

# Living Wage Poll

12/04/2017

Prepared on behalf of The Poverty Alliance



WORKING TOGETHER TO COMBAT POVERTY

# Methodology

## Fieldwork Dates

7<sup>th</sup> – 12<sup>th</sup> April 2017

## 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 18–64 in Scotland

## Sample Size

1,024

## Data Weighting

Data were weighted to the profile of all Scottish adults aged 18–64+. Data were weighted by age, sex and region. Targets for the weighted data were derived from Office of National Statistics data.

## 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.

## 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. What do you think the National Living Wage is?**  
Base: Randomly selected subsection of respondents (Section A)

	Total		Sex					Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands					
Unweighted Total	510	200	310	46	122	97	125	120	226	79	187	323	182	18	50	110	103	130	175	122	83	89	74	85	69	24	50	72	47				
Weighted Total	519	267	252	72	116	98	125	109	247	66	179	340	177	20	51	118	105	130	171	130	89	62	62	85	74	50	68	67	49				
The minimum rate the government requires employers pay workers over 25 in the UK, calculated from average earnings	273	146	126	39	54	59	58	62	131	29	100	172	95	15	24	57	59	67	92	65	49	29	31	40	38	27	41	37	29				
	52.5%	54.8%	50.1%	54.3%	47.0%	60.7%	46.7%	56.6%	53.2%	44.5%	56.0%	50.7%	53.6%	71.8%	46.9%	48.4%	55.6%	51.5%	53.8%	50.0%	55.3%	47.0%	49.6%	47.0%	51.2%	53.6%	60.7%	54.8%	59.5%				
The rate employers are encouraged to pay workers, independently calculated annually based on the cost of living	196	97	99	22	44	37	53	40	94	27	68	128	64	6	17	52	43	60	63	49	24	25	24	38	27	15	22	27	17				
	37.8%	36.3%	39.3%	31.2%	38.1%	38.3%	42.0%	36.3%	38.2%	40.9%	38.1%	37.6%	36.3%	28.2%	33.4%	44.1%	40.6%	46.6%	36.6%	37.5%	27.5%	40.5%	38.8%	44.9%	36.1%	30.2%	31.6%	40.9%	34.9%				
Don't know	50	24	26	10	17	1	14	8	21	10	11	40	18	-	10	9	4	3	16	16	15	8	7	7	9	8	5	3	3				
	9.7%	8.9%	10.5%	14.5%	14.9%	1.0%	11.2%	7.1%	8.6%	14.6%	5.9%	11.7%	10.1%	-	19.7%	7.5%	3.8%	2.0%	9.6%	12.5%	17.2%	12.5%	11.6%	8.1%	12.7%	16.2%	7.7%	4.3%	5.6%				
SIGMA	519	267	252	72	116	98	125	109	247	66	179	340	177	20	51	118	105	130	171	130	89	62	62	85	74	50	68	67	49				
	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 2**  
**Q2. Normal weightings**  
**Q2. What hourly rate do you think the National Living Wage is set at?**  
Base: Randomly selected subsection of respondents (Section A)

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	510	310	46	122	97	125	120	226	79	187	323	182	18	50	110	103	130	175	122	83	89	74	85	69	24	50	72	47
Weighted Total	519	252	72	116	98	125	109	247	66	179	340	177	20	51	118	105	130	171	130	89	62	62	85	74	50	68	67	49
Under £6	3	2	-	1	-	1	1	1	-	-	3	2	-	-	1	-	-	2	1	-	1	-	-	-	1	-	1	-
	0.5%	0.8%	-	0.7%	-	0.6%	1.1%	*	-	-	0.8%	1.1%	-	-	0.7%	-	-	1.2%	0.6%	-	1.3%	-	-	-	2.4%	-	1.1%	-
£6 - £6.49	23	15	11	4	2	4	2	9	1	3	20	17	1	1	3	1	-	7	5	11	6	1	1	3	3	4	-	5
	4.5%	5.8%	15.7%	3.7%	1.7%	3.3%	1.7%	3.7%	1.4%	1.8%	5.9%	9.5%	4.6%	1.9%	2.2%	0.8%	-	3.9%	4.0%	12.6%	10.4%	2.3%	0.9%	3.8%	6.0%	5.3%	-	10.1%
£6.50 - £6.99	20	12	4	6	5	5	-	7	1	7	13	9	-	1	4	4	1	7	9	2	5	2	2	2	2	4	1	2
	3.9%	4.6%	6.0%	5.2%	4.9%	4.2%	-	3.0%	1.1%	4.0%	3.8%	5.4%	-	1.8%	3.4%	3.4%	1.0%	4.3%	7.3%	2.4%	7.3%	3.9%	2.4%	2.2%	3.0%	6.5%	2.2%	4.4%
£7 - £7.49	156	87	25	42	30	29	31	64	24	52	103	62	8	17	25	24	32	51	47	26	19	20	27	27	6	16	25	15
	30.0%	34.6%	34.3%	36.2%	30.6%	22.8%	28.2%	25.8%	37.0%	29.2%	30.4%	35.2%	39.3%	33.9%	21.1%	22.7%	24.4%	29.7%	36.6%	28.9%	30.6%	32.8%	31.2%	36.3%	12.3%	23.6%	37.6%	30.4%
£7.50 - £7.99	197	80	17	42	36	50	51	106	26	75	122	49	7	20	53	54	52	73	40	32	16	22	33	29	28	29	23	16
	37.9%	31.8%	24.3%	36.6%	37.3%	39.8%	46.7%	43.1%	39.4%	41.9%	35.8%	27.5%	34.8%	39.2%	44.5%	51.4%	40.0%	42.6%	30.7%	36.4%	26.1%	35.4%	38.7%	38.6%	55.7%	43.1%	34.3%	33.3%
£8 - £8.49	57	28	5	9	12	18	14	25	7	22	36	23	4	3	16	7	19	16	10	12	6	5	6	8	4	13	11	4
	11.0%	11.1%	6.7%	7.8%	11.9%	14.4%	12.6%	10.0%	11.1%	12.0%	10.5%	12.8%	18.2%	5.5%	13.7%	6.3%	14.9%	9.4%	7.4%	13.9%	9.9%	8.4%	7.4%	10.8%	8.3%	18.6%	15.9%	7.9%
£8.50 - £8.99	31	11	6	4	6	8	7	18	2	8	23	7	-	5	10	8	13	6	10	2	4	6	9	1	5	-	1	5
	6.0%	4.5%	9.0%	3.6%	5.9%	6.7%	6.0%	7.2%	3.6%	4.7%	6.7%	3.8%	-	10.3%	8.2%	7.6%	10.3%	3.7%	7.8%	1.8%	6.8%	10.3%	10.5%	1.3%	9.4%	-	2.0%	9.5%
£9 - £9.49	16	7	-	2	3	10	1	7	2	5	10	3	1	1	6	4	9	3	2	1	2	2	5	3	1	-	1	2
	3.0%	2.9%	-	2.0%	3.3%	7.7%	0.6%	2.8%	3.7%	2.9%	3.1%	1.4%	3.0%	1.5%	5.2%	4.2%	7.2%	2.0%	1.2%	1.6%	2.6%	2.6%	6.4%	3.6%	2.9%	-	1.1%	4.4%
£9.50 - £9.99	5	3	1	*	2	-	1	3	1	3	2	3	-	-	-	2	2	1	2	1	2	-	1	1	-	-	1	-
	1.0%	1.1%	1.3%	*	2.3%	-	1.3%	1.3%	1.9%	1.5%	0.7%	1.8%	-	-	-	1.7%	1.2%	0.5%	1.4%	0.7%	3.6%	-	0.7%	1.0%	-	-	2.0%	-
£10 or over	11	7	2	5	2	1	2	7	1	4	8	3	-	3	1	2	1	4	4	2	1	3	2	2	-	2	3	-
	2.2%	2.8%	2.7%	4.0%	2.2%	*	1.8%	2.7%	0.9%	2.0%	2.3%	1.5%	-	5.9%	1.1%	2.0%	1.0%	2.6%	3.0%	1.9%	1.3%	4.3%	1.8%	2.3%	-	2.9%	3.8%	-
SIGMA	519	252	72	116	98	125	109	247	66	179	340	177	20	51	118	105	130	171	130	89	62	62	85	74	50	68	67	49
	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. What do you think the real Living Wage is?**  
Base: Randomly selected subsection of respondents (Section B)

	Total		Sex					Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands					
Unweighted Total	514	333	47	123	116	115	113	241	92	189	325	197	19	62	94	106	154	160	99	101	96	83	85	65	21	43	83	38					
Weighted Total	505	270	79	101	107	119	98	249	84	180	325	194	17	56	94	111	160	154	93	98	64	63	87	80	39	54	80	39					
The minimum rate the government requires employers pay workers over 25 in the UK, calculated from average earnings	205	116	44	43	35	44	38	109	32	67	138	86	8	18	38	41	58	58	39	50	26	20	32	33	20	22	34	18					
	40.6%	37.8%	43.0%	55.9%	42.2%	33.2%	37.2%	43.9%	38.2%	37.4%	42.4%	44.4%	48.0%	32.9%	41.2%	36.7%	36.6%	37.4%	41.5%	51.2%	40.7%	32.1%	36.5%	41.8%	52.0%	40.0%	42.9%	45.5%					
The rate employers are encouraged to pay workers, independently calculated annually based on the cost of living	255	128	29	41	64	69	52	124	40	95	160	90	7	32	48	63	91	85	44	36	31	39	50	41	16	29	35	16					
	50.5%	54.2%	47.4%	36.0%	40.9%	59.9%	57.8%	49.6%	47.2%	53.0%	49.2%	46.6%	43.6%	56.9%	51.5%	56.7%	56.7%	55.1%	47.1%	36.7%	48.1%	61.8%	57.6%	51.3%	41.2%	53.1%	43.3%	39.8%					
Don't know	45	26	6	17	7	6	8	16	12	17	27	17	1	6	7	7	11	12	11	12	7	4	5	6	3	4	11	6					
	8.9%	8.0%	9.6%	8.1%	17.0%	6.9%	5.0%	6.5%	14.6%	9.6%	8.5%	9.0%	8.4%	10.2%	7.3%	6.6%	6.7%	7.5%	11.4%	12.1%	11.2%	6.1%	6.0%	6.9%	6.8%	6.9%	13.8%	14.7%					
SIGMA	505	270	79	101	107	119	98	249	84	180	325	194	17	56	94	111	160	154	93	98	64	63	87	80	39	54	80	39					
	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 4**  
**Q4. Normal weightings**  
**Q4. What hourly rate do you think the real Living Wage is set at?**  
Base: Randomly selected subsection of respondents (Section B)

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	514	333	47	123	116	115	113	241	92	189	325	197	19	62	94	106	154	160	99	101	96	83	85	65	21	43	83	38
Weighted Total	505	270	79	101	107	119	98	249	84	180	325	194	17	56	94	111	160	154	93	98	64	63	87	80	39	54	80	39
Under £6	9	6	4	1	-	3	-	-	4	2	7	8	-	-	-	-	1	1	-	7	2	-	-	4	-	1	2	1
	1.7%	1.0%	2.3%	5.5%	0.8%	-	2.8%	-	-	5.0%	1.0%	2.1%	4.0%	-	-	-	0.5%	0.6%	-	6.9%	2.7%	-	-	4.5%	-	1.7%	1.9%	2.0%
£6 - £6.49	20	16	6	4	3	4	3	6	3	6	13	10	-	5	3	-	1	6	3	9	4	1	4	2	-	4	1	4
	3.9%	1.5%	6.0%	8.2%	3.8%	3.0%	3.0%	2.5%	4.1%	3.5%	4.1%	5.0%	-	8.6%	3.1%	-	0.9%	3.8%	3.7%	9.1%	5.7%	1.8%	4.4%	2.3%	-	7.6%	1.9%	9.6%
£6.50 - £6.99	20	15	2	7	4	5	3	9	4	11	10	8	-	2	3	6	5	6	3	6	5	1	3	5	-	2	2	2
	4.0%	2.2%	5.6%	2.4%	6.4%	3.8%	4.0%	3.5%	5.3%	6.1%	2.9%	4.1%	-	4.2%	3.2%	5.1%	3.1%	4.0%	3.7%	6.0%	8.3%	1.0%	3.5%	6.7%	-	3.6%	2.6%	5.5%
£7 - £7.49	112	73	25	29	20	18	19	54	14	37	76	49	5	8	13	22	28	28	27	30	16	16	17	16	6	14	15	12
	22.2%	16.6%	27.1%	31.8%	28.9%	19.1%	15.4%	21.7%	16.9%	20.3%	23.3%	25.0%	30.2%	14.6%	14.4%	19.8%	17.4%	18.1%	28.6%	30.5%	25.4%	25.1%	19.1%	20.6%	14.9%	26.4%	18.9%	30.9%
£7.50 - £7.99	142	70	13	28	37	30	34	68	28	54	88	49	5	21	23	38	52	39	23	29	19	17	27	21	14	11	27	5
	28.2%	30.6%	26.1%	15.9%	28.0%	34.7%	25.3%	27.1%	34.0%	29.9%	27.2%	25.4%	31.5%	37.7%	24.4%	33.8%	32.5%	25.1%	24.9%	29.1%	29.5%	27.7%	31.6%	26.1%	37.2%	21.2%	33.6%	13.1%
£8 - £8.49	90	48	12	15	20	27	16	52	10	27	63	30	3	11	24	16	28	30	20	12	11	11	13	14	10	10	13	8
	17.7%	17.7%	17.8%	14.6%	14.9%	18.7%	22.4%	21.1%	12.1%	14.8%	19.4%	15.6%	15.4%	19.7%	25.3%	14.4%	17.8%	19.5%	21.1%	11.7%	16.6%	17.4%	14.8%	17.9%	25.9%	17.7%	16.1%	21.5%
£8.50 - £8.99	64	23	11	8	14	19	11	31	14	21	43	29	4	3	15	12	23	28	7	6	6	8	13	10	6	9	9	3
	12.6%	17.4%	8.5%	14.0%	8.3%	13.3%	15.8%	12.5%	16.3%	11.7%	13.1%	15.0%	20.7%	5.7%	16.5%	10.5%	14.3%	18.0%	7.8%	5.9%	9.7%	12.5%	14.5%	12.0%	16.4%	17.4%	10.7%	8.2%
£9 - £9.49	27	11	3	7	5	7	5	16	2	11	15	7	*	2	4	13	14	9	3	1	1	6	4	3	2	1	8	1
	5.3%	6.7%	4.0%	3.4%	6.7%	4.9%	6.1%	6.4%	2.5%	6.2%	4.7%	3.4%	2.2%	2.8%	4.5%	11.9%	8.5%	6.0%	3.3%	0.8%	2.1%	9.5%	4.8%	3.6%	5.6%	1.7%	9.7%	3.6%
£9.50 - £9.99	16	6	3	1	1	5	6	9	3	9	7	4	-	2	8	2	5	6	4	-	-	3	4	3	-	-	3	2
	3.1%	4.3%	2.1%	4.3%	0.6%	0.6%	4.6%	3.5%	3.7%	4.8%	2.2%	1.8%	-	4.3%	8.5%	1.8%	3.4%	4.0%	4.6%	-	-	5.0%	4.9%	4.2%	-	-	3.7%	5.5%
£10 or over	6	2	-	2	2	1	1	4	-	3	3	2	-	1	-	3	2	1	2	-	-	-	2	2	-	1	1	-
	1.2%	1.9%	0.6%	-	1.7%	2.0%	0.6%	1.8%	-	1.7%	0.9%	0.8%	-	2.5%	-	2.7%	1.5%	0.9%	2.3%	-	-	-	2.4%	2.1%	-	2.6%	1.0%	-
SIGMA	505	270	79	101	107	119	98	249	84	180	325	194	17	56	94	111	160	154	93	98	64	63	87	80	39	54	80	39
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 5**  
**Q5. Normal weightings**  
**Q5. Based on your own experience, on a scale from 0 to 10, where 0 = not at all, and 10 = completely, how much would you say that you trust companies as employers, in general?**  
**Base: All Respondents**

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
0	53	30	22	7	13	9	15	9	26	6	11	42	18	6	7	10	7	14	11	19	8	11	8	5	10	6	4	5	5	
	5.1%	6.0%	4.3%	4.6%	6.0%	4.5%	6.0%	4.3%	5.3%	4.2%	3.0%	6.3%	4.8%	16.3%	6.2%	4.9%	3.4%	4.8%	3.3%	8.7%	4.5%	8.5%	6.0%	3.0%	6.5%	6.3%	3.3%	3.2%	5.5%	
1	29	16	13	2	7	5	5	10	12	7	8	21	9	-	2	8	6	10	12	3	5	2	4	6	4	5	1	6	1	
	2.8%	3.3%	2.4%	1.0%	3.3%	2.7%	2.2%	4.7%	2.5%	4.8%	2.2%	3.2%	2.3%	-	2.3%	3.8%	2.7%	3.4%	3.6%	1.1%	2.8%	1.3%	2.8%	3.5%	2.6%	5.9%	1.1%	4.3%	0.9%	
2	43	27	16	2	9	6	15	11	20	1	10	33	16	3	5	11	5	9	18	4	12	4	5	3	10	6	9	6	-	
	4.2%	5.4%	3.1%	1.0%	4.3%	2.8%	6.2%	5.5%	4.0%	0.9%	2.7%	5.0%	4.4%	8.9%	5.0%	5.1%	2.2%	3.1%	5.6%	1.9%	6.2%	3.1%	4.2%	1.8%	6.4%	7.3%	7.1%	3.9%	-	
3	86	41	45	9	18	20	17	22	42	13	23	63	34	4	9	18	16	23	28	22	13	12	13	13	12	12	7	6	9	
	8.4%	8.2%	8.6%	5.9%	8.4%	9.6%	6.9%	10.8%	8.5%	8.5%	6.5%	9.4%	9.0%	9.7%	8.9%	8.3%	7.4%	8.0%	8.5%	10.0%	6.9%	9.9%	10.6%	7.6%	7.8%	13.9%	5.7%	4.4%	10.4%	
4	77	39	38	14	12	15	20	15	40	10	28	49	27	7	5	14	18	23	26	14	14	8	8	21	9	5	9	13	5	
	7.5%	7.8%	7.3%	9.4%	5.7%	7.3%	8.2%	7.4%	8.0%	6.5%	7.9%	7.3%	7.2%	19.1%	4.8%	6.5%	8.3%	7.9%	8.1%	6.4%	7.3%	6.5%	6.6%	12.1%	5.6%	5.4%	7.1%	8.6%	5.5%	
5	221	106	115	28	47	49	53	44	105	38	81	140	79	8	23	47	42	53	74	47	47	40	28	36	25	17	28	31	17	
	21.6%	21.1%	22.1%	18.4%	21.5%	23.9%	21.9%	21.3%	21.2%	25.4%	22.6%	21.1%	21.1%	21.2%	21.1%	22.4%	19.1%	18.2%	22.9%	20.9%	25.3%	31.5%	22.2%	20.8%	16.1%	18.8%	23.1%	20.9%	19.7%	
6	168	77	91	41	35	30	33	29	70	23	55	113	65	4	19	30	34	46	56	38	29	18	20	24	33	15	21	17	18	
	16.4%	15.4%	17.4%	27.2%	16.2%	14.9%	13.4%	14.0%	14.1%	15.1%	15.3%	17.0%	17.5%	10.1%	17.6%	14.1%	15.9%	15.7%	17.3%	16.9%	15.5%	14.6%	15.9%	14.1%	21.8%	17.3%	17.5%	11.8%	20.6%	
7	175	87	88	23	37	31	45	38	92	23	60	115	65	3	24	39	37	55	49	45	26	11	20	34	27	15	18	33	16	
	17.1%	17.3%	16.9%	15.5%	17.2%	15.4%	18.3%	18.5%	18.5%	15.5%	16.7%	17.3%	17.5%	6.9%	22.8%	18.3%	17.0%	19.1%	15.0%	20.4%	13.8%	9.0%	16.1%	19.9%	17.5%	17.1%	14.8%	22.3%	18.2%	
8	128	60	68	17	22	34	34	22	66	19	60	68	39	1	8	29	43	47	40	23	18	12	12	21	19	4	20	26	14	
	12.5%	12.0%	13.0%	11.2%	9.9%	16.4%	14.0%	10.5%	13.3%	12.5%	16.6%	10.3%	10.4%	2.9%	7.6%	13.8%	19.7%	16.1%	12.3%	10.4%	9.8%	9.3%	9.7%	12.4%	12.4%	4.7%	16.4%	17.3%	15.7%	
9	27	11	16	7	10	2	4	3	15	5	11	15	14	2	1	4	7	7	5	5	10	4	7	6	3	3	-	4	1	
	2.6%	2.2%	3.0%	4.8%	4.8%	1.1%	1.6%	1.5%	3.1%	3.2%	3.2%	2.3%	3.8%	4.9%	0.7%	1.7%	3.1%	2.5%	1.7%	2.0%	5.1%	2.9%	5.3%	3.5%	2.0%	3.4%	-	2.4%	0.9%	
10	17	7	10	2	6	3	3	3	7	5	12	5	7	-	3	2	2	3	6	3	5	4	1	2	2	-	5	1	2	
	1.7%	1.5%	1.9%	1.0%	2.7%	1.4%	1.4%	1.6%	1.4%	3.4%	3.4%	0.7%	1.8%	-	3.0%	1.1%	1.1%	1.2%	1.8%	1.1%	2.9%	3.4%	*	1.3%	1.2%	-	3.9%	0.9%	2.5%	
Mean score	5.3	5.2	5.5	5.7	5.3	5.4	5.3	5.1	5.4	5.5	5.8	5.1	5.4	4.1	5.3	5.3	5.7	5.5	5.3	5.2	5.3	5.1	5.2	5.5	5.2	4.7	5.5	5.6	5.6	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%	



**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 6**  
**Q6. Normal weightings**  
**Q6. On a scale from 0 to 10, where 0 = "Not at all" and 10 = "Completely", to what extent do each of the following affect the extent to which you trust companies as employers? - Being recognised as paying the real Living Wage through accreditation**  
**Base: All Respondents**

	Total	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
0	38	28	10	1	9	10	8	10	23	7	12	25	9	2	5	8	9	12	5	14	7	6	5	5	4	1	6	2	7
	3.7%	5.6%	1.8%	0.6%	4.3%	4.7%	3.3%	4.7%	4.7%	4.8%	3.4%	3.8%	2.4%	4.1%	4.9%	3.7%	4.4%	4.0%	1.5%	6.5%	3.6%	4.9%	4.3%	3.2%	2.3%	1.4%	5.3%	1.3%	8.5%
1	33	19	14	4	5	4	10	9	15	7	11	22	13	1	5	6	5	4	12	8	9	1	5	7	7	-	5	5	3
	3.2%	3.7%	2.7%	2.9%	2.3%	2.1%	4.3%	4.1%	3.1%	4.9%	3.1%	3.3%	3.6%	2.0%	4.9%	3.0%	2.2%	1.2%	3.8%	3.5%	4.8%	1.0%	4.1%	4.2%	4.2%	-	4.3%	3.2%	3.0%
2	43	19	23	10	11	7	11	4	21	10	12	31	20	2	5	6	5	6	13	9	15	8	5	2	4	8	4	7	4
	4.2%	3.8%	4.5%	6.7%	5.1%	3.4%	4.4%	1.8%	4.3%	6.8%	3.3%	4.6%	5.4%	4.3%	4.2%	3.0%	2.3%	2.1%	4.1%	3.8%	7.8%	6.7%	4.3%	0.9%	2.8%	9.2%	3.0%	4.9%	4.3%
3	51	23	28	7	9	12	9	14	22	7	13	38	23	2	2	4	15	14	18	11	7	10	4	10	6	6	7	6	2
	5.0%	4.6%	5.4%	4.3%	4.2%	6.1%	3.7%	6.8%	4.5%	4.4%	3.6%	5.8%	6.2%	6.7%	1.9%	2.0%	6.8%	4.9%	5.7%	4.9%	4.0%	7.7%	2.9%	5.8%	4.0%	7.2%	5.8%	4.2%	2.5%
4	55	24	32	4	12	14	17	8	31	8	25	30	12	5	6	11	19	21	18	9	8	6	6	9	7	1	5	11	8
	5.4%	4.7%	6.1%	2.9%	5.4%	6.7%	7.1%	4.0%	6.3%	5.3%	7.1%	4.5%	3.2%	12.7%	5.9%	5.2%	8.8%	7.1%	5.6%	4.0%	4.0%	4.8%	5.2%	5.2%	4.7%	1.6%	4.4%	7.8%	9.3%
5	191	102	89	31	35	31	53	41	96	28	59	131	64	10	21	47	30	40	69	42	39	27	27	33	28	14	24	21	15
	18.6%	20.3%	17.0%	20.6%	16.1%	15.0%	21.6%	19.8%	19.4%	18.9%	16.5%	19.7%	17.3%	28.1%	20.1%	22.4%	14.0%	14.0%	21.2%	18.8%	21.0%	21.8%	21.9%	19.3%	18.4%	15.9%	19.4%	14.2%	17.4%
6	134	68	67	14	26	33	32	28	64	16	54	80	45	6	14	28	26	39	50	21	24	16	15	21	26	12	14	24	6
	13.1%	13.5%	12.7%	9.5%	12.2%	16.1%	13.3%	13.7%	12.9%	10.9%	15.2%	12.0%	12.0%	17.1%	12.9%	13.0%	12.1%	13.5%	15.4%	9.5%	13.1%	12.8%	12.0%	12.1%	16.9%	13.3%	11.8%	16.1%	7.3%
7	161	83	78	23	29	39	39	31	76	20	60	101	57	2	14	32	43	45	53	40	23	16	23	33	22	20	14	25	8
	15.7%	16.6%	14.9%	15.1%	13.5%	19.3%	15.9%	15.0%	15.3%	13.5%	16.7%	15.2%	15.3%	5.4%	13.2%	15.3%	19.9%	15.5%	16.5%	17.8%	12.4%	12.9%	18.4%	19.3%	14.4%	22.0%	11.3%	16.8%	9.4%
8	156	77	79	24	43	25	31	32	76	23	52	104	52	1	19	40	35	56	36	40	24	17	18	23	20	13	20	25	20
	15.2%	15.3%	15.1%	16.0%	20.0%	12.3%	12.6%	15.6%	15.3%	15.3%	14.5%	15.6%	13.9%	3.2%	17.6%	18.8%	16.1%	19.5%	11.1%	17.9%	12.6%	13.4%	14.3%	13.3%	12.8%	14.5%	16.4%	17.3%	22.7%
9	77	30	47	12	15	17	17	15	36	12	29	48	32	2	5	16	19	32	22	12	10	11	8	15	14	5	9	9	5
	7.5%	5.9%	9.0%	7.9%	6.9%	8.5%	7.1%	7.3%	7.3%	7.8%	8.1%	7.2%	8.5%	5.1%	4.3%	7.6%	8.8%	11.0%	6.9%	5.6%	5.4%	8.7%	6.7%	8.8%	9.3%	5.4%	7.3%	6.4%	5.3%
10	86	30	56	20	22	12	17	15	35	11	31	55	46	4	11	13	10	21	26	17	21	7	8	13	16	8	14	12	9
	8.4%	5.9%	10.7%	13.2%	10.1%	5.8%	6.9%	7.3%	7.0%	7.4%	8.7%	8.2%	12.3%	11.2%	10.0%	5.9%	4.5%	7.2%	8.1%	7.7%	11.2%	5.3%	6.0%	7.8%	10.1%	9.5%	11.0%	7.9%	10.2%
Mean score	6.0	5.8	6.3	6.4	6.2	5.9	5.8	5.9	5.9	5.7	6.1	6.0	6.2	5.5	5.9	6.1	6.0	6.3	6.0	5.9	5.8	5.7	5.9	6.1	6.2	6.2	6.0	6.2	5.8
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 7**  
**Q7. Normal weightings**  
**Q7. On a scale from 0 to 10, where 0 = "Not at all" and 10 = "Completely", to what extent do each of the following affect the extent to which you trust companies as employers? - The hourly rate they pay their employees with**  
**Base: All Respondents**

	Total	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
0	32	24	8	1	10	4	11	6	21	5	9	23	9	2	4	7	6	9	4	13	5	4	4	6	4	-	6	3	5	
	3.1%	4.9%	1.4%	0.6%	4.7%	1.8%	4.6%	2.9%	4.2%	3.6%	2.4%	3.5%	2.4%	6.3%	3.4%	3.5%	3.0%	3.2%	1.1%	6.0%	2.9%	3.2%	3.4%	3.7%	2.3%	-	4.7%	1.8%	5.9%	
1	22	11	11	2	5	3	8	4	6	7	7	15	11	-	4	2	1	1	7	3	12	3	4	3	5	-	1	5	-	
	2.2%	2.3%	2.1%	1.6%	2.2%	1.3%	3.3%	2.2%	1.2%	4.5%	2.0%	2.3%	3.0%	-	3.8%	1.0%	*	*	2.0%	1.1%	6.4%	2.7%	3.3%	1.6%	3.4%	-	1.1%	3.7%	-	
2	43	24	20	3	9	6	11	14	19	8	13	30	17	3	4	4	11	9	15	10	8	6	4	3	3	14	6	3	3	
	4.2%	4.7%	3.8%	2.3%	4.3%	3.1%	4.4%	6.6%	3.8%	5.3%	3.8%	4.5%	4.5%	9.3%	3.8%	1.9%	5.0%	3.2%	4.8%	4.6%	4.4%	5.0%	3.0%	2.0%	2.2%	16.0%	5.1%	1.8%	3.9%	
3	49	22	28	6	13	10	13	7	26	5	22	28	20	2	5	8	11	11	17	10	11	5	7	7	11	4	6	4	4	
	4.8%	4.3%	5.3%	4.1%	5.8%	5.1%	5.2%	3.4%	5.2%	3.4%	6.0%	4.1%	5.4%	5.2%	4.9%	3.8%	5.2%	3.8%	5.1%	4.4%	6.1%	3.7%	5.7%	4.3%	7.4%	4.7%	5.2%	3.1%	4.0%	
4	73	38	35	10	18	18	17	9	36	12	25	47	22	4	10	18	11	14	34	13	11	8	9	17	9	5	9	15	1	
	7.1%	7.5%	6.7%	6.7%	8.3%	8.9%	6.9%	4.5%	7.3%	8.3%	7.1%	7.1%	5.8%	11.3%	9.4%	8.5%	5.2%	5.0%	10.6%	5.7%	6.0%	6.5%	7.0%	10.0%	6.0%	6.0%	7.1%	9.9%	0.9%	
5	177	105	73	18	38	33	48	40	100	25	62	115	51	9	16	41	44	49	58	39	31	29	23	27	21	12	26	22	17	
	17.3%	20.8%	13.9%	11.6%	17.4%	16.3%	19.8%	19.4%	20.1%	16.4%	17.3%	17.3%	13.8%	24.4%	14.8%	19.2%	20.4%	16.9%	17.8%	17.4%	16.8%	23.0%	18.6%	15.7%	13.7%	13.4%	21.0%	14.7%	19.8%	
6	123	58	65	19	24	29	21	31	68	13	44	78	42	5	17	27	27	38	46	20	19	19	14	21	20	11	6	22	11	
	12.0%	11.6%	12.4%	12.3%	10.9%	14.0%	8.5%	15.1%	13.6%	9.0%	12.4%	11.8%	11.4%	13.9%	16.2%	12.8%	12.2%	13.1%	14.0%	8.8%	10.4%	14.7%	11.3%	12.2%	12.9%	11.8%	5.0%	14.9%	12.0%	
7	177	87	91	27	30	38	47	36	78	27	66	112	58	4	15	36	44	55	55	45	23	16	23	37	22	14	24	30	10	
	17.3%	17.3%	17.4%	17.8%	13.8%	18.6%	19.1%	17.3%	15.7%	18.2%	18.3%	16.8%	15.6%	11.1%	14.2%	17.2%	20.2%	19.0%	16.8%	20.3%	12.0%	13.0%	18.2%	21.6%	14.5%	16.2%	19.8%	20.6%	11.2%	
8	137	55	82	15	37	25	31	29	55	21	42	95	58	1	10	27	33	47	34	34	22	17	16	21	20	13	14	21	15	
	13.4%	11.0%	15.7%	10.1%	17.0%	12.1%	12.8%	14.1%	11.2%	13.9%	11.6%	14.4%	15.6%	3.2%	9.4%	12.9%	15.2%	16.2%	10.4%	15.4%	11.8%	13.4%	13.1%	12.3%	13.1%	14.4%	11.6%	14.1%	16.9%	
9	94	43	51	19	17	17	23	17	50	12	40	54	32	2	7	30	20	33	27	18	16	8	12	20	19	10	8	9	7	
	9.2%	8.6%	9.7%	12.8%	7.8%	8.6%	9.5%	8.2%	10.0%	8.0%	11.2%	8.1%	8.6%	5.9%	6.7%	14.2%	9.0%	11.3%	8.3%	8.1%	8.7%	6.2%	9.9%	11.7%	12.5%	11.0%	6.5%	6.0%	8.5%	
10	96	35	61	30	17	21	14	13	38	14	28	68	51	3	14	11	9	22	29	18	27	11	8	9	18	6	16	14	15	
	9.4%	7.1%	11.6%	20.1%	7.9%	10.3%	5.8%	6.4%	7.7%	9.3%	7.8%	10.2%	13.8%	9.3%	13.6%	5.1%	4.1%	7.7%	9.0%	8.0%	14.3%	8.5%	6.5%	4.9%	12.0%	6.5%	12.8%	9.4%	16.9%	
Mean score	6.2	5.9	6.5	7.0	6.0	6.3	5.9	6.0	6.0	6.0	6.2	6.2	6.4	5.3	6.0	6.2	6.1	6.4	6.1	6.0	6.0	5.9	6.0	6.1	6.4	6.0	6.1	6.2	6.5	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 8**  
**Q8. Normal weightings**  
**Q8. On a scale from 0 to 10, where 0 = "Not at all" and 10 = "Completely", to what extent do each of the following affect the extent to which you trust companies as employers? - The amount of annual leave they give to their employees**  
Base: All Respondents

	Total	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
0	33	24	9	2	9	4	10	7	15	6	7	26	10	1	6	4	8	11	2	10	10	4	5	8	6	-	4	2	4	
	3.2%	4.9%	1.7%	1.6%	4.3%	2.2%	4.0%	3.4%	3.1%	3.8%	2.1%	3.9%	2.7%	2.8%	5.3%	1.8%	3.6%	3.8%	0.7%	4.4%	5.3%	3.3%	3.8%	4.9%	3.9%	-	3.2%	1.3%	4.4%	
1	20	8	12	2	3	4	6	5	5	6	10	10	9	-	2	3	3	2	8	3	6	2	-	2	5	2	4	5	-	
	1.9%	1.5%	2.3%	1.6%	1.2%	1.9%	2.3%	2.5%	1.0%	4.0%	2.8%	1.4%	2.5%	-	2.0%	1.3%	1.2%	0.7%	2.6%	1.5%	3.1%	1.7%	-	1.2%	3.3%	1.7%	3.4%	3.2%	-	
2	32	20	12	1	6	7	12	6	15	2	11	21	10	5	3	3	10	10	10	3	9	4	2	2	3	11	6	4	-	
	3.1%	3.9%	2.3%	0.6%	2.8%	3.5%	4.8%	2.8%	3.1%	1.6%	3.0%	3.1%	2.7%	13.2%	2.4%	1.2%	4.5%	3.6%	3.0%	1.2%	4.7%	2.9%	1.3%	1.2%	2.2%	12.2%	5.3%	2.5%	-	
3	44	20	24	7	13	9	9	6	20	3	16	28	21	2	2	7	9	10	12	14	8	7	9	4	9	5	-	8	1	
	4.3%	4.0%	4.6%	4.7%	6.0%	4.4%	3.8%	2.9%	4.1%	2.2%	4.5%	4.2%	5.6%	6.3%	2.1%	3.2%	4.2%	3.4%	3.8%	6.3%	4.3%	5.9%	7.6%	2.4%	5.8%	5.8%	-	5.2%	1.6%	
4	58	26	32	16	9	11	11	11	26	16	16	42	24	1	6	11	10	11	23	11	13	9	9	6	10	-	5	11	8	
	5.7%	5.2%	6.1%	10.4%	4.2%	5.4%	4.7%	5.1%	5.2%	10.9%	4.5%	6.3%	6.4%	3.8%	5.8%	5.1%	4.8%	3.8%	7.0%	5.0%	7.0%	7.1%	7.2%	3.5%	6.3%	-	4.1%	7.8%	8.9%	
5	178	99	79	19	35	33	51	39	86	27	60	118	54	11	21	41	32	36	70	39	33	23	28	32	16	20	19	24	17	
	17.4%	19.7%	15.1%	12.6%	15.9%	16.3%	21.0%	19.1%	17.3%	17.8%	16.7%	17.7%	14.6%	29.1%	19.7%	19.3%	14.6%	12.3%	21.6%	17.3%	17.8%	17.9%	22.1%	18.8%	10.5%	22.1%	15.3%	16.4%	18.8%	
6	154	71	83	27	26	38	28	35	66	19	54	100	62	2	17	28	29	36	59	31	27	22	21	27	16	10	23	19	16	
	15.0%	14.1%	15.9%	18.0%	11.8%	18.7%	11.5%	16.8%	13.3%	12.7%	15.0%	15.0%	16.6%	4.6%	16.2%	13.2%	13.2%	12.6%	18.1%	14.1%	14.5%	17.1%	16.7%	15.5%	10.5%	11.3%	19.1%	12.9%	18.1%	
7	211	108	102	32	43	40	51	45	107	24	75	136	73	8	17	52	50	79	47	49	36	23	21	44	36	19	30	25	13	
	20.6%	21.5%	19.6%	21.1%	19.6%	19.7%	20.8%	21.7%	21.5%	15.9%	20.8%	20.4%	19.7%	22.0%	15.6%	24.4%	23.2%	27.3%	14.3%	22.1%	19.2%	18.0%	16.6%	25.8%	23.1%	21.0%	24.6%	17.1%	14.8%	
8	150	67	83	20	39	26	36	30	74	22	54	96	54	1	13	34	38	46	56	31	17	16	17	20	32	8	19	24	14	
	14.7%	13.4%	15.9%	13.2%	17.9%	12.8%	14.6%	14.4%	14.9%	14.4%	15.0%	14.5%	14.4%	3.2%	12.6%	15.9%	17.3%	16.0%	17.3%	13.7%	9.3%	13.1%	13.5%	11.9%	20.7%	9.0%	15.2%	16.6%	15.3%	
9	80	30	49	15	20	14	17	14	47	12	30	49	29	1	8	18	20	31	23	13	13	9	7	13	11	14	4	16	7	
	7.8%	6.1%	9.4%	10.0%	9.2%	7.1%	6.8%	6.5%	9.5%	8.0%	8.4%	7.4%	7.9%	3.6%	7.3%	8.6%	9.3%	10.6%	7.1%	5.8%	6.9%	6.9%	5.3%	7.5%	7.3%	15.3%	3.0%	11.1%	7.5%	
10	65	28	37	9	15	16	14	10	35	13	25	40	26	4	12	13	9	17	14	19	15	8	7	12	10	1	8	9	9	
	6.4%	5.7%	7.0%	6.1%	7.1%	8.0%	5.8%	4.8%	7.1%	8.6%	7.0%	6.0%	6.9%	11.3%	11.0%	6.0%	4.1%	6.0%	4.4%	8.5%	7.8%	6.1%	5.7%	7.2%	6.5%	1.7%	6.8%	5.9%	10.6%	
Mean score	6.2	5.9	6.4	6.3	6.3	6.2	6.0	6.1	6.3	6.1	6.3	6.1	6.2	5.6	6.2	6.4	6.2	6.4	6.1	6.2	5.8	6.0	5.9	6.3	6.2	5.9	6.1	6.3	6.4	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 9**  
**Q9. Normal weightings**  
**Q9. On a scale from 0 to 10, where 0 = "Not at all" and 10 = "Completely", to what extent do each of the following affect the extent to which you trust companies as employers? - The availability of flexible working hours**  
Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
0	53	34	19	2	13	12	15	10	31	7	17	36	16	5	10	6	12	15	8	16	13	7	9	10	9	4	5	6	4	
	5.2%	6.8%	3.6%	1.2%	6.1%	6.1%	6.2%	4.9%	6.2%	5.0%	4.6%	5.4%	4.3%	12.2%	9.6%	2.7%	5.5%	5.3%	2.5%	7.4%	7.0%	5.9%	7.4%	5.6%	5.6%	4.3%	3.9%	3.8%	4.4%	
1	44	25	18	4	11	6	13	10	23	8	13	31	13	-	7	12	5	6	18	9	10	8	4	4	7	6	7	5	2	
	4.3%	5.0%	3.5%	2.9%	5.1%	2.8%	5.2%	4.8%	4.6%	5.0%	3.6%	4.6%	3.6%	-	6.1%	5.9%	2.4%	2.2%	5.6%	4.3%	5.1%	6.5%	2.9%	2.6%	4.4%	6.3%	5.9%	3.7%	2.8%	
2	48	26	22	3	10	12	10	13	23	5	17	31	16	4	6	6	13	13	20	6	9	5	8	9	4	7	10	4	1	
	4.7%	5.2%	4.3%	2.0%	4.7%	6.1%	4.1%	6.1%	4.7%	3.4%	4.7%	4.7%	4.2%	11.3%	5.2%	2.9%	6.1%	4.6%	6.0%	2.8%	4.9%	3.9%	6.5%	5.2%	2.6%	7.7%	8.5%	2.9%	0.9%	
3	79	32	46	17	10	15	16	21	32	16	29	50	38	4	5	11	16	19	27	18	14	12	14	9	9	10	4	14	8	
	7.7%	6.5%	8.9%	11.1%	4.6%	7.4%	6.6%	10.0%	6.5%	11.0%	8.1%	7.4%	10.3%	10.2%	4.8%	5.0%	7.3%	6.7%	8.4%	8.0%	7.5%	9.5%	10.9%	5.3%	6.1%	10.9%	3.0%	9.2%	8.6%	
4	75	34	41	14	19	8	21	12	36	10	26	48	35	1	7	17	11	17	27	15	14	11	7	12	8	4	10	15	6	
	7.3%	6.8%	7.8%	8.9%	9.0%	4.1%	8.7%	5.8%	7.3%	7.0%	7.3%	7.3%	9.4%	2.5%	6.2%	7.9%	4.9%	6.0%	8.4%	6.9%	7.7%	9.0%	5.6%	7.0%	5.3%	4.6%	8.4%	10.5%	6.8%	
5	204	115	89	21	41	45	51	45	96	31	63	141	61	10	21	54	32	45	75	51	33	20	26	37	26	23	25	28	19	
	19.9%	22.9%	17.0%	14.2%	18.8%	22.0%	21.0%	21.9%	19.4%	20.5%	17.6%	21.1%	16.4%	28.1%	19.8%	25.5%	14.6%	15.4%	23.2%	23.0%	17.5%	15.7%	21.1%	21.7%	17.0%	25.4%	20.6%	18.7%	21.2%	
6	140	63	77	14	27	32	34	34	66	18	55	86	48	10	17	25	33	42	42	29	28	17	20	29	23	9	14	14	14	
	13.7%	12.6%	14.8%	9.1%	12.6%	15.6%	13.9%	16.3%	13.4%	12.2%	15.2%	12.9%	12.9%	25.7%	15.6%	12.0%	15.1%	14.4%	13.0%	12.9%	14.9%	13.5%	15.8%	17.0%	14.9%	10.2%	11.3%	9.8%	16.0%	
7	147	78	69	25	32	33	33	23	73	14	55	92	55	2	10	28	42	58	27	29	33	23	17	19	25	11	17	26	10	
	14.4%	15.6%	13.2%	16.7%	15.0%	16.4%	13.5%	11.1%	14.8%	9.7%	15.4%	13.8%	14.7%	4.2%	9.6%	13.0%	19.4%	20.1%	8.4%	13.0%	17.5%	18.0%	13.7%	10.8%	16.6%	12.1%	13.6%	17.4%	11.6%	
8	112	47	65	22	21	15	32	22	55	17	38	74	41	-	9	27	29	38	33	27	15	13	11	28	18	7	8	17	10	
	10.9%	9.4%	12.4%	14.8%	9.5%	7.3%	13.3%	10.4%	11.1%	11.3%	10.6%	11.1%	11.1%	-	8.4%	12.8%	13.6%	13.0%	10.0%	12.2%	7.8%	9.9%	8.5%	16.3%	12.0%	8.3%	6.4%	11.6%	11.4%	
9	73	29	44	20	18	12	10	12	33	14	25	48	32	2	4	17	17	20	33	11	9	5	6	9	13	6	14	10	10	
	7.1%	5.7%	8.4%	13.3%	8.3%	5.9%	4.2%	5.9%	6.6%	9.3%	7.0%	7.2%	8.6%	4.5%	4.0%	7.8%	7.7%	6.9%	10.1%	4.8%	4.9%	3.6%	5.0%	5.2%	8.6%	6.8%	11.2%	6.8%	11.4%	
10	50	18	32	9	14	13	8	6	27	8	21	29	17	*	11	10	7	16	14	10	10	6	3	6	11	3	9	8	4	
	4.9%	3.6%	6.1%	5.9%	6.3%	6.4%	3.4%	2.8%	5.4%	5.6%	5.9%	4.3%	4.5%	1.2%	10.6%	4.6%	3.4%	5.4%	4.4%	4.7%	5.1%	4.4%	2.7%	3.3%	6.9%	3.4%	7.3%	5.6%	5.0%	
Mean score	5.5	5.2	5.7	6.1	5.5	5.5	5.3	5.2	5.5	5.5	5.6	5.4	5.5	4.4	5.3	5.7	5.7	5.8	5.4	5.3	5.3	5.2	5.1	5.5	5.8	5.1	5.6	5.6	5.8	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%	

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 10**  
**Q10. Normal weightings**  
**Q10. On a scale from 0 to 10, where 0 = "Not at all" and 10 = "Completely", to what extent do each of the following affect the extent to which you trust companies as employers? - The additional benefits their employees enjoy (such as company discounts)**  
**Base: All Respondents**

	Total	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
0	56	34	22	3	14	6	19	14	31	7	16	40	16	2	9	9	12	15	6	21	14	8	6	9	7	5	7	8	5
	5.5%	6.7%	4.2%	1.9%	6.4%	3.1%	7.9%	6.6%	6.3%	4.9%	4.3%	6.1%	4.4%	4.1%	8.6%	4.2%	5.6%	5.1%	2.0%	9.5%	7.2%	6.2%	5.2%	5.3%	4.5%	5.9%	5.9%	5.4%	6.0%
1	33	21	13	2	8	8	7	8	18	5	11	23	13	3	4	6	6	10	9	5	10	3	5	3	2	6	8	4	2
	3.3%	4.1%	2.4%	1.6%	3.7%	3.8%	3.0%	3.8%	3.7%	3.3%	3.0%	3.4%	3.5%	8.5%	3.5%	2.7%	2.6%	3.4%	2.7%	2.2%	5.2%	2.3%	4.1%	1.6%	1.1%	7.1%	6.4%	2.8%	2.8%
2	53	23	30	8	10	13	11	11	29	7	16	37	18	7	6	10	11	10	26	6	11	10	4	11	10	6	6	4	2
	5.2%	4.6%	5.8%	5.5%	4.6%	6.4%	4.5%	5.2%	5.9%	4.5%	4.4%	5.6%	4.7%	19.7%	5.8%	4.6%	5.0%	3.5%	8.0%	2.6%	5.9%	7.9%	3.4%	6.4%	6.7%	6.4%	4.6%	3.1%	1.8%
3	54	25	30	10	12	13	12	8	28	7	20	34	22	1	6	10	15	14	25	5	11	12	7	4	7	5	9	5	4
	5.3%	4.9%	5.7%	6.4%	5.5%	6.1%	4.8%	4.1%	5.6%	4.9%	5.7%	5.1%	6.0%	3.8%	5.8%	4.6%	6.8%	4.9%	7.6%	2.0%	5.8%	9.5%	5.4%	2.6%	4.8%	5.7%	7.7%	3.4%	5.0%
4	58	23	35	8	11	10	17	12	27	9	30	28	23	3	5	12	9	14	22	15	7	8	11	12	14	1	4	6	2
	5.7%	4.6%	6.6%	5.0%	5.2%	5.0%	6.9%	5.8%	5.4%	6.1%	8.3%	4.2%	6.1%	9.1%	4.3%	5.7%	4.1%	4.7%	6.9%	6.8%	3.8%	6.6%	8.5%	7.2%	8.8%	1.7%	2.9%	3.8%	2.6%
5	228	125	103	27	47	51	52	50	108	42	72	156	76	12	25	51	38	53	84	48	43	26	29	37	25	29	26	34	22
	22.3%	24.9%	19.7%	17.9%	21.9%	25.1%	21.2%	24.3%	21.7%	28.1%	20.0%	23.5%	20.6%	31.4%	23.5%	24.0%	17.6%	18.3%	25.7%	21.6%	23.3%	20.9%	23.3%	21.5%	15.9%	32.8%	21.5%	23.1%	24.4%
6	142	62	80	23	24	28	41	27	76	17	53	90	43	5	15	33	36	48	41	32	20	19	13	22	25	15	16	23	10
	13.9%	12.3%	15.4%	15.2%	11.2%	13.6%	16.7%	12.9%	15.3%	11.6%	14.7%	13.5%	11.7%	13.7%	13.6%	15.4%	16.8%	16.6%	12.8%	14.4%	10.9%	14.9%	10.1%	12.5%	16.2%	17.2%	13.2%	15.4%	11.5%
7	149	72	76	22	31	32	33	31	63	23	52	97	62	2	14	29	31	47	40	36	25	17	19	30	23	7	17	22	14
	14.5%	14.4%	14.6%	14.8%	14.4%	15.5%	13.4%	14.8%	12.7%	15.3%	14.5%	14.5%	16.6%	4.9%	13.6%	13.7%	14.3%	16.3%	12.3%	16.3%	13.5%	13.2%	14.9%	17.5%	14.9%	7.6%	14.0%	15.1%	16.2%
8	138	66	71	26	28	26	29	29	64	20	53	84	55	1	12	26	35	48	37	33	19	13	22	23	20	6	12	28	14
	13.4%	13.2%	13.7%	16.9%	12.8%	12.8%	11.8%	14.1%	12.8%	13.2%	14.9%	12.7%	14.7%	3.6%	11.6%	12.3%	16.2%	16.7%	11.5%	14.6%	10.4%	9.9%	17.7%	13.5%	13.1%	6.2%	9.9%	19.3%	15.4%
9	63	26	36	13	17	9	13	10	33	3	19	44	21	-	3	18	16	16	21	12	14	6	2	12	12	4	8	8	10
	6.1%	5.3%	6.9%	8.6%	7.9%	4.6%	5.5%	4.7%	6.7%	2.2%	5.2%	6.6%	5.6%	-	2.9%	8.3%	7.2%	5.6%	6.5%	5.2%	7.2%	5.1%	1.7%	7.0%	7.9%	5.0%	6.6%	5.2%	11.0%
10	50	24	26	9	14	8	10	8	19	9	18	32	23	*	7	10	8	14	13	11	13	4	7	8	9	4	9	5	3
	4.9%	4.8%	5.0%	6.2%	6.4%	4.0%	4.3%	4.0%	3.9%	5.8%	5.1%	4.8%	6.1%	1.2%	6.9%	4.5%	3.8%	4.8%	4.0%	4.7%	6.8%	3.5%	5.8%	4.9%	6.0%	4.3%	7.2%	3.6%	3.4%
Mean score	5.6	5.5	5.7	6.1	5.7	5.5	5.4	5.5	5.5	5.5	5.7	5.6	5.7	4.1	5.3	5.8	5.7	5.8	5.5	5.6	5.4	5.2	5.6	5.8	5.8	5.0	5.5	5.8	5.9
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 11**  
**Q11. Normal weightings**  
**Q11. Based on your own experience, on a scale from 0 to 10, where 0 = not at all, and 10 = completely, how much would you say that you trust companies as service or goods providers, in general?**  
Base: All Respondents

	Total		Sex					Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands					
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85				
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88				
0	28	19	9	1	13	3	6	5	15	4	7	21	11	-	4	3	7	5	5	12	6	3	4	6	4	3	5	2	3				
	2.7%	3.9%	1.6%	0.6%	5.9%	1.6%	2.6%	2.2%	3.1%	2.7%	1.9%	3.2%	3.1%	-	3.3%	1.4%	3.1%	1.6%	1.6%	5.4%	3.3%	2.1%	2.9%	3.3%	2.3%	3.3%	4.0%	1.2%	3.1%				
1	23	12	10	3	7	3	5	4	9	6	9	13	9	2	-	5	2	7	6	3	7	4	3	4	5	-	1	6	-				
	2.2%	2.5%	2.0%	2.0%	3.0%	1.6%	2.2%	2.1%	1.8%	4.2%	2.6%	2.0%	2.4%	6.3%	-	2.6%	1.1%	2.3%	2.0%	1.3%	3.5%	2.8%	2.1%	2.1%	3.3%	-	1.1%	4.3%	-				
2	23	13	10	-	4	3	11	5	9	2	6	17	9	-	4	5	4	6	6	6	6	2	5	-	4	5	4	2	2				
	2.2%	2.7%	1.9%	-	2.0%	1.5%	4.4%	2.3%	1.9%	1.6%	1.6%	2.6%	2.5%	-	3.4%	2.5%	1.8%	1.9%	1.8%	2.6%	3.2%	1.7%	3.8%	-	2.3%	5.8%	3.2%	1.0%	2.2%				
3	42	21	21	5	7	5	11	13	18	8	11	31	20	3	4	9	5	12	16	6	9	3	2	4	6	8	8	6	5				
	4.1%	4.2%	4.1%	3.4%	3.2%	2.6%	4.7%	6.5%	3.7%	5.2%	3.2%	4.7%	5.3%	7.2%	4.2%	4.1%	2.1%	4.0%	4.9%	2.7%	4.8%	2.4%	1.3%	2.4%	3.9%	9.3%	6.9%	4.0%	5.7%				
4	73	31	42	13	14	19	16	10	33	14	27	46	33	6	9	13	9	15	31	14	13	8	6	14	10	11	8	10	6				
	7.1%	6.2%	8.0%	8.4%	6.3%	9.5%	6.7%	5.0%	6.7%	9.1%	7.4%	6.9%	8.8%	15.6%	8.5%	6.0%	4.0%	5.3%	9.6%	6.1%	6.9%	6.2%	5.1%	8.4%	6.6%	11.8%	6.2%	6.8%	6.5%				
5	198	100	99	23	42	45	46	43	103	31	71	127	62	6	16	41	51	62	52	41	44	28	29	30	30	15	29	24	13				
	19.4%	19.8%	18.9%	15.0%	19.2%	22.1%	18.8%	20.8%	20.7%	21.0%	19.8%	19.2%	16.7%	16.5%	15.1%	19.4%	23.7%	21.4%	15.9%	18.2%	23.8%	22.2%	23.3%	17.3%	19.5%	17.1%	23.6%	16.4%	15.1%				
6	177	96	81	28	36	47	37	29	89	22	62	115	60	10	26	31	35	46	65	40	26	28	23	31	25	16	16	22	16				
	17.3%	19.1%	15.5%	18.7%	16.4%	23.0%	15.2%	14.1%	17.9%	14.4%	17.2%	17.3%	16.2%	27.1%	24.5%	14.8%	16.3%	15.8%	20.0%	18.0%	14.1%	22.2%	18.4%	17.9%	16.5%	17.9%	13.1%	15.1%	17.7%				
7	208	104	103	22	40	41	56	49	105	23	70	137	69	7	23	52	44	62	67	52	28	24	26	36	33	18	20	34	17				
	20.3%	20.8%	19.8%	14.6%	18.3%	20.1%	23.0%	23.5%	21.2%	15.1%	19.6%	20.7%	18.6%	18.7%	21.8%	24.5%	20.2%	21.3%	20.5%	23.2%	14.9%	19.1%	20.7%	20.8%	21.5%	20.3%	16.1%	22.9%	19.8%				
8	172	71	101	35	35	29	36	37	78	30	67	106	62	3	15	34	47	55	58	35	24	17	19	38	23	6	21	30	18				
	16.8%	14.2%	19.3%	23.3%	16.0%	14.2%	14.9%	17.9%	15.7%	20.3%	18.6%	15.9%	16.8%	8.5%	13.8%	15.9%	21.7%	19.0%	18.0%	15.6%	12.9%	13.2%	15.2%	22.0%	15.1%	6.4%	17.5%	20.6%	20.6%				
9	61	27	35	19	15	4	15	9	28	5	18	43	25	-	3	15	13	22	12	10	18	7	8	9	10	7	7	6					
	6.0%	5.3%	6.6%	12.3%	7.1%	1.8%	6.2%	4.2%	5.6%	3.6%	5.1%	6.5%	6.8%	-	2.5%	7.1%	5.9%	7.4%	3.7%	4.3%	9.9%	5.6%	6.4%	5.5%	6.6%	8.0%	5.5%	4.7%	6.8%				
10	18	7	11	2	6	4	3	3	9	4	11	7	10	-	3	4	-	-	7	6	5	3	1	1	4	-	3	4	2				
	1.8%	1.3%	2.2%	1.6%	2.6%	2.1%	1.3%	1.3%	1.8%	2.9%	3.0%	1.1%	2.8%	-	3.0%	1.8%	-	-	2.1%	2.7%	2.8%	2.4%	0.8%	*	2.4%	-	2.7%	2.8%	2.4%				
Mean score	6.0	5.8	6.1	6.5	5.8	5.9	5.9	5.9	6.0	5.8	6.1	5.9	5.9	5.3	5.9	6.1	6.1	6.1	6.0	5.9	5.8	6.0	5.9	6.1	6.0	5.5	5.8	6.1	6.2				
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88				
	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%				

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 12

Q12. Normal weightings

Q12. Imagine an employer is currently getting negative coverage about its employees pay and conditions. If that company became an accredited Living Wage employer, how likely would you be to change your view of that company for the better?

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85														
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
Very likely	121	69 52	13 30	27 32	18	70 18	50 70	41 7	14 28	26	41 32	32 16	16 15	16 19	8 22	17 9														
	11.8%	13.7% 10.0%	8.7% 13.8%	13.2% 13.2%	8.9%	14.2% 11.9%	14.1% 10.6%	11.2% 18.5%	13.4% 13.2%	12.0%	14.1% 9.9%	14.4% 8.4%	12.6% 11.6%	9.4% 12.3%	9.3% 17.7%	11.3% 10.1%														
Quite likely	588	271 316	85 119	122 130	132	279 79	211 377	200 22	61 123	133	177 199	114 98	63 70	107 95	55 62	93 43														
	57.4%	54.0% 60.6%	56.3% 54.8%	59.9% 53.1%	63.5%	56.2% 52.5%	58.8% 56.7%	53.8% 57.8%	56.7% 58.3%	61.4%	61.2% 61.2%	51.0% 52.4%	50.2% 55.6%	62.4% 61.5%	61.4% 51.0%	63.0% 48.7%														
Quite unlikely	158	87 70	26 39	25 40	28	80 23	57 101	58 4	17 31	35	40 41	39 38	24 22	14 19	17 20	25 17														
	15.4%	17.4% 13.5%	17.5% 17.8%	12.2% 16.3%	13.5%	16.0% 15.0%	15.8% 15.2%	15.7% 10.6%	16.2% 14.6%	16.0%	13.7% 12.7%	17.6% 20.1%	19.2% 17.3%	8.4% 12.4%	19.6% 16.0%	16.8% 19.0%														
Very unlikely	56	30 26	9 10	14 12	11	27 7	18 38	23 3	8 13	9	12 12	16 15	8 8	10 6	6 8	2 9														
	5.5%	6.1% 4.9%	6.1% 4.4%	7.0% 4.9%	5.5%	5.5% 4.8%	5.0% 5.7%	6.1% 7.6%	7.7% 6.2%	4.2%	4.3% 3.8%	7.3% 8.2%	6.5% 6.0%	5.5% 4.0%	6.7% 6.4%	1.4% 10.3%														
Don't know	101	44 57	17 20	16 30	18	40 24	23 79	49 2	6 16	14	19 40	22 20	15 12	25 15	3 11	11 10														
	9.9%	8.8% 11.0%	11.4% 9.2%	7.7% 12.5%	8.6%	8.1% 15.7%	6.3% 11.8%	13.2% 5.6%	6.0% 7.7%	6.4%	6.7% 12.3%	9.7% 10.8%	11.6% 9.4%	14.3% 9.8%	3.0% 8.9%	7.5% 11.9%														
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%													

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 13

Q13. Normal weightings

Q13. To what extent do you agree or disagree with each of the following statements? - When buying products or services, I care whether the company from which I buy them is a Living Wage employer

Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024		381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Strongly agree	102		49	53	14	23	22	29	13	58	15	39	63	36	1	11	22	26	32	28	25	17	14	10	13	17	13	17	10	9	
	9.9%		9.7%	10.1%	9.3%	10.8%	10.9%	11.7%	6.4%	11.7%	9.8%	10.8%	9.4%	9.7%	2.9%	10.6%	10.2%	12.2%	11.1%	8.6%	11.0%	9.1%	10.9%	7.9%	7.6%	10.9%	14.6%	13.5%	6.8%	9.8%	
Somewhat agree	311		157	154	42	56	64	72	76	135	42	104	207	113	8	38	57	73	107	89	52	63	43	39	50	43	32	32	46	26	
	30.4%		31.3%	29.6%	28.0%	26.0%	31.2%	29.7%	36.9%	27.2%	27.8%	28.9%	31.2%	30.4%	21.5%	35.6%	26.9%	33.7%	36.9%	27.4%	23.4%	33.9%	33.9%	31.3%	29.1%	28.1%	35.4%	26.5%	31.6%	29.0%	
Neither agree nor disagree	397		190	207	52	84	79	96	87	195	62	124	273	132	18	42	91	74	91	141	100	65	48	53	75	58	29	44	53	36	
	38.8%		37.8%	39.7%	34.4%	38.8%	38.5%	39.1%	41.9%	39.2%	41.4%	34.7%	41.0%	35.6%	47.7%	38.9%	43.2%	34.1%	31.5%	43.5%	44.7%	34.7%	38.3%	42.2%	43.6%	37.8%	33.0%	36.0%	36.2%	40.7%	
Somewhat disagree	125		60	64	27	31	25	24	18	62	17	57	68	51	8	14	19	25	34	42	27	22	13	14	20	27	7	20	20	6	
	12.2%		12.0%	12.3%	17.8%	14.4%	12.0%	9.7%	8.7%	12.5%	11.6%	15.8%	10.2%	13.8%	22.2%	12.7%	8.8%	11.6%	11.7%	12.9%	12.1%	11.8%	10.4%	10.8%	11.5%	17.2%	7.6%	16.0%	13.5%	6.3%	
Strongly disagree	60		37	23	9	11	11	20	9	35	5	20	40	20	2	2	20	14	20	19	12	8	3	8	9	6	4	6	12	11	
	5.9%		7.3%	4.5%	5.7%	5.3%	5.6%	8.0%	4.3%	7.0%	3.2%	5.6%	6.0%	5.3%	5.7%	2.3%	9.6%	6.5%	7.1%	5.9%	5.5%	4.4%	2.8%	6.0%	5.5%	4.1%	4.5%	5.2%	7.9%	12.7%	
Don't know	29		9	20	7	10	4	5	4	12	9	15	15	19	-	-	3	4	5	6	7	12	5	2	5	3	4	3	6	1	
	2.9%		1.9%	3.8%	4.8%	4.7%	1.8%	1.9%	1.8%	2.3%	6.2%	4.1%	2.2%	5.2%	-	-	1.3%	1.9%	1.6%	1.8%	3.3%	6.2%	3.7%	1.8%	2.8%	1.9%	4.7%	2.7%	4.0%	1.6%	
SIGMA	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%



**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 14

Q14. Normal weightings

Q14. To what extent do you agree or disagree with each of the following statements? - When buying products or services, I always try to get the best deal in terms of quality and prices, regardless of whether the company from which I buy them pays its employees the real Living Wage

Base: All Respondents

	Total	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Strongly agree	233	121	112	51	52	41	55	33	106	33	87	145	97	10	23	48	36	51	77	55	50	30	27	32	38	14	33	25	33	
	22.7%	24.0%	21.5%	33.6%	23.9%	20.2%	22.7%	16.0%	21.4%	22.1%	24.3%	21.8%	26.1%	27.6%	21.7%	22.6%	16.7%	17.5%	23.8%	24.5%	26.7%	24.0%	21.8%	18.7%	24.6%	15.3%	27.3%	17.0%	37.5%	
Somewhat agree	436	207	228	56	104	82	108	86	225	56	146	290	147	16	52	93	93	124	130	99	83	54	46	84	70	37	49	64	31	
	42.6%	41.3%	43.8%	37.0%	48.1%	40.0%	44.1%	41.5%	45.3%	37.6%	40.6%	43.6%	39.7%	42.5%	49.0%	44.1%	43.0%	42.8%	40.0%	44.6%	44.2%	43.0%	37.0%	48.9%	45.7%	41.7%	39.7%	43.5%	35.3%	
Neither agree nor disagree	254	124	130	34	43	56	59	61	119	44	94	160	89	8	25	53	59	77	85	51	41	28	39	44	32	23	31	39	18	
	24.8%	24.6%	24.9%	22.5%	19.9%	27.4%	24.3%	29.6%	24.0%	29.6%	26.0%	24.1%	23.9%	22.1%	23.3%	25.2%	27.1%	26.8%	26.0%	22.9%	21.8%	22.3%	30.8%	25.7%	20.5%	25.5%	25.6%	26.3%	20.8%	
Somewhat disagree	71	37	34	8	4	19	17	23	31	11	18	53	27	2	4	15	19	27	26	14	5	8	10	9	10	13	5	13	4	
	7.0%	7.4%	6.5%	5.2%	1.9%	9.1%	7.1%	11.2%	6.2%	7.3%	5.1%	7.9%	7.2%	6.2%	4.1%	7.2%	8.9%	9.3%	8.0%	6.1%	2.5%	6.1%	8.1%	5.4%	6.4%	14.5%	4.0%	8.9%	4.2%	
Strongly disagree	14	9	5	3	3	3	3	3	10	-	5	10	5	-	1	1	5	6	4	1	4	4	1	1	1	-	3	4	1	
	1.4%	1.9%	1.0%	1.7%	1.3%	1.6%	1.1%	1.3%	2.1%	-	1.3%	1.5%	1.4%	-	1.0%	*	2.4%	2.0%	1.1%	*	2.1%	3.1%	0.8%	*	0.5%	-	2.6%	2.8%	0.7%	
Don't know	16	4	12	-	11	3	1	1	6	5	9	7	7	1	1	1	4	5	3	3	5	2	2	1	4	3	1	2	1	
	1.6%	0.8%	2.3%	-	4.8%	1.6%	0.6%	*	1.2%	3.5%	2.5%	1.1%	1.8%	1.6%	0.9%	0.6%	2.0%	1.6%	1.0%	1.4%	2.8%	1.5%	1.4%	0.9%	2.4%	3.0%	0.8%	1.5%	1.6%	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 15**  
**Q15. Normal weightings**  
**Q15. To what extent do you agree or disagree with each of the following statements? - I cannot see the benefit to employers regarding whether they pay the real Living Wage or not**  
Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024		381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
Strongly agree	32		20	12	1	13	7	5	7	19	3	17	15	10	-	6	6	11	10	6	11	5	9	5	1	9	1	1	2	3
	3.1%		4.0%	2.3%	0.6%	5.8%	3.5%	1.8%	3.3%	3.7%	2.2%	4.9%	2.2%	2.8%	-	5.3%	2.6%	4.9%	3.4%	1.9%	4.9%	2.7%	6.8%	4.3%	0.8%	5.6%	1.4%	1.1%	1.4%	3.9%
Somewhat agree	129		61	68	18	33	34	22	22	78	10	50	79	38	2	20	33	27	39	37	30	23	13	11	19	21	9	16	24	16
	12.6%		12.1%	12.9%	11.7%	15.1%	16.7%	8.9%	10.6%	15.8%	6.5%	13.9%	11.8%	10.4%	5.9%	18.9%	15.6%	12.6%	13.3%	11.5%	13.4%	12.2%	10.6%	8.6%	11.2%	13.5%	10.1%	13.1%	16.1%	17.8%
Neither agree nor disagree	271		140	131	39	55	47	83	47	143	42	101	170	97	11	35	63	46	52	93	66	61	32	36	36	46	26	42	29	24
	26.5%		27.9%	25.2%	25.5%	25.4%	22.9%	34.1%	22.8%	28.7%	27.8%	28.2%	25.5%	26.1%	28.5%	32.8%	29.6%	21.2%	17.8%	28.5%	29.7%	32.6%	25.4%	28.5%	20.7%	29.9%	29.7%	34.3%	19.7%	27.7%
Somewhat disagree	335		155	180	58	58	65	77	78	135	50	121	214	125	11	26	66	75	116	101	65	54	40	41	70	39	29	37	49	29
	32.7%		30.8%	34.5%	38.1%	26.6%	31.7%	31.5%	37.5%	27.3%	33.3%	33.7%	32.2%	33.7%	29.2%	24.5%	31.1%	34.4%	39.9%	31.1%	28.9%	28.8%	32.0%	33.0%	40.6%	25.2%	33.1%	30.2%	33.2%	33.4%
Strongly disagree	226		117	109	33	42	47	53	50	112	36	55	171	87	13	18	40	55	71	76	45	35	29	30	39	33	23	23	35	14
	22.1%		23.3%	20.8%	22.1%	19.5%	23.0%	21.9%	24.1%	22.6%	23.8%	15.3%	25.7%	23.5%	33.8%	16.8%	19.1%	25.2%	24.5%	23.3%	20.1%	18.5%	22.8%	24.2%	22.8%	21.5%	25.8%	18.9%	23.5%	15.7%
Don't know	31		9	22	3	16	4	4	4	9	10	14	17	14	1	2	4	4	3	12	7	10	3	2	7	6	-	3	9	1
	3.1%		1.8%	4.3%	2.0%	7.5%	2.1%	1.8%	1.7%	1.9%	6.4%	4.0%	2.6%	3.6%	2.6%	1.6%	2.0%	1.7%	1.0%	3.7%	3.0%	5.2%	2.3%	1.4%	4.0%	4.2%	-	2.4%	6.2%	1.6%
SIGMA	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 16

Q16. Normal weightings

Q16. To what extent do you agree or disagree with each of the following statements? - If my friends are to choose between working for an accredited Living Wage Employer and one that is not, I would always advise them to choose the accredited one

Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Strongly agree	285	127	158	40	61	48	74	63	126	46	99	187	107	6	37	54	61	80	90	62	54	39	36	47	47	23	37	34	21	
	27.9%	25.3%	30.3%	26.3%	28.2%	23.4%	30.2%	30.3%	25.5%	30.7%	27.5%	28.1%	28.8%	16.2%	34.5%	25.3%	28.1%	27.6%	27.7%	27.8%	28.7%	30.6%	29.1%	27.1%	30.7%	26.1%	30.6%	23.4%	24.2%	
Somewhat agree	414	215	199	59	73	97	92	93	210	47	146	268	142	20	41	92	88	128	131	85	69	46	48	80	56	40	50	65	29	
	40.4%	42.8%	38.2%	39.2%	33.5%	47.4%	37.8%	44.7%	42.3%	31.2%	40.6%	40.3%	38.4%	52.5%	38.9%	43.5%	40.7%	44.3%	40.3%	38.2%	37.2%	36.5%	38.4%	46.6%	36.3%	44.8%	41.0%	44.3%	32.5%	
Neither agree nor disagree	244	119	125	41	62	42	59	40	119	42	81	163	100	10	20	51	44	57	77	61	49	30	30	34	37	23	23	34	33	
	23.8%	23.7%	23.9%	27.0%	28.7%	20.4%	24.1%	19.5%	24.1%	28.3%	22.7%	24.5%	26.8%	27.3%	18.4%	24.0%	20.5%	19.6%	23.6%	27.6%	26.2%	23.8%	24.1%	19.8%	23.9%	25.7%	18.6%	23.0%	37.8%	
Somewhat disagree	36	18	18	6	8	9	11	3	22	7	21	15	13	-	5	8	10	15	7	6	8	4	3	7	6	2	7	5	2	
	3.5%	3.6%	3.5%	3.8%	3.7%	4.2%	4.4%	1.3%	4.3%	4.7%	5.8%	2.3%	3.6%	-	4.6%	3.8%	4.5%	5.1%	2.1%	2.8%	4.5%	3.3%	2.8%	4.0%	3.6%	1.7%	5.7%	3.6%	2.4%	
Strongly disagree	10	7	3	3	*	3	-	4	6	2	1	8	1	-	-	1	7	3	5	*	1	3	2	-	1	-	3	1	-	
	0.9%	1.4%	0.5%	1.7%	*	1.4%	-	1.8%	1.1%	1.6%	*	1.2%	*	-	-	0.6%	3.4%	1.2%	1.4%	*	0.6%	2.4%	1.3%	-	0.5%	-	2.6%	0.7%	-	
Don't know	35	16	19	3	12	6	8	5	13	5	11	24	8	1	4	6	6	6	16	8	5	4	6	4	8	1	2	7	3	
	3.4%	3.2%	3.6%	1.9%	5.8%	3.2%	3.4%	2.4%	2.6%	3.6%	3.0%	3.6%	2.1%	3.9%	3.6%	2.8%	2.9%	2.2%	4.9%	3.4%	2.8%	3.4%	4.4%	2.5%	5.0%	1.6%	1.6%	5.0%	3.1%	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%	

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 17**  
**Q17. Normal weightings**  
**Q17. To what extent do you agree or disagree with each of the following statements? - I would think more positively about a company that became a newly accredited Living Wage employer**  
Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024		381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
Strongly agree	225		101	124	31	52	47	54	41	106	43	85	139	93	8	27	40	46	64	71	50	40	30	31	39	43	20	19	25	18
	22.0%		20.0%	23.8%	20.5%	23.8%	23.0%	22.1%	19.8%	21.3%	28.5%	23.8%	21.0%	24.9%	20.3%	25.0%	18.7%	21.4%	22.1%	21.9%	22.3%	21.4%	23.6%	24.8%	22.4%	27.8%	22.6%	15.6%	17.2%	20.5%
Somewhat agree	546		268	278	82	111	114	124	116	268	66	195	351	188	21	54	121	115	160	184	109	93	65	63	99	72	42	78	84	43
	53.4%		53.4%	53.3%	53.9%	51.0%	55.7%	51.0%	55.8%	54.0%	44.3%	54.4%	52.8%	50.5%	55.9%	50.8%	57.2%	53.1%	55.3%	56.5%	49.1%	49.8%	51.7%	49.9%	57.3%	47.0%	47.0%	63.7%	57.4%	49.1%
Neither agree nor disagree	194		105	89	33	38	31	54	39	96	30	59	136	71	9	24	36	42	51	54	51	39	21	23	28	32	24	17	27	21
	19.0%		20.9%	17.1%	21.7%	17.4%	14.9%	22.2%	18.8%	19.3%	19.9%	16.4%	20.4%	19.0%	23.8%	22.1%	17.0%	19.4%	17.7%	16.6%	22.8%	20.7%	17.0%	18.1%	16.2%	21.1%	27.4%	14.3%	18.2%	24.3%
Somewhat disagree	21		10	11	1	7	6	4	4	13	2	9	12	7	-	*	6	7	8	4	5	4	4	3	3	3	1	2	5	2
	2.1%		2.1%	2.1%	0.6%	3.0%	2.9%	1.7%	1.8%	2.7%	1.0%	2.5%	1.8%	1.8%	-	*	2.8%	3.1%	2.6%	1.3%	2.4%	2.3%	2.8%	2.1%	1.8%	1.7%	1.6%	1.4%	3.1%	1.7%
Strongly disagree	14		10	4	-	2	4	3	5	8	3	3	11	3	-	1	6	4	3	6	3	3	2	3	1	1	-	3	2	2
	1.4%		2.1%	0.8%	-	0.8%	2.1%	1.4%	2.3%	1.7%	1.8%	0.9%	1.7%	0.7%	-	0.7%	3.0%	1.7%	1.0%	1.8%	1.3%	1.4%	1.5%	2.5%	*	0.5%	-	2.6%	1.4%	2.8%
Don't know	23		8	15	5	8	3	4	3	5	7	8	15	11	-	1	2	3	4	6	5	8	4	3	3	3	1	3	4	1
	2.2%		1.6%	2.9%	3.2%	3.9%	1.4%	1.6%	1.4%	1.0%	4.4%	2.1%	2.3%	3.0%	-	0.9%	1.2%	1.3%	1.3%	2.0%	2.1%	4.3%	3.4%	2.6%	1.8%	1.8%	1.4%	2.4%	2.7%	1.6%
SIGMA	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 18**  
**Q18. Normal weightings**  
**Q18. To what extent do you agree or disagree with each of the following statements? - Staff morale at companies that do not pay the real Living Wage is lower than at companies that do**  
Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024		381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
Strongly agree	277		133	144	39	59	48	63	66	135	42	108	169	94	6	33	66	59	80	95	56	47	34	33	41	50	37	27	36	19
	27.0%		26.4%	27.6%	25.9%	27.3%	23.7%	26.0%	32.0%	27.3%	28.1%	29.9%	25.4%	25.4%	16.1%	31.3%	31.1%	27.0%	27.5%	29.2%	24.9%	24.9%	26.7%	26.3%	23.8%	32.7%	42.0%	21.8%	24.2%	21.6%
Somewhat agree	398		197	202	52	77	87	91	92	190	49	134	264	145	17	40	82	83	117	119	87	76	46	44	69	56	32	51	64	36
	38.9%		39.1%	38.6%	34.5%	35.4%	42.4%	37.3%	44.2%	38.3%	32.5%	37.4%	39.7%	39.1%	46.5%	37.5%	38.6%	38.2%	40.4%	36.6%	38.8%	40.7%	36.3%	35.2%	40.0%	36.3%	36.4%	41.8%	43.8%	40.6%
Neither agree nor disagree	221		104	117	40	49	45	58	29	107	42	82	139	92	12	22	40	39	55	66	53	47	27	30	38	33	15	32	26	20
	21.5%		20.7%	22.4%	26.4%	22.5%	22.2%	23.6%	13.8%	21.6%	27.9%	22.7%	20.9%	24.6%	32.0%	20.1%	18.9%	17.8%	19.0%	20.2%	23.7%	25.1%	21.6%	23.8%	22.1%	21.1%	16.6%	26.2%	17.5%	23.1%
Somewhat disagree	34		14	20	5	7	6	11	5	21	4	13	22	10	-	4	6	11	10	12	5	6	7	3	6	4	3	2	5	3
	3.4%		2.9%	3.8%	3.6%	3.0%	3.0%	4.6%	2.4%	4.2%	2.8%	3.5%	3.3%	2.8%	-	3.8%	2.8%	5.2%	3.5%	3.8%	2.5%	3.5%	5.4%	2.7%	3.6%	2.8%	3.4%	1.9%	3.5%	3.8%
Strongly disagree	15		9	6	3	3	4	3	2	5	1	2	12	8	-	1	3	3	1	6	4	4	2	3	1	1	-	1	5	2
	1.4%		1.7%	1.2%	2.1%	1.2%	2.0%	1.2%	0.9%	1.1%	0.7%	0.6%	1.9%	2.1%	-	0.8%	1.6%	1.3%	*	1.7%	1.7%	2.0%	1.7%	2.0%	*	0.6%	-	0.8%	3.6%	2.4%
Don't know	79		46	33	11	23	14	18	14	38	12	21	58	22	2	7	15	23	26	27	19	7	11	12	17	10	1	9	11	7
	7.8%		9.1%	6.4%	7.4%	10.6%	6.6%	7.3%	6.7%	7.6%	7.9%	5.9%	8.8%	6.0%	5.3%	6.4%	7.0%	10.6%	9.2%	8.4%	8.3%	3.8%	8.4%	10.0%	10.0%	6.5%	1.7%	7.5%	7.4%	8.4%
SIGMA	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 19**  
**Q19. Normal weightings**  
**Q19. To what extent do you agree or disagree with each of the following statements? - Having more employers that pay the Living Wage in my local area would raise the living standards of people in the area**  
**Base: All Respondents**

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024		381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
Strongly agree	301		148	153	53	63	56	70	58	137	42	104	197	129	9	27	54	57	82	98	69	51	38	34	42	44	42	34	44	22
	29.4%		29.5%	29.2%	35.2%	29.2%	27.5%	28.7%	28.0%	27.6%	28.3%	28.9%	29.6%	34.6%	24.7%	25.1%	25.6%	26.4%	28.5%	30.0%	31.1%	27.5%	30.0%	27.5%	24.7%	28.7%	47.1%	27.6%	30.1%	24.9%
Somewhat agree	466		221	245	68	95	105	107	91	229	65	161	305	161	15	55	101	102	128	152	102	84	57	66	89	69	23	52	71	39
	45.5%		44.1%	47.0%	45.1%	43.8%	51.5%	43.9%	43.7%	46.2%	43.4%	44.8%	45.9%	43.4%	39.1%	51.8%	47.5%	47.1%	44.2%	46.8%	45.9%	45.1%	44.9%	52.7%	51.5%	45.1%	25.9%	42.7%	48.4%	44.4%
Neither agree nor disagree	161		87	73	19	31	27	45	40	87	23	57	103	42	12	18	42	34	55	47	35	24	20	14	27	27	14	23	21	15
	15.7%		17.4%	14.1%	12.3%	14.1%	13.3%	18.3%	19.1%	17.5%	15.2%	16.0%	15.5%	11.4%	31.4%	17.0%	20.0%	15.7%	19.0%	14.4%	15.9%	12.6%	15.9%	11.1%	16.0%	17.5%	16.0%	18.6%	14.2%	16.5%
Somewhat disagree	47		24	23	5	12	7	12	11	25	9	25	23	19	1	5	9	11	11	16	8	11	5	4	8	7	7	3	4	8
	4.6%		4.7%	4.5%	3.3%	5.7%	3.5%	5.0%	5.1%	5.0%	6.2%	6.8%	3.4%	5.1%	2.8%	4.6%	4.4%	5.3%	4.0%	5.1%	3.7%	6.0%	3.7%	3.4%	4.7%	4.6%	8.3%	2.7%	2.9%	9.2%
Strongly disagree	13		6	8	-	3	4	5	2	5	3	4	9	8	-	-	2	3	4	3	2	5	3	2	3	2	1	1	1	1
	1.3%		1.2%	1.5%	-	1.3%	1.9%	2.0%	1.0%	1.0%	1.9%	1.2%	1.4%	2.1%	-	-	1.1%	1.4%	1.3%	1.0%	0.8%	2.6%	2.5%	1.3%	1.5%	1.1%	1.4%	0.8%	0.9%	0.9%
Don't know	36		16	20	6	13	5	5	7	13	8	8	28	13	1	2	3	9	9	9	6	12	4	5	3	5	1	9	5	4
	3.5%		3.2%	3.8%	4.2%	5.9%	2.3%	2.2%	3.1%	2.7%	5.0%	2.3%	4.1%	3.4%	2.0%	1.5%	1.4%	4.0%	3.1%	2.8%	2.7%	6.2%	3.0%	4.0%	1.7%	3.0%	1.4%	7.6%	3.6%	4.2%
SIGMA	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 20

Q20. Normal weightings

Q20. To what extent do you agree or disagree with each of the following statements? - If an employer increases the payment of its employees from minimum wage to Living Wage (equating to £2000 per year for full-time employees), they are right to scrap other workplace benefits such as free meals, discounts or paid breaks during the day

Base: All Respondents

	Total	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Strongly agree	78	38	41	20	22	13	21	3	41	10	37	42	26	6	10	17	14	21	22	22	13	16	9	7	11	7	10	11	7	
	7.6%	7.5%	7.8%	13.3%	10.0%	6.4%	8.5%	1.3%	8.2%	6.4%	10.2%	6.2%	7.0%	15.0%	9.8%	8.0%	6.5%	7.3%	6.9%	9.8%	6.8%	12.8%	7.2%	3.9%	6.9%	7.7%	8.3%	7.8%	8.4%	
Somewhat agree	203	108	96	29	43	45	48	38	114	29	77	127	71	7	27	46	45	62	67	39	35	26	19	36	37	21	13	32	21	
	19.9%	21.4%	18.3%	19.1%	20.0%	22.0%	19.7%	18.4%	22.9%	19.1%	21.4%	19.0%	19.2%	18.4%	25.7%	21.7%	20.8%	21.3%	20.7%	17.6%	18.8%	20.3%	15.0%	20.7%	24.0%	23.6%	10.7%	21.6%	23.2%	
Neither agree nor disagree	233	129	104	35	41	38	73	46	121	38	85	149	86	10	22	47	47	59	77	57	40	24	29	38	40	24	35	26	17	
	22.8%	25.8%	19.9%	23.1%	19.0%	18.5%	30.0%	22.2%	24.4%	25.4%	23.6%	22.4%	23.0%	27.6%	20.5%	22.4%	21.6%	20.3%	23.8%	25.4%	21.6%	18.7%	23.5%	21.8%	26.1%	27.5%	28.6%	17.8%	19.1%	
Somewhat disagree	254	114	140	31	53	47	58	65	99	43	90	163	100	7	19	50	56	73	83	50	47	30	32	45	33	14	34	38	28	
	24.8%	22.6%	26.8%	20.5%	24.3%	22.8%	23.7%	31.5%	19.9%	28.8%	25.1%	24.6%	26.8%	17.8%	17.7%	23.8%	26.0%	25.2%	25.5%	22.6%	25.3%	23.4%	25.5%	26.2%	21.8%	15.5%	27.6%	26.0%	31.4%	
Strongly disagree	229	103	127	32	49	58	39	51	115	26	65	165	78	8	25	50	49	69	67	47	46	27	31	42	29	23	27	37	13	
	22.4%	20.5%	24.3%	21.2%	22.5%	28.4%	16.1%	24.7%	23.1%	17.1%	18.0%	24.8%	21.0%	21.2%	23.9%	23.5%	22.8%	23.8%	20.6%	21.1%	24.8%	21.6%	24.9%	24.6%	19.0%	25.8%	22.1%	24.9%	14.5%	
Don't know	26	11	15	4	9	4	5	4	7	5	6	20	11	-	2	1	5	6	8	8	5	4	5	5	3	-	3	3	3	
	2.6%	2.2%	2.9%	2.7%	4.3%	1.9%	1.9%	2.0%	1.4%	3.2%	1.7%	3.0%	2.9%	-	2.3%	0.6%	2.3%	2.0%	2.5%	3.4%	2.7%	3.1%	3.9%	2.8%	2.2%	-	2.7%	1.9%	3.3%	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 21**  
**Q21. Normal weightings**  
**Q21. To what extent do you agree or disagree with each of the following statements? - Low-paid employees should have to choose between earning the real Living Wage and workplace benefits**  
Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024		381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
Strongly agree	89		49	41	12	24	23	18	12	48	9	42	47	33	3	11	16	24	22	32	19	17	15	7	12	13	10	12	14	6
	8.7%		9.7%	7.8%	7.9%	11.0%	11.4%	7.5%	5.8%	9.7%	6.3%	11.8%	7.1%	8.8%	7.2%	10.2%	7.4%	11.3%	7.4%	9.8%	8.6%	9.0%	11.7%	5.6%	7.0%	8.4%	11.7%	9.5%	9.8%	7.1%
Somewhat agree	157		80	77	18	41	33	39	27	84	21	68	89	46	3	21	35	40	45	48	32	32	22	13	21	34	8	14	27	18
	15.4%		15.9%	14.8%	11.9%	18.8%	16.1%	15.9%	12.9%	17.0%	13.7%	19.1%	13.4%	12.4%	6.9%	19.4%	16.7%	18.3%	15.7%	14.7%	14.4%	17.1%	17.6%	10.1%	11.9%	22.2%	9.4%	11.6%	18.6%	20.2%
Neither agree nor disagree	219		109	110	44	34	37	64	41	114	28	75	144	77	10	23	52	40	57	57	55	50	28	26	32	32	28	28	24	20
	21.4%		21.7%	21.0%	28.9%	15.4%	18.2%	26.1%	19.6%	23.0%	18.8%	20.9%	21.6%	20.8%	27.0%	21.5%	24.5%	18.4%	19.6%	17.5%	24.6%	26.9%	22.2%	20.9%	18.5%	20.7%	31.9%	22.9%	16.4%	23.2%
Somewhat disagree	210		102	109	28	42	36	54	50	93	35	67	144	84	9	15	37	46	65	69	45	31	23	32	39	25	10	32	29	20
	20.6%		20.3%	20.8%	18.6%	19.4%	17.8%	22.0%	24.3%	18.7%	23.5%	18.6%	21.6%	22.6%	22.8%	13.9%	17.7%	21.2%	22.6%	21.3%	20.1%	16.6%	18.2%	25.7%	22.8%	16.2%	11.1%	26.0%	19.5%	23.2%
Strongly disagree	305		143	163	42	63	68	60	72	143	47	91	214	114	12	34	66	60	88	107	61	49	28	39	64	46	32	33	45	19
	29.8%		28.4%	31.1%	27.9%	29.1%	33.2%	24.6%	34.6%	28.7%	31.4%	25.4%	32.2%	30.6%	32.0%	32.1%	31.1%	27.5%	30.4%	33.0%	27.3%	26.3%	22.1%	31.2%	36.9%	30.1%	35.9%	26.8%	30.6%	21.1%
Don't know	43		20	22	7	14	7	10	6	14	9	16	27	18	2	3	6	7	12	12	11	8	10	8	5	4	-	4	7	5
	4.2%		4.0%	4.3%	4.8%	6.3%	3.3%	3.9%	2.7%	2.9%	6.3%	4.3%	4.1%	4.8%	4.1%	2.9%	2.6%	3.2%	4.2%	3.7%	4.9%	4.1%	8.1%	6.4%	2.9%	2.4%	-	3.2%	5.0%	5.2%
SIGMA	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%



**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 22**  
**Q22. Normal weightings**  
**Q22. To what extent do you agree or disagree with each of the following statements? - Giving workplace benefits to employees, such as paid breaks, is not a valid reason to keep them on minimum wage**  
Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
			Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024		381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Strongly agree	404		192	213	49	84	86	89	96	187	71	137	267	149	12	54	78	84	119	127	83	75	51	51	70	64	36	43	54	35	
	39.5%		38.1%	40.8%	32.2%	38.8%	42.1%	36.6%	46.3%	37.7%	47.2%	38.1%	40.2%	40.0%	31.7%	50.2%	37.1%	38.7%	41.3%	39.1%	37.1%	40.2%	40.3%	40.9%	40.6%	41.4%	40.9%	35.4%	36.6%	39.7%	
Somewhat agree	344		162	182	46	90	59	82	68	176	41	125	219	118	11	38	77	76	108	108	73	55	45	37	64	50	26	37	60	26	
	33.6%		32.3%	34.8%	30.1%	41.3%	28.6%	33.7%	32.8%	35.6%	27.6%	34.9%	32.9%	31.8%	30.7%	35.1%	36.3%	35.2%	37.4%	33.3%	32.7%	29.3%	35.6%	29.4%	37.1%	32.2%	29.7%	30.1%	40.6%	29.3%	
Neither agree nor disagree	170		104	65	39	20	34	48	29	86	21	58	111	61	7	12	35	38	36	58	45	30	20	21	23	29	22	28	9	18	
	16.6%		20.8%	12.5%	26.0%	9.0%	16.7%	19.7%	13.8%	17.3%	14.0%	16.2%	16.7%	16.3%	18.9%	11.4%	16.6%	17.4%	12.6%	17.8%	20.3%	16.2%	16.1%	16.5%	13.5%	18.7%	24.8%	22.6%	5.8%	20.8%	
Somewhat disagree	51		22	30	11	10	14	11	5	25	5	19	33	23	4	1	12	8	14	13	13	11	4	9	8	5	1	3	14	7	
	5.0%		4.3%	5.7%	7.1%	4.5%	6.8%	4.7%	2.6%	5.0%	3.2%	5.2%	4.9%	6.1%	11.4%	0.8%	5.8%	3.7%	4.8%	4.1%	5.9%	6.0%	3.1%	7.3%	4.7%	3.0%	1.6%	2.8%	9.6%	7.7%	
Strongly disagree	29		14	15	5	5	6	5	8	14	3	8	21	10	3	3	5	4	5	8	6	11	1	2	6	5	3	8	3	-	
	2.8%		2.8%	2.9%	3.5%	2.4%	3.0%	2.0%	3.7%	2.9%	1.9%	2.2%	3.2%	2.6%	7.2%	2.4%	2.6%	1.9%	1.7%	2.4%	2.6%	5.8%	1.1%	1.8%	3.3%	3.5%	3.0%	6.8%	2.3%	-	
Don't know	26		8	18	2	9	6	8	2	8	9	12	14	12	-	-	3	7	7	11	4	5	5	5	2	2	-	3	7	2	
	2.5%		1.7%	3.4%	1.1%	4.1%	2.8%	3.2%	0.8%	1.5%	6.1%	3.3%	2.1%	3.2%	-	-	1.6%	3.1%	2.2%	3.4%	1.6%	2.6%	3.9%	4.1%	0.9%	1.2%	-	2.4%	5.1%	2.4%	
SIGMA	1024		502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 23**  
**Q23. Normal weightings**  
**Q23. In the past year, which of the following life situations have you experienced? - Fallen behind with household bills**  
Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381 643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502 522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
I have experienced	277	121 156	39	82	59	65	32	113	55	132	145	141	15	26	41	41	53	81	69	74	40	39	36	41	25	26	48	23	
	27.1%	24.0% 30.0%	25.7%	37.7%	28.8%	26.8%	15.4%	22.8%	36.9%	36.8%	21.8%	37.9%	38.9%	24.8%	19.4%	18.7%	18.3%	25.0%	31.1%	39.4%	31.5%	30.8%	21.1%	26.5%	28.0%	21.1%	32.4%	26.4%	
I have not experienced	662	338 324	91	111	130	169	161	352	76	203	459	200	19	74	156	164	222	212	139	90	73	79	122	102	55	85	89	57	
	64.7%	67.4% 62.1%	59.9%	51.3%	63.6%	69.3%	77.9%	70.9%	51.0%	56.6%	69.1%	53.9%	51.8%	69.4%	73.6%	75.8%	76.6%	65.3%	62.3%	48.1%	57.6%	62.8%	71.1%	66.3%	62.0%	69.8%	60.7%	64.5%	
Prefer not to say	21	11 10	6	10	4	1	1	9	8	7	14	10	-	-	5	5	4	6	6	5	3	3	4	-	3	-	6	3	
	2.1%	2.3% 1.9%	3.8%	4.4%	1.9%	*	0.6%	1.8%	5.5%	2.1%	2.1%	2.7%	-	-	2.1%	2.3%	1.5%	1.8%	2.6%	2.8%	2.4%	2.4%	2.2%	-	3.0%	-	3.9%	3.4%	
Not applicable	63	32 31	16	14	12	9	13	23	10	17	47	21	3	6	10	7	11	26	9	18	11	5	10	11	6	11	4	5	
	6.2%	6.4% 6.0%	10.5%	6.5%	5.7%	3.6%	6.2%	4.6%	6.6%	4.6%	7.0%	5.6%	9.2%	5.8%	4.8%	3.1%	3.6%	7.9%	4.0%	9.7%	8.5%	4.0%	5.7%	7.2%	7.0%	9.1%	3.0%	5.8%	
SIGMA	1024	502 522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 24**  
**Q24. Normal weightings**  
**Q24. In the past year, which of the following life situations have you experienced? - Fallen behind with your rent or mortgage**  
Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85													
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88													
I have experienced	155	67 89	29 50	29 32	15	68 31	80 75	82 8	12 26	24	31 36	41 47	24 21	17 28	10 13	27 15													
	15.2%	13.3% 17.0%	19.1% 23.3%	14.0% 13.0%	7.4%	13.8% 20.6%	22.4% 11.2%	22.1% 20.9%	11.3% 12.1%	11.3%	10.8% 11.0%	18.5% 25.1%	19.1% 16.4%	9.7% 18.4%	11.0% 10.5%	18.6% 17.4%													
I have not experienced	718	361 358	89 137	151 188	154	383 97	247 471	229 25	87 168	171	235 241	145 97	82 86	129 104	64 95	102 56													
	70.2%	71.8% 68.5%	58.7% 63.1%	73.9% 77.0%	74.1%	77.2% 64.9%	68.8% 70.9%	61.6% 66.0%	81.2% 79.1%	78.7%	81.3% 74.3%	64.9% 52.1%	65.4% 68.8%	75.2% 67.5%	71.5% 77.9%	69.2% 63.2%													
Prefer not to say	21	9 13	5 10	3 1	2	10 6	8 13	8 1	* 3	4	4 3	6 8	2 4	6 3	3 3	- 4													
	2.1%	1.7% 2.4%	3.4% 4.5%	1.7% *	1.0%	2.0% 4.2%	2.1% 2.0%	2.1% 2.0%	* 1.6%	1.9%	1.5% 1.0%	2.6% 4.1%	1.7% 3.1%	3.4% 1.9%	3.0% -	2.6% -													
Not applicable	129	66 63	28 20	21 24	36	34 15	24 105	53 4	8 15	17	19 44	31 35	17 15	20 19	13 14	14 17													
	12.6%	13.2% 12.1%	18.8% 9.2%	10.3% 9.6%	17.5%	7.0% 10.3%	6.6% 15.8%	14.2% 11.1%	7.0% 7.1%	8.0%	6.4% 13.7%	14.0% 18.7%	13.8% 11.7%	11.6% 12.2%	14.6% 11.6%	9.6% 19.4%													
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88													
	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%												

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 25**  
**Q25. Normal weightings**  
**Q25. In the past year, which of the following life situations have you experienced? - Used a food bank**  
Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381 643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502 522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
I have experienced	64	35 30	7	28	9	18	3	29	7	32	33	31	-	5	14	11	10	21	10	23	15	7	10	10	3	8	9	3	
	6.3%	6.9% 5.7%	4.4%	12.7%	4.4%	7.3%	1.6%	5.9%	5.0%	8.9%	4.9%	8.4%	-	4.5%	6.8%	5.2%	3.5%	6.5%	4.7%	12.1%	11.8%	5.3%	5.5%	6.5%	3.4%	6.7%	6.1%	3.5%	
I have not experienced	848	411 437	119	160	177	213	179	422	118	295	553	299	32	93	176	191	260	269	187	132	97	106	146	127	74	103	120	74	
	82.8%	81.8% 83.8%	78.9%	73.9%	86.5%	87.1%	86.3%	85.2%	78.9%	82.0%	83.2%	80.4%	84.6%	87.4%	83.1%	88.2%	90.0%	82.7%	83.8%	70.8%	77.2%	85.0%	84.6%	82.3%	83.7%	84.4%	81.7%	83.8%	
Prefer not to say	25	15 10	9	10	2	2	2	11	10	10	15	12	1	-	6	3	4	9	5	7	5	3	3	2	3	-	6	2	
	2.4%	3.0% 1.8%	5.9%	4.5%	1.1%	0.6%	1.1%	2.3%	6.4%	2.8%	2.2%	3.2%	2.5%	-	2.8%	1.6%	1.4%	2.7%	2.3%	3.7%	4.3%	2.8%	2.0%	1.2%	3.0%	-	3.9%	2.5%	
Not applicable	87	42 45	16	19	16	12	23	33	15	23	64	29	5	9	15	11	15	26	21	25	8	9	13	15	9	11	12	9	
	8.5%	8.3% 8.7%	10.8%	8.9%	8.0%	5.0%	11.0%	6.6%	9.7%	6.3%	9.7%	7.9%	12.9%	8.1%	7.3%	5.0%	5.1%	8.1%	9.2%	13.4%	6.7%	6.9%	7.8%	10.0%	10.0%	8.9%	8.3%	10.1%	
SIGMA	1024	502 522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 26

Q26. Normal weightings

Q26. In the past year, which of the following life situations have you experienced? - Topped up my monthly income with a credit card or loan

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233 240	233 240	467 171	376 648	379 37	112 204	209 209	284 335	221 184	185 157	170 134	134 45	93 155	85 85												
Weighted Total	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 89	122 147	88 88													
I have experienced	304	153 151	37 83	72 64	48 48	172 44	124 180	105 12	26 81	68 68	90 96	64 53	39 42	52 41	22 29	54 26	26													
	29.7%	30.5% 28.9%	24.4% 38.2%	35.2% 26.3%	23.3% 34.7%	29.5% 34.8%	27.1% 28.3%	32.8% 24.2%	38.4% 31.3%	31.2%	29.7% 28.8%	28.6% 31.2%	33.2% 30.1%	26.5% 24.6%	23.8% 36.5%	29.5% 29.5%														
I have not experienced	605	291 314	89 107	115 159	136 136	282 86	204 402	222 22	73 111	134 134	181 193	129 102	71 71	100 92	56 81	82 52	52													
	59.1%	58.0% 60.1%	59.0% 49.2%	56.1% 65.0%	65.6% 56.8%	57.7% 56.7%	60.4% 59.9%	58.3% 68.1%	52.6% 61.7%	62.7%	59.3% 58.1%	54.4% 56.2%	56.8% 57.9%	59.9% 62.5%	66.6% 56.0%	58.7% 58.7%														
Prefer not to say	25	13 11	10 7	3 2	3 3	9 8	7 18	13 -	1 4	6 6	4 9	6 5	5 4	4 3	1 4	2 2	2													
	2.4%	2.6% 2.2%	6.3% 3.2%	1.7% 0.7%	1.4% 1.8%	5.6% 2.0%	2.6% 3.5%	- 0.7%	1.7% 2.6%	1.2%	2.8% 2.9%	2.8% 4.3%	3.1% 0.9%	2.5% 3.0%	0.6% 2.8%	2.7% 2.7%														
Not applicable	90	44 46	16 20	14 20	20 20	33 11	24 66	31 3	7 15	9 9	14 27	23 27	11 9	19 17	9 11	7 8	8													
	8.8%	8.8% 8.8%	10.3% 9.4%	7.0% 8.0%	9.7% 6.7%	7.3% 6.8%	9.9% 8.4%	8.9% 6.9%	7.3% 4.3%	4.8%	8.2% 10.2%	14.2% 8.4%	7.0% 11.1%	11.1% 9.9%	8.9% 4.6%	9.1% 9.1%														
SIGMA	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 89	122 147	88 88													
	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% 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%	

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 27

Q27. Normal weightings

Q27. In the past year, which of the following life situations have you experienced? - Suffered from stress about my finances negatively affected my work life

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233 204	207 244	207 244	467 171	376 648	379 37	112 204	209 209	284 335	221 184	185 157	170 134	45 93	155 85	85											
Weighted Total	1024	502 522	151 217	204 244	207 244	207 244	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 122	147 88	88												
I have experienced	397	178 220	73 105	85 87	48 48	187 68	154 243	171 18	43 78	63 91	135 93	79 55	46 60	65 33	44 51	43 43														
	38.8%	35.4% 42.1%	48.1% 48.3%	41.5% 35.7%	23.0% 37.7%	45.1% 42.9%	36.5% 46.0%	47.2% 40.0%	37.0% 28.9%	31.3% 41.5%	41.7% 42.1%	43.5% 36.5%	34.7% 42.4%	36.9% 35.9%	34.8% 49.2%															
I have not experienced	501	265 235	60 88	97 131	125 125	274 66	166 335	141 16	56 114	138 174	153 99	74 58	62 89	71 42	64 83	33 33														
	48.9%	52.8% 45.1%	39.6% 40.5%	47.3% 53.6%	60.3% 55.3%	44.1% 46.2%	50.3% 37.8%	43.1% 52.3%	53.6% 63.7%	60.1% 47.2%	44.6% 39.5%	45.8% 49.5%	51.6% 46.0%	47.3% 52.3%	56.2% 36.9%															
Prefer not to say	26	15 11	9 9	4 1	4 4	11 9	12 14	10 1	* 5	5 5	5 7	7 7	5 4	5 2	4 4	2 4	4 2	2 2												
	2.5%	3.0% 2.1%	5.9% 4.2%	1.8% *	1.8% 2.1%	6.0% 3.4%	2.1% 2.7%	2.5% *	2.4% 2.4%	1.9% 2.2%	3.0% 3.6%	4.1% 2.7%	2.8% 1.2%	4.3% 1.2%	2.8% 2.8%	2.3% 2.3%														
Not applicable	100	44 56	10 15	19 25	31 31	24 7	27 74	50 3	8 15	11 11	19 30	24 27	8 14	19 16	10 10	14 9	10 10													
	9.8%	8.8% 10.7%	6.4% 7.0%	9.5% 10.4%	14.8% 4.8%	4.8% 4.8%	7.4% 11.1%	13.4% 7.2%	7.2% 7.0%	4.9% 6.7%	9.1% 10.7%	14.7% 6.6%	10.8% 10.9%	10.3% 11.4%	11.8% 6.1%	11.6% 11.6%														
SIGMA	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 122	147 88	88													
	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%	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%		

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 28**  
**Q28. Normal weightings**  
**Q28. In the past year, which of the following life situations have you experienced? - Skipped meals regularly for financial reasons**  
Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233 244	207 207	467 171	376 648	379 37	112 204	209 217	284 335	221 184	185 157	170 134	45 93	155 85													
Weighted Total	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 122	147 88														
I have experienced	252	105 147	56 71	46 55	23 104	38 104	148 127	13 27	38 28	37 78	66 71	38 26	33 47	16 24	43 26															
	24.6%	21.0% 28.1%	37.3% 32.9%	22.4% 22.7%	11.1%	21.0% 25.1%	29.0% 22.3%	34.3% 34.5%	25.0% 17.9%	13.1%	12.9% 24.0%	29.6% 38.1%	30.3% 20.4%	19.4% 30.5%	17.8% 19.3%	29.2% 29.3%														
I have not experienced	673	341 332	78 122	139 172	162 162	350 94	222 451	214 23	72 152	171 171	233 213	136 91	75 86	124 94	62 84	94 54														
	65.7%	67.9% 63.6%	51.6% 56.1%	68.0% 70.6%	78.1%	70.5% 62.6%	61.8% 67.8%	57.7% 61.9%	67.8% 71.9%	78.8%	80.6% 65.5%	60.8% 48.9%	59.4% 68.7%	72.2% 61.3%	69.2% 68.8%	64.0% 60.9%														
Prefer not to say	26	19 7	6 6	5 5	4 4	16 8	13 13	6 1	2 5	9 9	7 7	7 4	5 6	3 -	3 4	3 1														
	2.5%	3.8% 1.3%	3.8% 2.8%	2.4% 2.2%	1.8%	3.2% 5.6%	3.5% 2.0%	1.7% 1.6%	2.0% 2.6%	4.0%	2.9% 2.1%	2.9% 2.1%	4.3% 4.9%	1.7% -	3.0% 3.3%	2.3% 1.5%														
Not applicable	73	37 36	11 18	15 11	19 19	26 10	20 52	23 1	6 16	9 9	10 27	15 20	8 8	12 13	9 11	7 7														
	7.1%	7.3% 7.0%	7.3% 8.2%	7.2% 4.5%	9.0%	5.3% 6.6%	5.7% 7.9%	6.2% 2.0%	5.3% 7.6%	4.1%	3.6% 8.4%	6.7% 10.9%	6.0% 6.1%	6.8% 8.2%	10.1% 8.6%	4.5% 8.3%														
SIGMA	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%														

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

**Table 29**  
**Q29. Normal weightings**  
**Q29. In the past year, which of the following life situations have you experienced? - Got a pay-day loan to cover my essentials**  
Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85														
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
I have experienced	106	48 58	25 40	19 19	4	61 13	56 50	49 5	9 20	20	26 22	30 28	19 18	13 12	5 10	19 11														
	10.4%	9.6% 11.0%	16.3% 18.5%	9.2% 7.8%	1.7%	12.3% 8.7%	15.6% 7.5%	13.2% 13.5%	8.4% 9.7%	9.3%	9.1% 6.7%	13.4% 15.1%	15.4% 14.3%	7.7% 7.6%	5.1% 8.0%	12.6% 12.4%														
I have not experienced	795	389 406	102 149	164 204	176	394 114	267 527	274 27	90 171	183	246 266	165 118	95 95	140 118	68 99	112 69														
	77.6%	77.4% 77.8%	67.4% 68.5%	80.5% 83.6%	84.7%	79.5% 76.2%	74.5% 79.3%	73.8% 72.0%	84.2% 80.7%	84.5%	85.1% 81.9%	73.9% 63.0%	75.4% 75.9%	81.3% 76.7%	76.0% 80.6%	75.9% 78.0%														
Prefer not to say	23	18 5	8 9	2 2	2	12 8	13 10	9 -	- 8	3	6 8	5 3	2 3	3 3	5 2	4 1														
	2.2%	3.6% 0.9%	5.4% 4.3%	0.8% 0.7%	0.9%	2.4% 5.5%	3.5% 1.5%	2.4% -	- 3.8%	1.4%	2.2% 2.5%	2.2% 1.7%	1.3% 2.4%	1.6% 2.2%	5.9% 1.4%	2.8% 0.9%														
Not applicable	101	47 54	16 19	20 19	26	29 14	23 77	39 5	8 12	10	11 29	23 38	10 9	16 21	12 12	13 8														
	9.8%	9.3% 10.3%	10.8% 8.7%	9.6% 7.9%	12.7%	5.8% 9.6%	6.4% 11.6%	10.6% 14.5%	7.4% 5.8%	4.8%	3.6% 8.8%	10.5% 20.2%	7.9% 7.5%	9.5% 13.4%	13.0% 10.0%	8.6% 8.7%														
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%													



**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 30

Q30. Normal weightings

Q30. In the past year, which of the following life situations have you experienced? - Walked to work as I couldn't afford travel fare

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85														
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
I have experienced	196	89 107	45 61	37 33	21	87 38	83 114	100 8	24 23	31	36 71	41 49	34 22	28 33	10 20	32 19														
	19.2%	17.7% 20.6%	30.1% 27.9%	18.0% 13.3%	10.1%	17.5% 25.4%	23.1% 17.1%	26.8% 20.3%	22.5% 10.8%	14.3%	12.3% 21.8%	18.4% 26.2%	26.6% 17.8%	16.4% 21.2%	10.8% 16.2%	21.6% 21.2%														
I have not experienced	621	315 306	76 113	141 165	126	358 90	222 399	168 28	67 159	161	214 198	130 79	74 83	109 92	43 77	89 53														
	60.6%	62.7% 58.6%	50.5% 51.9%	69.0% 67.5%	60.6%	72.1% 59.9%	61.8% 59.9%	45.4% 76.0%	62.8% 74.9%	74.2%	73.9% 60.8%	58.5% 42.2%	59.0% 66.1%	63.3% 60.1%	48.5% 62.7%	60.8% 59.9%														
Prefer not to say	24	11 12	10 8	2 1	3	9 9	6 17	12 -	3 4	4	4 7	9 4	1 4	3 3	2 6	-														
	2.3%	2.2% 2.4%	6.5% 3.8%	0.8% *	1.5%	1.9% 6.1%	1.8% 2.6%	3.1% -	3.2% 1.9%	1.7%	1.3% 2.3%	3.8% 2.1%	1.1% 3.1%	2.6% 1.8%	3.0% 1.6%	4.4% -														
Not applicable	183	87 97	20 36	25 46	57	43 13	48 136	92 1	12 26	21	36 49	43 55	17 16	31 26	34 24	20 17														
	17.9%	17.3% 18.5%	13.0% 16.4%	12.2% 18.8%	27.7%	8.6% 8.6%	13.3% 20.4%	24.7% 3.7%	11.6% 12.4%	9.8%	12.5% 15.2%	19.2% 29.5%	13.3% 13.0%	17.8% 16.9%	37.7% 19.5%	13.3% 18.9%														
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%														

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 31

Q31. Normal weightings

Q31. Some of Scotland's top football clubs, like Hearts FC, have started to pay all of their staff, including relevant contractors like security and catering staff, the real Living Wage, a rate calculated according to the cost of living. To what extent do you agree or disagree that all professional football teams in Scotland should pay the real Living Wage to all their staff?

Base: All Respondents

	Total	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
Strongly agree	598	285	313	74	131	127	140	125	286	85	222	376	218	19	66	129	129	177	198	125	98	71	73	102	87	57	68	88	52
	58.4%	56.7%	60.0%	48.8%	60.6%	62.4%	57.5%	60.3%	57.7%	56.4%	61.8%	56.6%	58.6%	50.2%	61.9%	61.2%	59.5%	61.2%	60.9%	56.3%	52.5%	56.3%	58.1%	59.5%	56.8%	64.5%	55.4%	59.7%	58.4%
Somewhat agree	250	129	120	49	47	41	60	52	133	36	82	168	85	15	27	49	52	71	80	51	48	34	28	47	40	16	28	41	17
	24.4%	25.7%	23.1%	32.5%	21.8%	19.9%	24.7%	25.2%	26.7%	24.2%	22.8%	25.2%	22.8%	39.9%	25.6%	23.3%	23.8%	24.7%	24.5%	22.8%	25.5%	26.9%	22.3%	27.2%	25.8%	17.5%	22.9%	27.6%	19.3%
Neither agree nor disagree	125	66	59	23	26	24	32	19	55	22	40	85	48	4	10	21	26	31	34	32	28	18	20	16	21	13	14	9	13
	12.2%	13.2%	11.3%	15.2%	12.2%	11.7%	13.2%	9.4%	11.0%	14.7%	11.3%	12.7%	12.9%	9.9%	9.3%	10.0%	12.0%	10.8%	10.4%	14.3%	15.2%	14.6%	15.6%	9.5%	13.6%	15.0%	11.8%	6.4%	14.3%
Somewhat disagree	5	1	3	-	1	1	1	1	3	1	4	*	2	-	-	3	-	3	1	1	*	*	-	1	-	1	-	1	1
	*	*	0.6%	-	0.6%	0.7%	0.6%	*	0.6%	*	1.2%	*	*	-	-	1.3%	-	1.0%	*	*	*	*	-	0.8%	-	1.6%	-	*	0.9%
Strongly disagree	10	8	2	1	2	4	1	1	6	1	4	5	3	-	-	4	3	1	2	4	2	1	1	1	-	-	2	3	1
	0.9%	1.6%	*	0.6%	1.0%	2.1%	0.5%	0.5%	1.2%	0.7%	1.2%	0.8%	0.7%	-	-	1.8%	1.4%	*	0.8%	1.8%	1.0%	0.7%	0.9%	0.8%	-	-	1.4%	2.3%	1.3%
Don't know	37	13	24	4	8	7	8	9	14	5	6	31	16	-	4	5	7	6	11	10	10	1	4	4	6	1	10	5	5
	3.6%	2.5%	4.6%	2.8%	3.9%	3.3%	3.5%	4.3%	2.9%	3.5%	1.7%	4.6%	4.4%	-	3.3%	2.4%	3.2%	1.9%	3.3%	4.5%	5.6%	1.1%	3.1%	2.2%	3.7%	1.4%	8.5%	3.6%	5.8%
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 32

Q32. Normal weightings

Q32. Have you borrowed money from any of the following to manage your monthly bills during the last year? - Parents

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233 240	233 240	467 171	376 648	379 37	112 204	209 209	284 335	221 184	185 157	170 134	134 45	93 155	85 85												
Weighted Total	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 89	122 147	88 88													
Yes	281	112 169	80 78	69 45	8 8	123 49	123 158	138 17	31 46	36 36	57 83	69 72	44 29	44 52	23 27	41 22														
	27.4%	22.3% 32.3%	53.1% 36.0%	33.9% 18.5%	3.8% 3.8%	24.8% 33.0%	34.3% 23.7%	37.1% 45.2%	28.8% 21.9%	16.4% 16.4%	19.6% 25.7%	30.9% 38.5%	34.8% 22.9%	25.6% 33.5%	25.9% 21.9%	27.7% 24.9%														
No	729	381 348	67 132	134 197	199 199	369 98	231 498	230 20	76 164	177 177	229 238	152 109	81 96	127 100	63 90	105 66														
	71.2%	75.9% 66.6%	44.0% 61.0%	65.7% 80.8%	95.8% 95.8%	74.5% 65.3%	64.2% 75.0%	62.0% 54.8%	71.2% 77.6%	81.6% 81.6%	79.2% 73.2%	68.4% 58.6%	64.1% 76.4%	74.0% 65.2%	71.1% 73.9%	71.3% 75.1%														
Prefer not to say	14	9 6	4 7	1 2	1 1	4 3	5 9	3 -	- 1	4 4	4 4	2 5	1 1	1 2	3 5	2 -														
	1.4%	1.7% 1.1%	2.9% 3.0%	* 0.7%	* 0.7%	0.7% 1.8%	1.5% 1.3%	0.9% -	- *	2.0% 2.0%	1.2% 1.1%	0.7% 2.9%	1.1% 0.7%	* 1.2%	3.0% 4.2%	1.0% -														
SIGMA	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 89	122 147	88 88													
	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%													

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 33

Q33. Normal weightings

Q33. Have you borrowed money from any of the following to manage your monthly bills during the last year? - Siblings

Base: All Respondents

	Sex		Age				Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85													
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88													
Yes	109	47 62	25 38	17 23	7	55 13	63 46	48 9	7 17	21	24 26	26 32	24 9	20 21	4 11	17 4													
	10.6%	9.5% 11.8%	16.6% 17.4%	8.2% 9.2%	3.2%	11.1% 8.9%	17.5% 6.9%	13.0% 23.3%	6.9% 8.2%	9.6%	8.5% 8.0%	11.8% 17.2%	18.9% 7.1%	11.5% 13.6%	4.6% 8.7%	11.5% 4.4%													
No	902	449 453	124 174	186 219	199	436 132	293 609	318 29	99 194	192	261 297	195 149	101 115	152 131	82 110	126 84													
	88.1%	89.3% 86.9%	81.7% 80.4%	91.0% 89.7%	95.9%	88.0% 88.5%	81.5% 91.6%	85.5% 76.7%	93.1% 91.4%	88.7%	90.3% 91.4%	87.4% 79.6%	80.0% 91.6%	88.5% 85.1%	92.4% 90.0%	85.9% 95.6%													
Prefer not to say	13	6 7	2 5	2 3	2	4 4	4 10	6 -	- 1	4	4 2	2 6	1 2	- 2	3 2	4 -													
	1.3%	1.2% 1.4%	1.6% 2.2%	0.8% 1.1%	0.8%	0.9% 2.7%	1.0% 1.4%	1.5% -	- *	1.6%	1.2% 0.6%	0.7% 3.2%	1.1% 1.4%	- 1.2%	3.0% 1.4%	2.6% -													
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88													
	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%													

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 34

Q34. Normal weightings

Q34. Have you borrowed money from any of the following to manage your monthly bills during the last year? - Other extended family

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85														
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
Yes	135	52 83	37 43	16 27	11	63 27	60 75	73 7	15 23	14	26 38	33 38	25 8	22 23	10 13	22 11														
	13.2%	10.3% 15.9%	24.4% 20.0%	8.0% 11.1%	5.5%	12.8% 17.8%	16.6% 11.3%	19.7% 19.5%	14.3% 10.8%	6.4%	8.9% 11.7%	14.8% 20.4%	20.2% 6.7%	12.8% 14.9%	11.0% 11.0%	15.0% 12.1%														
No	872	440 432	110 167	186 216	194	428 120	294 578	294 30	91 188	198	259 283	188 142	99 115	149 129	77 104	122 78														
	85.2%	87.5% 82.9%	72.7% 76.9%	91.2% 88.3%	93.4%	86.3% 80.4%	81.8% 87.0%	79.1% 80.5%	85.7% 88.8%	91.5%	89.5% 87.2%	84.4% 75.8%	78.7% 91.9%	86.4% 83.8%	86.0% 84.8%	83.0% 87.9%														
Prefer not to say	17	11 6	4 7	2 2	2	5 3	6 11	5 -	- 1	5	5 4	2 7	1 2	1 2	3 5	3 -														
	1.7%	2.1% 1.2%	2.9% 3.2%	0.9% 0.7%	1.1%	1.0% 1.8%	1.6% 1.7%	1.3% -	- *	2.2%	1.6% 1.1%	0.7% 3.9%	1.1% 1.4%	0.8% 1.3%	3.0% 4.2%	1.9% -														
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%													

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 35

Q35. Normal weightings

Q35. Have you borrowed money from any of the following to manage your monthly bills during the last year? - Friends

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381 643	93 245	213 240	233 240	233 240	467 171	376 648	379 37	112 204	209 209	284 335	221 184	185 157	170 134	45 93	155 85												
Weighted Total	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 89	122 147	88 88												
Yes	126	63 63	33 47	16 25	6 6	60 16	64 63	61 5	11 25	17 17	24 29	30 43	29 12	17 22	4 17	15 15	11 11												
	12.3%	12.5% 12.1%	21.7% 21.7%	7.7% 10.2%	2.8% 12.0%	10.7% 17.7%	9.4% 16.4%	12.5% 10.6%	11.6% 7.8%	8.2%	9.1% 13.5%	23.1%	22.6%	9.6%	9.9%	14.5%	4.6%	13.6%	10.2%	12.0%									
No	883	431 452	116 163	188 218	199 199	432 128	291 592	303 33	95 185	196 196	262 290	190 141	96 112	154 129	82 104	128 78													
	86.2%	85.7% 86.7%	76.5% 75.0%	92.0% 89.1%	96.1% 87.1%	85.8% 81.0%	89.0%	81.6%	87.5%	89.4%	87.5%	90.3%	90.5%	89.3%	85.4%	75.3%	76.3%	89.7%	89.3%	83.7%	92.4%	85.0%	86.9%	88.0%					
Prefer not to say	15	9 6	3 7	1 2	2 2	4 5	10 10	7 -	- -	2 4	4 5	2 3	1 1	1 1	3 3	2 4	- -												
	1.4%	1.7% 1.2%	1.8% 3.4%	* 0.7%	1.1% 0.9%	3.6% 1.2%	1.6%	2.0%	- -	0.9%	1.9%	1.4%	1.6%	1.1%	1.5%	2.0%	0.7%	0.8%	1.7%	3.0%	1.4%	2.8%	- -						
SIGMA	1024	502 522	151 217	204 244	207 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 154	89 89	122 147	88 88												
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 36

Q36. Normal weightings

Q36. Have you borrowed money from any of the following to manage your monthly bills during the last year? - Colleagues

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85														
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
Yes	58	31 27	10 27	6 14	1	35 8	35 23	23 3	8 11	11	11 12	17 18	19 1	8 15	1 3	6 3														
	5.7%	6.1% 5.2%	6.5% 12.5%	3.1% 5.6%	*	7.2% 5.1%	9.7% 3.5%	6.2% 7.5%	7.1% 5.0%	4.9%	3.9% 3.6%	7.6% 9.6%	14.9% 1.2%	4.8% 9.9%	1.6% 2.8%	4.3% 3.4%														
No	952	464 488	140 182	197 229	205	454 139	320 633	343 34	98 200	202	274 311	202 165	105 122	163 137	85 117	138 85														
	93.0%	92.4% 93.5%	92.3% 83.9%	96.6% 93.7%	98.8%	91.5% 93.1%	89.0% 95.2%	92.5% 92.5%	92.0% 94.6%	92.9%	94.7% 95.6%	90.8% 88.4%	83.2% 97.5%	94.8% 88.9%	95.4% 95.9%	93.7% 96.6%														
Prefer not to say	14	7 7	2 8	1 2	2	7 3	5 9	5 -	1 1	5	4 3	4 4	2 2	1 2	3 2	3 -														
	1.4%	1.5% 1.2%	1.2% 3.6%	* 0.7%	0.8%	1.4% 1.8%	1.3% 1.4%	1.4% -	0.9% *	2.2%	1.4% 0.8%	1.6% 2.0%	1.9% 1.4%	* 1.2%	3.0% 1.4%	1.9% -														
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%													

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 37

Q37. Normal weightings

Q37. If someone was working full-time on the minimum wage, and their employer then decided to become an accredited Living Wage employer, this would give all minimum-wage earning staff a £2000 a year pay-rise. If this was to happen to you, how do you think you would spend the extra income, if at all? Please tick all that you may do.

Base: All Respondents

	Total	Sex		Age						Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
		Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Put my extra earnings into a savings account more regularly	472	239	233	72	91	103	106	99	230	61	155	317	164	16	47	92	114	148	157	95	72	48	56	91	69	47	53	68	38	
I would use the extra earnings to go on holiday or take a nicer/longer holiday	46.1%	47.5%	44.7%	47.6%	42.1%	50.3%	43.6%	47.8%	46.5%	40.5%	43.1%	47.6%	44.2%	41.8%	43.9%	43.4%	52.6%	51.0%	48.3%	42.5%	38.7%	38.4%	44.4%	52.9%	45.1%	53.4%	43.2%	46.6%	43.3%	
I would use it to pay off debts	266	129	137	47	51	55	60	53	135	40	89	177	90	11	27	63	50	85	82	55	43	32	28	50	41	27	31	41	17	
I would use it to pay for home improvements	26.0%	25.7%	26.2%	30.9%	23.7%	26.9%	24.4%	25.8%	27.3%	26.8%	24.7%	26.6%	24.1%	29.4%	25.0%	29.7%	22.9%	29.5%	25.3%	24.9%	23.0%	25.1%	22.4%	29.1%	26.9%	30.3%	25.2%	27.6%	18.8%	
I would be able to socialise more e.g. eat out, visit the cinema etc	392	200	193	44	92	86	92	78	200	59	158	234	149	14	44	81	80	116	120	85	71	50	45	63	58	33	50	61	31	
I would use it to enhance my own skills e.g. driving lessons	38.3%	39.7%	36.9%	29.2%	42.6%	41.9%	37.6%	37.7%	40.4%	39.2%	44.0%	35.3%	40.2%	36.8%	41.5%	38.2%	37.1%	40.2%	36.9%	38.1%	38.0%	39.8%	36.2%	36.5%	37.8%	36.8%	41.1%	41.7%	35.6%	
Other	210	104	106	44	49	43	45	30	99	29	60	150	88	7	15	44	38	53	69	47	41	21	28	43	39	16	15	25	23	
	20.5%	20.7%	20.4%	29.3%	22.4%	20.9%	18.4%	14.3%	20.0%	19.2%	16.8%	22.6%	23.8%	19.6%	13.9%	20.6%	17.6%	18.4%	21.2%	21.2%	22.0%	16.8%	22.5%	24.9%	25.1%	18.3%	12.2%	16.8%	26.6%	
	224	103	120	22	39	47	53	62	106	36	85	139	79	4	19	57	43	65	70	53	36	24	32	29	35	22	19	44	18	
	21.8%	20.6%	23.1%	14.4%	18.1%	23.1%	21.6%	30.1%	21.3%	23.9%	23.6%	20.9%	21.2%	9.9%	17.6%	27.0%	20.0%	22.5%	21.6%	23.6%	19.2%	18.7%	25.4%	17.0%	22.9%	25.3%	15.8%	30.2%	19.9%	
I would use it to save up for a mortgage / rental deposit	169	74	95	16	45	53	47	9	86	32	145	25	62	7	22	39	34	54	44	42	29	21	23	23	33	17	17	28	7	
I would use it to buy a car	16.5%	14.8%	18.2%	10.6%	20.6%	26.0%	19.1%	4.3%	17.4%	21.3%	40.3%	3.7%	16.6%	18.2%	20.6%	18.6%	15.8%	18.6%	13.6%	19.0%	15.4%	16.3%	18.5%	13.4%	21.7%	19.2%	14.1%	19.1%	7.7%	
	191	82	110	60	54	40	25	13	110	15	72	119	68	8	21	42	42	70	63	36	22	20	18	34	30	10	24	28	28	
	18.7%	16.3%	21.0%	39.5%	24.9%	19.7%	10.1%	6.2%	22.1%	10.3%	20.1%	17.9%	18.3%	22.7%	20.1%	19.6%	19.6%	24.3%	19.4%	16.2%	11.8%	15.7%	14.2%	19.8%	19.7%	11.1%	19.4%	19.2%	31.3%	
	70	32	37	12	18	16	15	9	39	6	30	40	30	-	11	17	11	20	20	15	15	10	8	8	8	8	6	14	9	
	6.8%	6.5%	7.2%	8.0%	8.1%	7.9%	6.3%	4.2%	7.8%	3.7%	8.3%	6.0%	8.2%	-	9.9%	8.0%	5.0%	6.8%	6.1%	6.7%	8.2%	7.6%	6.6%	4.4%	5.3%	8.9%	5.1%	9.3%	9.8%	
	125	53	72	38	39	27	16	6	55	10	50	75	63	1	11	20	21	39	30	31	26	16	13	26	19	7	14	22	9	
	12.2%	10.5%	13.8%	25.1%	17.9%	13.1%	6.4%	2.8%	11.1%	6.9%	13.8%	11.3%	17.0%	2.5%	10.7%	9.6%	9.7%	13.4%	9.2%	13.8%	13.7%	13.0%	10.1%	14.9%	12.6%	7.6%	11.4%	14.7%	9.7%	
	29	13	16	6	4	7	5	6	5	9	5	24	17	3	2	4	-	1	14	10	3	*	3	3	3	9	8	3	-	
	2.8%	2.6%	3.1%	4.3%	1.7%	3.4%	2.2%	3.1%	1.0%	6.0%	1.3%	3.7%	4.6%	8.9%	1.7%	1.9%	-	*	4.4%	4.6%	1.7%	*	2.2%	1.5%	1.6%	10.5%	6.4%	2.3%	-	
SIGMA	2149	1029	1119	361	482	477	463	366	1066	296	848	1300	811	71	218	459	434	652	669	469	358	242	254	369	337	197	237	335	179	
	237.2%	234.5%	239.7%	270.4%	250.7%	250.0%	211.0%	215.2%	234.5%	233.7%	253.7%	227.5%	243.2%	214.1%	231.7%	241.0%	225.9%	241.1%	235.2%	243.2%	226.7%	214.3%	234.7%	243.6%	243.8%	252.3%	220.4%	253.0%	230.5%	



**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 38

Q38. Normal weightings

Q38. If someone was working full-time on the minimum wage, and their employer then decided to become an accredited Living Wage employer, this would give all minimum-wage earning staff a £2000 a year pay-rise. If this was to happen to you, to what extent do you agree or disagree with each of the following statements? - I would be more committed to my job

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233 240	207 244	496 207	467 171	376 648	379 37	112 204	209 209	284 335	221 184	185 157	170 170	134 134	45 45	93 93	155 155	85 85									
Weighted Total	1024	502 522	151 217	204 244	207 244	496 207	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 172	154 154	89 89	122 122	147 147	88 88										
Strongly agree	353	161 191	75 81	65 85	47 47	176 50	134 219	138 13	40 72	64 97	110 80	66 66	48 36	48 48	64 64	36 36	48 48	37 37												
	34.4%	32.1% 36.7%	49.6% 37.2%	31.7% 34.9%	22.5% 34.9%	35.5% 33.1%	37.3% 32.9%	37.2% 35.3%	37.6% 34.2%	29.7% 33.4%	33.9% 35.8%	35.2% 38.1%	28.5% 28.1%	41.7% 40.2%	29.4% 32.5%	41.7%														
Somewhat agree	404	197 207	49 87	91 89	88 88	192 50	140 264	139 17	48 81	93 93	121 137	86 61	49 59	77 77	56 56	28 28	45 45	59 59	30 30											
	39.5%	39.1% 39.7%	32.3% 40.2%	44.6% 36.4%	42.5% 36.4%	38.7% 33.4%	39.0% 39.7%	37.4% 46.0%	44.9% 38.0%	42.8% 41.7%	42.1% 38.4%	32.7% 39.1%	47.4% 44.8%	36.6% 31.6%	36.7% 39.8%	34.4%														
Neither agree nor disagree	204	116 88	20 35	33 57	60 60	98 38	67 137	73 6	15 49	42 42	51 58	47 48	21 20	39 39	29 29	24 29	31 31	12 12												
	19.9%	23.0% 17.0%	13.1% 16.1%	16.1% 23.2%	28.8% 28.8%	19.9% 25.3%	18.7% 20.6%	19.7% 15.0%	14.4% 23.0%	19.2% 17.7%	17.8% 20.9%	25.9% 16.6%	15.7% 22.5%	18.9% 26.5%	23.5% 21.2%	13.7%														
Somewhat disagree	29	12 17	6 6	6 6	5 5	16 9	10 19	13 1	3 6	5 5	8 10	7 4	4 5	4 4	3 3	- 7	2 2	3 3												
	2.9%	2.4% 3.4%	3.9% 2.6%	2.9% 2.6%	2.6% 2.6%	3.2% 5.7%	2.8% 2.9%	3.4% 3.7%	2.4% 2.8%	2.5% 2.7%	3.1% 3.2%	2.3% 3.5%	4.1% 2.4%	2.1% 2.1%	- 5.7%	1.6%	3.3%													
Strongly disagree	11	6 5	- 3	5 5	1 2	9 1	6 6	1 -	- 1	7 7	2 -	- 2	- 1	1 -	- 2	- 2	6 6	1 1												
	1.1%	1.2% 1.0%	- 1.3%	2.6% 0.5%	0.8% 0.8%	1.7% *	1.6% 0.8%	* -	- 0.6%	3.4% 2.5%	0.6% 0.6%	- 1.1%	0.9% 0.8%	- 1.4%	3.8% 1.6%															
Don't know	23	11 12	2 5	4 6	6 6	5 3	2 21	8 -	1 3	5 5	6 8	4 5	3 4	2 2	1 2	4 2	5 5													
	2.2%	2.2% 2.2%	1.1% 2.5%	2.2% 2.3%	2.8% 2.8%	1.0% 2.1%	0.6% 3.1%	2.1% -	0.7% 1.3%	2.5% 2.0%	2.5% 1.6%	2.9% 2.7%	3.4% 1.4%	0.6% 1.7%	3.3% 1.0%	5.3%														
SIGMA	1024	502 522	151 217	204 244	207 244	496 150	359 665	371 37	107 212	217 217	289 325	223 187	126 125	172 172	154 154	89 89	122 122	147 147	88 88											
	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%	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%			

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 39

Q39. Normal weightings

Q39. If someone was working full-time on the minimum wage, and their employer then decided to become an accredited Living Wage employer, this would give all minimum-wage earning staff a £2000 a year pay-rise. If this was to happen to you, to what extent do you agree or disagree with each of the following statements? - I would feel more valued by my employer

Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 - £15,999	£16,000 - £19,999	£20,000 - £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85														
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 89	122 147														
Strongly agree	406	176 230	63 94	84 109	57	211 65	165 241	156 14	47 85	82	126 128	80 71	49 47	63 69	45 37	62 35														
	39.7%	35.0% 44.1%	41.4% 43.4%	41.1% 44.5%	27.3%	42.6% 43.5%	45.9% 36.3%	42.1% 37.7%	44.5% 40.1%	38.0%	43.7% 39.5%	35.9% 38.3%	39.2% 37.6%	36.6% 44.9%	50.0% 29.9%	41.8% 39.6%														
Somewhat agree	410	211 199	62 84	76 88	99	183 53	127 282	147 16	41 85	90	117 134	89 70	51 50	81 54	26 55	56 36														
	40.0%	42.0% 38.1%	41.2% 38.7%	37.0% 36.1%	48.0%	36.9% 35.3%	35.5% 42.5%	39.6% 43.0%	38.2% 40.3%	41.5%	40.4% 41.1%	40.0% 37.6%	40.8% 40.3%	46.8% 35.3%	29.6% 44.8%	38.1% 40.5%														
Neither agree nor disagree	158	91 66	21 25	33 37	41	84 23	56 102	48 7	16 36	32	34 47	48 29	21 23	20 28	12 21	22 12														
	15.4%	18.1% 12.7%	14.1% 11.6%	16.3% 15.2%	19.6%	17.0% 15.6%	15.6% 15.3%	13.0% 19.3%	14.5% 17.0%	14.6%	11.9% 14.5%	21.3% 15.3%	16.5% 18.3%	11.9% 17.9%	13.2% 17.0%	14.7% 13.4%														
Somewhat disagree	23	9 14	5 6	5 6	2	9 4	10 14	11 -	3 3	4	7 3	4 8	3 1	5 1	3 4	4 4														
	2.3%	1.9% 2.7%	3.3% 2.7%	2.4% 2.3%	1.0%	1.9% 2.5%	2.7% 2.0%	3.1% -	2.8% 1.5%	1.8%	2.5% 1.1%	1.9% 4.3%	2.2% 0.8%	2.8% 0.6%	3.1% 3.6%	1.8% 4.3%														
Strongly disagree	8	5 3	- 2	3 3	1 2	6 3	- 8	1 -	- 1	5	2 4	- 2	- 1	1 1	- 2	3 -														
	0.8%	1.0% 0.6%	- 1.1%	1.4% 0.5%	0.8%	1.1% 1.8%	- 1.2%	* -	- *	2.3%	0.9% 1.3%	- 0.9%	- 0.9%	0.8% 0.6%	- 1.4%	2.2% -														
Don't know	19	10 9	- 5	4 3	7	3 2	1 18	7 -	- 2	4	2 8	2 7	2 3	2 1	4 4	2 2														
	1.9%	1.9% 1.8%	- 2.5%	1.8% 1.3%	3.2%	0.5% 1.4%	* 2.7%	1.9% -	- 0.8%	1.7%	0.6% 2.5%	0.9% 3.7%	1.3% 2.2%	1.1% 0.6%	4.1% 3.3%	1.4% 2.3%														
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%														

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 40

Q40. Normal weightings

Q40. If someone was working full-time on the minimum wage, and their employer then decided to become an accredited Living Wage employer, this would give all minimum-wage earning staff a £2000 a year pay-rise. If this was to happen to you, to what extent do you agree or disagree with each of the following statements? - I would be more productive at work

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8									
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381 643	93 245	213 240	233	467 171	376 648	379 37	112 204	209	284 335	221 184	185 157	170 134	45 93	155 85														
Weighted Total	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
Strongly agree	287	132 156	56 65	57 72	37	150 40	116 171	110 9	30 61	55	79 84	56 68	36 29	40 53	36 29	39 25														
	28.1%	26.2% 29.8%	37.0% 30.1%	27.9% 29.4%	18.0%	30.1% 26.7%	32.4% 25.7%	29.7% 25.2%	27.9% 28.7%	25.2%	27.4% 25.8%	25.3% 36.2%	28.2% 22.8%	23.4% 34.5%	41.0% 23.3%	26.8% 28.6%														
Somewhat agree	385	193 192	57 81	87 82	78	177 47	134 252	140 14	46 77	80	110 125	91 59	49 49	76 53	21 46	51 40														
	37.6%	38.5% 36.8%	37.6% 37.5%	42.5% 33.5%	37.6%	35.7% 31.6%	37.2% 37.8%	37.8% 37.8%	43.2% 36.3%	37.1%	37.9% 38.5%	40.9% 31.6%	38.9% 39.4%	44.4% 34.5%	23.7% 37.3%	34.6% 45.0%														
Neither agree nor disagree	274	147 128	27 52	44 76	76	137 47	84 191	94 12	25 63	64	73 92	60 49	34 35	43 42	29 31	42 17														
	26.8%	29.2% 24.5%	17.7% 24.0%	21.3% 31.1%	36.7%	27.5% 31.5%	23.3% 28.7%	25.3% 31.3%	23.7% 29.5%	29.7%	25.2% 28.4%	26.8% 26.4%	27.1% 28.3%	25.3% 27.4%	32.2% 25.5%	28.9% 19.0%														
Somewhat disagree	36	11 25	10 7	6 6	7	15 10	13 23	18 1	2 5	5	12 11	11 2	3 4	6 4	1 9	5 3														
	3.5%	2.2% 4.8%	6.6% 3.2%	2.8% 2.4%	3.6%	3.0% 6.8%	3.5% 3.5%	4.7% 3.6%	2.3% 2.4%	2.5%	4.2% 3.4%	5.0% 0.8%	2.5% 3.4%	3.6% 2.5%	1.4% 7.7%	3.4% 3.3%														
Strongly disagree	15	6 9	2 4	5 1	3	9 1	5 10	3 1	- 3	6	8 4	1 3	3 2	2 -	2 6	1 3														
	1.5%	1.2% 1.7%	1.1% 2.0%	2.5% 0.5%	1.2%	1.7% 0.9%	1.5% 1.4%	0.9% 2.0%	- 1.5%	2.7%	2.6% 1.2%	* 1.5%	2.0% 1.3%	1.2% -	1.4% 4.3%	0.9%														
Don't know	26	14 12	- 7	6 7	6	9 4	7 19	6 -	3 3	6	8 8	4 6	2 6	4 2	2 6	3 3														
	2.5%	2.7% 2.4%	- 3.2%	2.9% 2.9%	2.8%	1.8% 2.6%	2.0% 2.8%	1.6% -	3.0% 1.5%	2.8%	2.6% 2.6%	1.6% 3.5%	1.3% 4.8%	2.1% 1.1%	1.7% 4.7%	2.0% 3.2%														
SIGMA	1024	502 522	151 217	204 244	207	496 150	359 665	371 37	107 212	217	289 325	223 187	126 125	172 154	89 122	147 88														
	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%														

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 41

Q41. Normal weightings

Q41. If someone was working full-time on the minimum wage, and their employer then decided to become an accredited Living Wage employer, this would give all minimum-wage earning staff a £2000 a year pay-rise. If this was to happen to you, to what extent do you agree or disagree with each of the following statements? - I would feel that my employer was investing in my development

Base: All Respondents

	Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8								
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full - time	Part - Time	Yes	No	Less than £14,000	£14,000 £15,999	£16,000 £19,999	£20,000 £29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands	
Unweighted Total	1024	381 643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502 522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Strongly agree	317	136 181	53	70	72	77	45	153	51	128	189	128	11	41	53	65	95	94	65	63	42	35	44	55	39	35	43	24	
	31.0%	27.0% 34.8%	35.2%	32.4%	35.4%	31.4%	21.5%	30.9%	33.9%	35.6%	28.5%	34.6%	29.7%	38.7%	25.1%	29.8%	32.9%	29.0%	29.2%	33.5%	33.1%	27.9%	25.7%	35.8%	44.3%	28.3%	29.4%	26.9%	
Somewhat agree	414	210 205	55	91	86	94	88	205	54	152	262	137	16	44	98	90	117	144	90	64	54	46	74	62	19	52	69	38	
	40.5%	41.7% 39.3%	36.5%	42.0%	42.2%	38.3%	42.7%	41.4%	36.3%	42.4%	39.4%	36.9%	43.5%	41.4%	46.3%	41.3%	40.4%	44.2%	40.5%	34.1%	42.5%	37.0%	42.8%	40.6%	21.5%	42.5%	46.7%	43.5%	
Neither agree nor disagree	204	109 95	31	37	31	51	53	104	32	55	149	73	8	16	48	43	51	60	52	41	19	32	43	29	24	19	25	14	
	19.9%	21.8% 18.2%	20.8%	17.2%	15.1%	21.1%	25.6%	21.0%	21.3%	15.4%	22.4%	19.6%	22.2%	15.0%	22.6%	19.7%	17.5%	18.6%	23.3%	22.1%	15.2%	25.2%	24.7%	19.2%	27.0%	15.2%	16.9%	15.8%	
Somewhat disagree	49	26 23	7	9	6	17	11	19	8	15	34	20	2	4	8	9	15	15	11	8	8	7	7	4	1	10	5	6	
	4.8%	5.3% 4.4%	4.7%	4.4%	2.7%	6.8%	5.1%	3.9%	5.3%	4.3%	5.1%	5.3%	4.5%	4.1%	4.0%	4.2%	5.3%	4.6%	5.0%	4.2%	6.5%	5.9%	3.9%	2.7%	1.6%	7.9%	3.6%	7.3%	
Strongly disagree	10	6 5	1	3	5	-	2	8	2	2	8	3	-	-	3	4	4	3	-	4	1	2	1	-	1	2	2	1	
	1.0%	1.1% 0.9%	0.6%	1.3%	2.4%	-	0.9%	1.5%	1.1%	0.7%	1.2%	0.9%	-	-	1.3%	1.8%	1.4%	0.8%	-	2.1%	0.7%	1.4%	0.8%	-	1.4%	1.4%	1.4%	1.6%	
Don't know	28	15 13	3	6	5	6	9	6	3	6	22	11	-	1	2	7	7	9	4	8	3	3	4	3	4	6	3	4	
	2.8%	3.1% 2.5%	2.1%	2.8%	2.2%	2.5%	4.2%	1.3%	2.1%	1.7%	3.4%	2.9%	-	0.7%	0.8%	3.2%	2.5%	2.8%	1.9%	4.1%	2.0%	2.6%	2.1%	1.8%	4.1%	4.7%	1.8%	5.0%	
SIGMA	1024	502 522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 42

Q42. Normal weightings

Q42. If you were to prioritise a category of employers, which of the following types of companies do you think it is more important pays the Living Wage?

Base: All Respondents

	Total		Sex		Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands		
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85	
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
Large companies (500+ employees)	210	112	98	40	51	37	50	32	119	23	72	138	72	5	26	47	44	67	68	46	28	33	26	39	34	22	21	22	13	
	20.5%	22.4%	18.7%	26.6%	23.6%	18.0%	20.6%	15.3%	24.0%	15.2%	20.1%	20.8%	19.4%	12.5%	24.8%	22.0%	20.3%	23.3%	20.9%	20.8%	15.2%	26.0%	20.9%	22.6%	22.0%	24.9%	17.4%	15.0%	14.6%	
Small companies (0-500 employees)	78	48	30	13	26	12	18	9	49	8	34	44	24	3	9	14	21	26	12	16	24	14	6	14	9	7	9	11	10	
	7.6%	9.5%	5.8%	8.5%	11.8%	6.1%	7.5%	4.2%	9.8%	5.1%	9.3%	6.7%	6.4%	7.3%	8.2%	6.4%	9.5%	8.9%	3.8%	7.2%	12.7%	10.7%	4.4%	8.1%	5.7%	8.3%	7.1%	7.2%	10.8%	
Both are equally important	662	308	354	90	121	140	156	155	299	107	229	433	249	27	66	137	140	184	224	143	111	73	82	113	99	51	84	105	56	
	64.6%	61.3%	67.9%	59.5%	55.7%	68.5%	63.8%	75.0%	60.2%	71.2%	63.8%	65.1%	67.1%	71.8%	62.1%	64.7%	64.7%	63.5%	68.8%	64.3%	59.5%	57.9%	65.5%	65.4%	64.4%	56.9%	68.8%	71.3%	63.1%	
Neither are at all important	28	18	9	-	6	7	11	3	16	4	13	15	9	3	-	7	5	8	6	7	7	1	6	2	5	5	-	3	5	
	2.7%	3.6%	1.8%	-	2.9%	3.5%	4.6%	1.4%	3.3%	2.5%	3.5%	2.3%	2.4%	8.4%	-	3.3%	2.2%	2.7%	1.8%	3.1%	3.7%	0.5%	4.5%	1.2%	3.6%	5.8%	-	2.2%	6.1%	
Don't know	46	16	30	8	13	8	8	9	13	9	12	34	18	-	5	8	7	5	15	10	17	6	6	5	7	4	8	6	5	
	4.5%	3.2%	5.8%	5.4%	6.1%	3.9%	3.4%	4.1%	2.6%	6.0%	3.3%	5.2%	4.7%	-	4.9%	3.6%	3.3%	1.6%	4.6%	4.5%	8.9%	4.8%	4.8%	2.7%	4.2%	4.1%	6.7%	4.3%	5.5%	
SIGMA	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88	
	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%	

**Living Wage Poll**  
Prepared on behalf of The Poverty Alliance

Table 43

Q43. Normal weightings

Q43. It is estimated that 182,000 children in Scotland live in poverty despite having at least one person in their household working. Which of the following do you think would be the best way to tackle this issue?

Base: All Respondents

	Total		Sex					Age					Employment Status		Parent		Personal Income P.A.					SEG				Scottish Region 8							
	Male	Female	18-24	25-34	35-44	45-54	55-64	Full-time	Part-Time	Yes	No	Less than £14,000	£14,000-£15,999	£16,000-£19,999	£20,000-£29,999	Over £30,000	AB	C1	C2	DE	Glasgow	West Scotland	Lothian	Central Scotland	South Scotland	Mid Scotland & Fife	North East Scotland	Highlands & Islands					
Unweighted Total	1024	381	643	93	245	213	240	233	467	171	376	648	379	37	112	204	209	284	335	221	184	185	157	170	134	45	93	155	85				
Weighted Total	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88				
More employers paying the Living Wage to boost the incomes of the lowest earners	387	194	193	57	75	71	98	85	197	59	124	263	127	13	34	89	96	129	133	73	53	49	47	76	51	30	43	49	42				
The Scottish Government 'topping up' income for the lowest earners	37.8%	38.5%	37.1%	37.8%	34.7%	34.9%	40.0%	41.2%	39.8%	39.3%	34.8%	39.5%	34.2%	35.5%	32.0%	42.1%	44.2%	44.4%	40.9%	32.8%	28.1%	38.8%	37.7%	44.0%	33.3%	34.0%	35.4%	33.0%	47.3%				
Both would be equally good	122	70	52	24	31	27	31	9	76	18	66	56	43	3	15	31	23	37	34	26	26	21	18	17	19	11	10	20	5				
Don't know	11.9%	13.9%	10.0%	15.7%	14.4%	13.1%	12.7%	4.6%	15.2%	12.1%	18.4%	8.4%	11.6%	8.2%	14.0%	14.8%	10.6%	12.8%	10.5%	11.5%	13.7%	16.7%	14.4%	10.2%	12.5%	12.2%	8.4%	13.7%	5.8%				
SIGMA	432	199	233	60	89	91	98	93	192	59	143	289	170	19	52	76	82	102	132	109	89	43	50	69	76	38	55	69	32				
	42.1%	39.6%	44.6%	40.0%	41.0%	44.3%	40.2%	45.0%	38.8%	39.3%	39.7%	43.5%	45.7%	50.6%	48.5%	35.9%	37.8%	35.2%	40.6%	48.8%	47.6%	34.2%	40.2%	39.8%	49.5%	42.7%	44.9%	46.8%	35.8%				
	83	40	43	10	21	16	17	19	31	14	26	57	31	2	6	15	16	22	26	15	20	13	10	10	7	10	14	10	10				
	8.1%	8.0%	8.3%	6.5%	9.8%	7.7%	7.1%	9.2%	6.2%	9.3%	7.3%	8.6%	8.5%	5.7%	5.5%	7.2%	7.4%	7.5%	8.1%	6.9%	10.6%	10.3%	7.7%	6.1%	4.7%	11.1%	11.2%	6.5%	11.2%				
	1024	502	522	151	217	204	244	207	496	150	359	665	371	37	107	212	217	289	325	223	187	126	125	172	154	89	122	147	88				
	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%				