

# Scottish Attitudes Poll (January)

17/01/2015

Prepared on behalf of the Scottish Mail on Sunday



# Methodology

## Fieldwork Dates

12<sup>th</sup> January – 16<sup>th</sup> January 2015

## Data Collection Method

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

## Population Sampled

All residents aged 16+ in Scotland

## Sample Size

1,006

## Data Weighting

Data were weighted to the profile of all Scottish adults aged 16+. Data were weighted by age, sex, region, 2011 Holyrood vote and 2014 referendum vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data, the results of the 2011 Holyrood election and the 2014 referendum result.

## Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,000 it is 95% certain that the 'true' value will fall within the range of 3.1% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

## Voting Intention

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

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Labour", "Conservative", "Liberal Democrat" and "SNP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". When asked who they would be most likely to vote for with their regional list vote, the responses "Scottish Green Party" and "UKIP" were also prompted in a randomising order. These responses were not prompted for other questions about voting intention. As an additional weighting step, respondents who replied "undecided" and "refused" were then removed from the sample.

## Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

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

Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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Table 1

**Q1. Former First Minister Alex Salmond has said he will fight for "home rule" for Scotland, which he describes as being the full devolution of all domestic matters and taxation apart from foreign affairs and defence. However, critics say this would leave Scotland more vulnerable to oil price volatility and rising pension costs. To what extent do you agree or disagree that Scotland should be given Alex Salmond's definition of "home rule"?**

Base : All Respondents

	Total	Gender		Age					2011 Holyrood Vote				2010 Westminster Vote				ScotRegion								2014 Referendum Vote		Sector		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	CON	LAB	LD	SNP	CON	LAB	LD	SNP	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland	Yes	No	Public	Private
Unweighted Total	1006	435	571	59	134	161	219	234	199	121	234	65	310	127	238	76	212	81	60	117	103	165	177	166	137	425	497	187	289
Weighted Total	1006	488	518	145	154	168	181	154	204	104	238	59	341	112	240	74	216	90	123	123	129	130	131	137	145	412	510	193	291
Strongly agree	221 22.0%	125 25.7%	96 18.5%	23 16.2%	40 26.0%	40 23.8%	52 28.6%	28 18.5%	38 18.4%	2 1.7%	37 15.7%	3 4.4%	151 44.3%	1 0.9%	38 15.7%	8 11.4%	108 50.2%	21 23.4%	19 15.4%	37 30.1%	26 19.9%	27 20.5%	27 20.3%	35 25.8%	30 20.9%	210 51.0%	6 1.2%	41 21.2%	73 25.0%
Fairly agree	184 18.3%	88 18.1%	96 18.6%	46 31.8%	29 18.8%	33 19.6%	32 17.9%	18 11.8%	26 12.7%	7 6.4%	35 14.7%	6 10.1%	81 23.7%	9 7.8%	31 12.9%	12 15.9%	42 19.6%	14 15.7%	16 13.1%	20 16.0%	26 19.9%	37 28.6%	22 16.7%	26 18.9%	24 16.6%	110 26.6%	61 12.0%	40 20.9%	54 18.6%
Neither agree nor disagree	154 15.3%	72 14.7%	82 15.8%	24 16.8%	30 19.7%	32 18.9%	24 13.1%	18 11.8%	26 12.5%	12 11.6%	47 19.6%	4 6.3%	37 10.9%	11 9.9%	49 20.3%	2 3.3%	25 11.6%	9 9.7%	28 22.4%	18 14.6%	18 13.7%	21 16.5%	18 13.9%	13 9.6%	29 20.2%	45 11.0%	88 17.3%	38 19.5%	48 16.6%
Fairly disagree	111 11.1%	46 9.5%	65 12.5%	8 5.5%	21 13.9%	18 10.7%	20 10.9%	24 13.0%	24 11.7%	11 10.1%	21 8.7%	21 35.0%	34 9.9%	19 16.6%	27 11.4%	23 31.4%	14 6.7%	13 14.6%	14 11.6%	12 9.8%	17 13.0%	9 7.1%	19 14.2%	9 6.3%	19 13.0%	14 3.3%	90 17.7%	22 11.5%	32 11.1%
Strongly disagree	243 24.2%	137 28.0%	107 20.6%	10 7.1%	19 12.6%	30 17.9%	35 19.4%	64 41.5%	84 41.3%	70 67.0%	79 33.3%	25 41.8%	20 5.8%	71 63.2%	73 30.2%	27 36.3%	15 6.8%	24 27.1%	34 27.6%	21 17.4%	36 27.8%	24 18.3%	37 28.3%	37 27.2%	30 20.7%	6 1.5%	227 44.5%	36 18.7%	58 20.0%
Don't Know	92 9.2%	19 3.9%	73 14.1%	33 22.6%	14 9.0%	15 9.2%	18 10.0%	5 3.4%	7 3.3%	3 3.2%	19 7.9%	1 2.4%	19 5.4%	2 1.5%	23 9.6%	1 1.7%	11 5.2%	9 9.5%	12 10.0%	15 12.2%	7 5.7%	12 8.9%	8 6.5%	17 12.2%	12 8.5%	27 6.6%	37 7.2%	16 8.2%	26 8.8%
SIGMA	1006 100.0%	488 100.0%	518 100.0%	145 100.0%	154 100.0%	168 100.0%	181 100.0%	154 100.0%	204 100.0%	104 100.0%	238 100.0%	59 100.0%	341 100.0%	112 100.0%	240 100.0%	74 100.0%	216 100.0%	90 100.0%	123 100.0%	123 100.0%	129 100.0%	130 100.0%	131 100.0%	137 100.0%	145 100.0%	412 100.0%	510 100.0%	193 100.0%	291 100.0%

# Survation.

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Table 2

**Q2. The cross-party Smith Commission agreement will result in the Scottish Parliament gaining full control of income tax.**

**Looking at how much income tax you currently pay, do you think your tax rates should be varied so that you personally**

**Base : All Respondents**

	Total	Gender		Age						2011 Holyrood Vote				2010 Westminster Vote				ScotRegion								2014 Referendum Vote		Sector		
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	CON	LAB	LD	SNP	CON	LAB	LD	SNP	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland	Yes	No	Public	Private	
Unweighted Total	1006	435	571	59	134	161	219	234	199	121	234	65	310	127	238	76	212	81	60	117	103	165	177	166	137	425	497	187	289	
Weighted Total	1006	488	518	145	154	168	181	154	204	104	238	59	341	112	240	74	216	90	123	123	129	130	131	137	145	412	510	193	291	
Pay more income tax	71	46	25	-	13	18	14	14	13	9	21	3	29	9	15	8	20	8	15	10	7	12	8	6	6	37	31	12	29	
	7.0%	9.4%	4.9%	-	8.2%	10.6%	7.6%	8.8%	6.4%	8.5%	8.9%	5.2%	8.5%	7.8%	6.2%	11.3%	9.3%	8.7%	11.8%	8.0%	5.4%	9.3%	6.0%	4.3%	4.2%	8.9%	6.0%	6.3%	9.9%	
Pay less income tax	281	114	167	61	53	37	41	35	54	34	67	14	86	35	65	12	51	20	28	39	41	42	30	32	49	117	140	64	90	
	27.9%	23.3%	32.3%	42.3%	34.3%	22.0%	22.5%	22.6%	26.6%	32.8%	28.2%	24.4%	25.2%	31.6%	27.2%	15.9%	23.6%	21.8%	23.0%	31.6%	32.2%	32.4%	23.0%	23.3%	33.8%	28.4%	27.5%	33.2%	31.1%	
Pay the same income tax	430	252	177	26	58	70	89	80	107	49	101	33	164	55	105	41	111	43	59	40	58	42	60	64	64	179	231	80	116	
	42.7%	51.7%	34.2%	17.9%	37.6%	41.6%	49.0%	52.2%	52.3%	46.6%	42.6%	56.4%	48.3%	49.5%	43.6%	55.7%	51.4%	48.0%	47.8%	32.5%	45.3%	32.4%	45.7%	46.9%	43.9%	43.5%	45.2%	41.1%	39.8%	
Don't know	225	76	148	58	31	43	38	25	30	13	48	8	61	12	55	13	34	19	21	34	22	34	33	35	26	79	108	37	56	
	22.3%	15.6%	28.6%	39.8%	19.8%	25.7%	20.9%	16.4%	14.7%	12.1%	20.3%	14.0%	18.0%	11.1%	23.0%	17.2%	15.7%	21.4%	17.3%	27.9%	17.1%	25.9%	25.3%	25.5%	18.2%	19.2%	21.2%	19.3%	19.2%	
SIGMA	1006	488	518	145	154	168	181	154	204	104	238	59	341	112	240	74	216	90	123	123	129	130	131	137	145	412	510	193	291	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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. Under proposals contained in the cross-party Smith Commission agreement, the Scottish Parliament will gain responsibility for key elements of the benefits system, including Disability Living Allowance, Attendance Allowance and Carer's Allowance. It will also be able to vary housing benefit, create new benefits or top up others. Which of the following statements would you agree with most...**

Base : All Respondents

	Total	Gender		Age						2011 Holyrood Vote				2010 Westminster Vote				ScotRegion								2014 Referendum Vote		Sector	
		Male	Female	16-24	25-34	35-44	45-54	55-64	65+	CON	LAB	LD	SNP	CON	LAB	LD	SNP	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland	Yes	No	Public	Private
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Weighted Total	1006	488	518	145	154	168	181	154	204	104	238	59	341	112	240	74	216	90	123	123	129	130	131	137	145	412	510	193	291
The Scottish Parliament should try to provide a more generous approach to benefits than is currently in place	267 26.6%	124 25.5%	143 27.6%	43 29.4%	35 23.0%	43 25.5%	58 32.0%	48 30.9%	41 20.1%	4 3.5%	69 29.1%	15 25.0%	117 34.3%	4 3.2%	66 27.4%	20 27.4%	72 33.3%	27 30.3%	18 15.1%	38 30.6%	33 25.4%	38 29.3%	33 25.5%	32 23.0%	49 33.6%	151 36.6%	101 19.7%	34 17.6%	73 25.0%
The Scottish Parliament should try to cut the cost of the benefits system	352 35.0%	181 37.1%	171 33.1%	33 22.8%	64 41.8%	55 32.9%	55 30.2%	55 35.5%	90 44.2%	74 71.1%	85 35.8%	22 36.4%	98 28.7%	79 70.8%	77 32.2%	24 33.0%	66 30.5%	25 27.6%	41 33.3%	50 41.0%	42 33.0%	40 30.5%	46 35.1%	54 39.5%	54 37.6%	110 26.6%	220 43.1%	80 41.6%	119 40.8%
The Scottish Parliament should maintain spending on benefits at existing levels	238 23.7%	133 27.4%	105 20.3%	26 17.7%	28 18.2%	38 22.6%	52 28.7%	40 25.8%	55 27.1%	22 21.0%	52 22.1%	20 33.3%	92 26.9%	25 22.2%	57 23.7%	24 32.8%	63 29.3%	23 25.5%	37 30.1%	20 16.6%	42 32.5%	28 21.6%	34 26.1%	31 22.5%	23 16.2%	100 24.4%	124 24.3%	50 25.7%	58 19.9%
Don't know	148 14.7%	49 10.0%	99 19.0%	43 30.0%	26 17.0%	32 19.0%	17 9.2%	12 7.8%	17 8.6%	5 4.4%	31 13.1%	3 5.3%	34 10.1%	4 3.8%	40 16.8%	5 6.9%	15 6.9%	15 16.7%	26 21.5%	14 11.8%	12 9.1%	24 18.6%	17 13.3%	20 14.9%	18 12.6%	51 12.4%	65 12.8%	29 15.2%	42 14.3%
SIGMA	1006 100.0%	488 100.0%	518 100.0%	145 100.0%	154 100.0%	168 100.0%	181 100.0%	154 100.0%	204 100.0%	104 100.0%	238 100.0%	59 100.0%	341 100.0%	112 100.0%	240 100.0%	74 100.0%	216 100.0%	90 100.0%	123 100.0%	123 100.0%	129 100.0%	130 100.0%	131 100.0%	137 100.0%	145 100.0%	412 100.0%	510 100.0%	193 100.0%	291 100.0%

# Survation.

	Page	Table	Title	Base Description	Base
	4	1	Q1. Former First Minister Alex Salmond has said he will fight for "home rule" for Scotland, which he describes as being the full devolution of all domestic matters and taxation apart from foreign affairs and defence. However, critics say this would leave Scotland more vulnerable to oil price volatility and rising pension costs. To what extent do you agree or disagree that Scotland should be given Alex Salmond's definition of "home rule"?	Base : All Respondents	1006
	5	2	Q2. The cross-party Smith Commission agreement will result in the Scottish Parliament gaining full control of income tax. Looking at how much income tax you currently pay, do you think your tax rates should be varied so that you personally	Base : All Respondents	1006
	6	3	Q3. Under proposals contained in the cross-party Smith Commission agreement, the Scottish Parliament will gain responsibility for key elements of the benefits system, including Disability Living Allowance, Attendance Allowance and Carer's Allowance. It will also be able to vary housing benefit, create new benefits or top up others. Which of the following statements would you agree with most...	Base : All Respondents	1006