4%	8.7%
I have never been the victim of a scam	693	325	368	203	241	249	90	92	138	87	54	67	110	55	167	191	166	169	202	129	-	157	474
	68.7%	67.1%	70.2%	67.6%	72.4%	66.3%	69.6%	70.1%	70.5%	70.6%	72.3%	60.1%	71.2%	62.0%	70.2%	66.6%	66.5%	72.0%	70.7%	69.5%	-	77.4%	85.8%
Not sure	81	43	37	32	26	23	7	10	11	17	3	13	11	9	16	18	29	18	22	9	-	17	30
	8.0%	9.0%	7.1%	10.6%	7.8%	6.1%	5.6%	7.9%	5.6%	13.9%	4.3%	11.2%	6.9%	9.9%	6.7%	6.1%	11.7%	7.7%	7.8%	4.6%	-	8.3%	5.5%
Prefer not to say	15	6	9	9	5	1	6	-	3	2	-	1	1	2	-	3	9	3	2	4	-	-	-
	1.5%	1.3%	1.7%	3.0%	1.6%	*	4.9%	-	1.5%	2.0%	-	0.9%	0.6%	1.8%	-	1.0%	3.5%	1.5%	0.8%	2.3%	-	-	-
SIGMA	1009	485	524	300	333	376	130	132	196	123	74	112	154	89	237	287	249	235	286	186	121	203	552
	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 2

Q2. Normal weightings

Q2. Which of the following statements is closest to your experiences?

Base: Respondents who have been the victim of a scam, but not in the last five years, or respondents who have never been the victim of a scam

	Total	Gender		Age			Scottish Region 8							SEG				Sector		Scams in Last 5 Years			
		Male	Female	16-34	35-54	55+	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Private	Public	Been a Victim	Someone I Know	None
Unweighted Total	873	403	470	273	324	276	147	141	143	98	49	95	133	67	208	251	210	204	282	170	-	206	550
Weighted Total	872	421	451	254	304	315	108	119	168	114	66	92	134	72	208	244	218	202	257	155	-	203	552
Someone I know has been the victim of a scam in the last five years	203	95	109	75	66	63	23	23	42	29	19	20	30	19	46	58	52	47	61	35	-	203	-
	23.3%	22.5%	24.1%	29.5%	21.7%	19.9%	21.7%	19.1%	24.7%	25.1%	28.7%	21.6%	22.0%	26.4%	22.0%	23.9%	24.0%	23.1%	23.7%	22.8%	-	100.0%	-
Someone I know has been the victim of a scam, but not in the last five years	103	48	55	27	50	26	12	15	14	16	7	9	21	8	24	32	15	32	28	22	-	-	103
	11.8%	11.3%	12.3%	10.6%	16.4%	8.3%	11.5%	12.9%	8.5%	13.9%	10.2%	10.0%	15.5%	11.7%	11.5%	13.0%	7.0%	15.8%	11.0%	14.3%	-	-	18.7%
To my knowledge, no one I know has ever been the victim of a scam	449	218	231	113	153	183	56	61	97	50	35	43	71	35	118	129	117	86	129	83	-	-	449
	51.5%	51.9%	51.1%	44.7%	50.4%	58.0%	51.4%	51.8%	57.6%	44.4%	53.5%	47.4%	52.9%	48.8%	56.5%	52.7%	53.5%	42.8%	50.1%	53.7%	-	-	81.3%
Not sure	111	59	52	34	34	43	16	19	14	15	5	19	13	10	20	24	31	37	37	14	-	-	-
	12.8%	14.1%	11.5%	13.4%	11.3%	13.7%	14.9%	16.1%	8.5%	13.4%	7.6%	21.0%	9.6%	13.1%	9.5%	9.6%	14.3%	18.3%	14.3%	9.2%	-	-	-
Prefer not to say	5	1	4	5	1	-	1	-	1	4	-	-	-	-	1	2	2	-	2	-	-	-	-
	0.6%	*	0.9%	1.9%	*	-	0.5%	-	0.7%	3.1%	-	-	-	-	0.6%	0.7%	1.1%	-	0.9%	-	-	-	-
SIGMA	872	421	451	254	304	315	108	119	168	114	66	92	134	72	208	244	218	202	257	155	-	203	552
	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. To what extent do you feel you have a good or bad awareness of the various types of scam?
Base: All Respondents

	Total	Gender		Age			Scottish Region 8							SEG				Sector		Scams in Last 5 Years			
		Male	Female	16-34	35-54	55+	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Private	Public	Been a Victim	Someone I Know	None
Unweighted Total	1009	466	543	325	356	328	174	158	166	106	55	114	152	84	236	294	241	238	315	202	119	206	550
Weighted Total	1009	485	524	300	333	376	130	132	196	123	74	112	154	89	237	287	249	235	286	186	121	203	552
Not at all aware	21	6	15	12	7	2	3	-	4	5	-	3	5	1	2	5	9	5	4	12	3	4	15
	2.1%	1.3%	2.8%	4.1%	2.1%	*	2.4%	-	1.8%	4.4%	-	2.3%	3.5%	1.1%	0.9%	1.8%	3.6%	2.0%	1.3%	6.4%	2.3%	1.7%	2.7%
Slightly aware	180	75	105	49	67	65	29	28	29	29	12	16	18	18	51	50	40	38	52	36	21	35	103
	17.9%	15.6%	20.0%	16.3%	20.0%	17.2%	22.4%	21.2%	15.0%	23.8%	15.8%	14.7%	11.8%	20.7%	21.7%	17.4%	16.1%	16.4%	18.1%	19.3%	17.5%	17.3%	18.6%
Moderately aware	369	161	208	113	112	144	45	42	86	46	34	26	49	41	74	119	84	91	103	63	37	80	190
	36.5%	33.1%	39.7%	37.6%	33.5%	38.3%	34.7%	32.1%	43.6%	37.3%	46.2%	23.2%	31.7%	46.3%	31.3%	41.5%	33.5%	38.9%	36.1%	33.7%	30.3%	39.4%	34.4%
Very aware	278	158	121	73	89	116	30	42	50	22	21	41	51	21	69	75	71	64	79	45	46	59	151
	27.6%	32.5%	23.0%	24.5%	26.7%	30.8%	23.5%	31.9%	25.6%	18.1%	28.0%	36.6%	33.3%	23.3%	29.0%	25.9%	28.6%	27.1%	27.6%	24.1%	37.7%	29.1%	27.4%
Extremely aware	137	72	64	39	51	47	17	17	25	14	7	24	25	7	36	36	34	30	40	25	15	24	86
	13.5%	14.9%	12.2%	12.9%	15.3%	12.5%	13.5%	12.7%	12.9%	11.7%	10.0%	21.4%	15.9%	7.7%	15.4%	12.4%	13.7%	12.9%	14.1%	13.6%	12.2%	12.0%	15.5%
Don't know	24	13	12	14	7	3	5	3	2	6	-	2	6	1	4	3	11	6	8	5	-	1	8
	2.4%	2.6%	2.2%	4.6%	2.3%	0.8%	3.6%	2.1%	1.1%	4.7%	-	1.9%	3.8%	0.9%	1.7%	1.0%	4.4%	2.7%	2.7%	2.8%	-	*	1.5%
SIGMA	1009	485	524	300	333	376	130	132	196	123	74	112	154	89	237	287	249	235	286	186	121	203	552
	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 4

Q4. Normal weightings

Q4. How anxious on a scale of 0 to 10 (where 10 = extremely anxious and 0 = not at all anxious) do you feel about becoming the victim of a scam?

Base: All Respondents

	Total	Gender		Age			Scottish Region 8							SEG				Sector		Scams in Last 5 Years			
		Male	Female	16-34	35-54	55+	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Private	Public	Been a Victim	Someone I Know	None
Unweighted Total	1009	466	543	325	356	328	174	158	166	106	55	114	152	84	236	294	241	238	315	202	119	206	550
Weighted Total	1009	485	524	300	333	376	130	132	196	123	74	112	154	89	237	287	249	235	286	186	121	203	552
0	51	33	19	19	20	13	9	6	12	4	3	7	7	3	11	14	17	9	18	9	4	7	38
	5.1%	6.7%	3.6%	6.2%	6.0%	3.4%	7.1%	4.7%	5.9%	3.5%	4.3%	6.4%	4.6%	2.8%	4.7%	5.0%	6.7%	3.8%	6.3%	4.6%	3.6%	3.2%	6.8%
1	53	32	21	17	18	18	8	8	8	3	4	2	11	8	9	15	12	17	16	10	5	9	35
	5.2%	6.6%	3.9%	5.5%	5.4%	4.8%	6.2%	6.3%	3.9%	2.5%	5.2%	1.9%	7.2%	9.6%	3.9%	5.1%	4.6%	7.3%	5.5%	5.2%	3.9%	4.4%	6.4%
2	98	55	43	43	27	28	9	13	14	8	2	20	18	13	33	24	26	15	36	18	10	20	62
	9.7%	11.4%	8.1%	14.2%	8.2%	7.4%	7.3%	9.6%	7.4%	6.3%	3.0%	18.2%	11.8%	14.6%	13.9%	8.5%	10.3%	6.3%	12.6%	9.5%	7.9%	9.8%	11.2%
3	78	38	40	26	27	25	8	7	17	13	7	8	13	5	23	22	20	14	29	12	6	16	43
	7.8%	7.9%	7.6%	8.7%	8.2%	6.6%	6.3%	5.5%	8.7%	10.4%	9.4%	7.3%	8.2%	6.0%	9.8%	7.6%	7.9%	5.8%	10.0%	6.6%	5.0%	7.8%	7.8%
4	59	35	25	14	27	19	4	7	11	11	7	5	9	6	20	22	7	11	13	12	3	12	30
	5.9%	7.2%	4.7%	4.6%	8.0%	5.0%	3.1%	5.2%	5.7%	8.8%	9.5%	4.1%	6.0%	6.3%	8.3%	7.7%	2.6%	4.7%	4.6%	6.5%	2.8%	5.9%	5.4%
5	86	33	53	25	32	29	12	13	13	11	12	7	14	4	19	20	13	34	24	12	5	17	54
	8.5%	6.9%	10.1%	8.3%	9.5%	7.8%	9.0%	9.8%	6.8%	8.9%	15.9%	6.1%	9.1%	5.1%	7.9%	7.0%	5.4%	14.4%	8.3%	6.7%	4.3%	8.4%	9.8%
6	179	76	103	51	50	78	24	22	43	16	16	18	26	13	41	55	45	39	47	34	13	37	96
	17.7%	15.6%	19.7%	17.0%	14.9%	20.8%	18.8%	16.8%	21.9%	13.1%	21.9%	16.0%	16.6%	15.1%	17.1%	19.0%	17.9%	16.6%	16.3%	18.2%	11.1%	18.2%	17.4%
7	165	70	96	52	51	62	19	24	37	13	12	20	30	11	47	42	35	41	49	31	20	45	80
	16.4%	14.4%	18.2%	17.2%	15.5%	16.5%	14.5%	18.0%	18.6%	10.9%	16.3%	17.7%	19.3%	12.6%	19.7%	14.7%	14.2%	17.4%	17.0%	16.7%	16.5%	22.2%	14.5%
8	121	66	55	26	39	55	15	17	24	19	8	14	11	13	19	42	35	25	25	24	29	22	55
	12.0%	13.6%	10.5%	8.7%	11.8%	14.7%	11.9%	12.7%	12.3%	15.2%	10.8%	12.8%	6.9%	14.3%	8.0%	14.5%	14.1%	10.5%	8.8%	12.8%	24.0%	10.9%	9.9%
9	51	20	31	13	21	17	9	7	7	8	1	4	11	4	8	14	16	13	12	15	13	8	26
	5.1%	4.2%	5.9%	4.5%	6.4%	4.5%	6.9%	5.6%	3.8%	6.7%	1.6%	3.5%	7.0%	4.3%	3.5%	4.8%	6.6%	5.5%	4.1%	8.2%	10.9%	4.0%	4.7%
10	67	27	40	15	20	32	11	8	10	17	2	7	5	8	8	17	24	18	18	9	12	10	34
	6.7%	5.5%	7.7%	5.0%	6.1%	8.5%	8.8%	5.9%	5.0%	13.5%	2.1%	6.0%	3.2%	9.3%	3.2%	6.0%	9.6%	7.7%	6.4%	4.9%	9.9%	5.1%	6.1%
Mean Score	5.4	5.1	5.7	5.0	5.4	5.8	5.6	5.5	5.5	6.0	5.2	5.2	5.1	5.3	5.0	5.5	5.6	5.6	5.1	5.6	6.4	5.5	5.1
SIGMA	1009	485	524	300	333	376	130	132	196	123	74	112	154	89	237	287	249	235	286	186	121	203	552
	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.

Issues Poll

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Table 5
Q5. Normal weightings
Q5. How confident on a scale of 0 to 10 (where 10 = extremely confident and 0 = not at all confident) do you feel about spotting a scam and avoiding becoming victim to one?
Base: All Respondents

	Total	Gender		Age			Scottish Region 8							SEG				Sector		Scams in Last 5 Years			
		Male	Female	16-34	35-54	55+	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	AB	C1	C2	DE	Private	Public	Been a Victim	Someone I Know	None
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0	12	2	9	6	3	3	-	-	3	6	-	1	2	-	1	2	7	2	1	5	3	3	6
	1.2%	*	1.8%	2.1%	0.8%	0.7%	-	-	1.6%	4.8%	-	0.7%	1.2%	-	0.6%	0.6%	2.7%	0.7%	*	2.8%	2.1%	1.7%	1.0%
1	3	3	-	1	2	-	-	-	2	-	-	1	-	-	2	1	-	-	1	2	-	2	1
	*	0.5%	-	*	*	-	-	-	0.8%	-	-	1.0%	-	-	0.6%	*	-	-	*	0.8%	-	0.7%	*
2	15	8	7	3	2	10	2	1	2	-	1	2	1	6	3	5	5	2	6	1	1	3	8
	1.5%	1.6%	1.4%	1.0%	0.5%	2.8%	1.2%	1.1%	1.0%	-	1.9%	1.4%	0.8%	6.7%	1.2%	1.8%	2.0%	1.0%	2.0%	0.5%	0.8%	1.3%	1.4%
3	36	12	23	15	8	13	5	4	9	2	1	8	3	2	7	14	8	6	6	5	8	8	16
	3.5%	2.5%	4.5%	5.1%	2.3%	3.3%	3.8%	3.1%	4.7%	1.8%	1.6%	7.5%	2.1%	2.8%	3.0%	4.8%	3.3%	2.7%	2.2%	2.9%	6.3%	4.0%	2.9%
4	44	15	28	14	14	16	11	8	3	9	-	6	1	7	7	9	15	13	13	8	4	5	19
	4.3%	3.2%	5.4%	4.6%	4.2%	4.3%	8.5%	6.1%	1.4%	7.2%	-	5.0%	*	8.0%	2.9%	3.0%	6.1%	5.6%	4.5%	4.4%	3.1%	2.4%	3.4%
5	102	37	65	17	44	41	10	12	18	22	10	9	17	4	18	32	23	29	32	16	10	25	49
	10.1%	7.6%	12.4%	5.5%	13.1%	11.0%	7.9%	9.2%	9.1%	17.5%	13.3%	8.1%	11.2%	4.4%	7.4%	11.1%	9.4%	12.2%	11.2%	8.5%	8.2%	12.3%	8.9%
6	182	74	109	51	62	69	24	28	40	16	15	14	30	16	45	58	35	45	49	31	14	39	95
	18.1%	15.2%	20.7%	17.1%	18.7%	18.3%	18.2%	21.0%	20.2%	13.3%	19.7%	12.6%	19.5%	18.6%	18.9%	20.2%	14.0%	19.1%	17.3%	17.0%	11.2%	19.1%	17.3%
7	228	109	120	68	78	82	26	25	50	28	21	22	36	22	65	69	46	49	64	40	28	49	128
	22.6%	22.4%	22.8%	22.7%	23.3%	21.9%	20.2%	18.7%	25.2%	22.4%	27.9%	19.3%	23.6%	24.6%	27.2%	23.9%	18.3%	21.0%	22.5%	21.4%	23.2%	23.9%	23.1%
8	205	120	86	64	63	78	24	29	38	19	16	28	34	17	48	51	60	46	60	44	35	38	114
	20.4%	24.6%	16.4%	21.3%	19.0%	20.9%	18.5%	21.8%	19.4%	15.7%	21.7%	25.0%	21.9%	19.8%	20.3%	17.8%	24.2%	19.5%	21.1%	23.6%	28.9%	18.6%	20.7%
9	107	64	43	35	30	42	16	14	20	13	6	12	18	9	31	25	26	24	34	15	10	23	68
	10.6%	13.1%	8.2%	11.8%	8.9%	11.1%	12.4%	10.7%	10.3%	10.5%	7.7%	10.4%	11.4%	9.6%	13.0%	8.7%	10.5%	10.3%	11.7%	8.3%	8.2%	11.3%	12.4%
10	76	42	33	25	29	21	12	11	13	8	5	10	12	5	12	22	24	18	19	18	10	10	47
	7.5%	8.8%	6.3%	8.4%	8.7%	5.7%	9.3%	8.5%	6.5%	6.8%	6.2%	8.9%	7.9%	5.4%	4.9%	7.7%	9.4%	7.9%	6.6%	9.7%	7.9%	4.8%	8.6%
Mean Score	6.8	7.1	6.5	6.9	6.8	6.7	6.9	6.9	6.8	6.5	6.9	6.8	7.0	6.6	6.9	6.7	6.8	6.8	6.9	6.8	6.9	6.7	7.0
SIGMA	1009	485	524	300	333	376	130	132	196	123	74	112	154	89	237	287	249	235	286	186	121	203	552
	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%