

Taxation Poll

Poll

14/09/2017

Prepared on behalf of 38 Degrees



Methodology

Fieldwork Dates

8th – 12th September 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 16+ in Scotland

Sample Size

1,016

Data Weighting

Data were weighted to the profile of all Scottish adults aged 16+. Data were weighted by age, sex, region, 2017 General Election vote and 2014 referendum vote. Targets for the weighted data were derived from Office of National Statistics data, the results of the 2017 UK General 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 1,016 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 Survation.

For further information please contact;

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Table 1
Q1. By Normal Weighting
Q1. Nicola Sturgeon has said she wants to have an 'open conversation' on potential tax increases in Scotland to tackle inequality and fund public services. To what extent do you agree or disagree with the following statement? 'I support the idea of some tax increases in Scotland to fund better schools, hospitals and other public services, so long as the richest people and companies in Scotland are required to contribute the most.'
Base : All Respondents

	Total	Gender		Age			2017 GE Vote				2016 Holyrood Constituency Vote				ScotRegion							2014 Referendum Vote		SEG					
		Male	Female	16-34	35-54	55+	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	AB	C1	C2	DE	
Unweighted Total	1016	423	593	295	394	327	179	213	51	350	133	139	43	355	86	49	128	89	190	184	151	139	471	378	206	285	222	303	
Weighted Total	1016	488	528	302	335	379	230	217	54	296	178	150	54	298	95	78	124	100	130	133	194	162	379	470	221	278	223	294	
Strongly agree	289	150	139	65	93	132	43	71	9	118	31	47	17	127	28	20	34	26	38	41	54	48	149	109	61	84	60	84	
	28.4%	30.7%	26.4%	21.4%	27.7%	34.7%	18.9%	32.5%	16.9%	39.8%	17.6%	31.2%	31.4%	42.7%	29.9%	25.4%	27.0%	26.1%	29.1%	31.1%	27.8%	29.7%	39.2%	23.2%	27.6%	30.2%	26.9%	28.6%	
Somewhat agree	381	172	209	130	120	131	71	101	20	111	49	74	15	107	30	31	41	36	58	52	73	60	138	182	69	113	95	105	
	37.5%	35.2%	39.7%	43.0%	35.9%	34.7%	31.0%	46.6%	37.3%	37.5%	27.5%	49.2%	28.3%	35.7%	32.1%	39.7%	33.0%	36.0%	44.9%	38.7%	37.8%	37.0%	36.3%	38.7%	31.0%	40.5%	42.7%	35.7%	
Neither agree nor disagree	155	67	88	48	62	44	28	29	8	45	22	17	6	44	18	12	21	18	17	21	27	22	55	64	33	35	31	57	
	15.2%	13.7%	16.6%	16.0%	18.6%	11.6%	12.3%	13.2%	14.3%	15.2%	12.1%	11.3%	10.3%	14.7%	18.8%	15.1%	16.6%	18.2%	13.0%	15.9%	13.7%	13.5%	14.4%	13.6%	14.7%	12.4%	13.7%	19.4%	
Somewhat disagree	65	29	37	24	17	25	27	5	9	4	22	3	8	7	9	5	8	9	4	5	15	11	12	38	18	20	14	13	
	6.4%	5.9%	6.9%	8.0%	5.0%	6.5%	11.6%	2.3%	16.4%	1.5%	12.5%	1.9%	14.5%	2.3%	9.4%	6.3%	6.6%	9.1%	3.2%	3.5%	7.5%	6.8%	3.2%	8.1%	8.3%	7.1%	6.4%	4.4%	
Strongly disagree	88	58	30	20	25	43	53	6	7	8	49	6	7	7	5	11	13	8	7	10	20	15	18	60	34	19	19	16	
	8.7%	11.9%	5.7%	6.8%	7.4%	11.4%	23.2%	2.9%	12.8%	2.8%	27.6%	4.0%	13.1%	2.2%	5.5%	13.5%	10.8%	7.6%	5.2%	7.8%	10.3%	9.0%	4.7%	12.8%	15.6%	6.9%	8.5%	5.4%	
Don't know	37	12	25	15	18	4	7	6	1	10	5	4	1	7	4	-	7	3	6	4	6	7	8	17	6	8	4	19	
	3.6%	2.5%	4.7%	4.9%	5.4%	1.1%	3.0%	2.6%	2.3%	3.2%	2.6%	2.4%	2.4%	2.4%	4.4%	-	6.0%	3.0%	4.6%	3.0%	3.0%	4.1%	2.1%	3.5%	2.8%	2.8%	1.7%	6.5%	
SIGMA	1016	488	528	302	335	379	230	217	54	296	178	150	54	298	95	78	124	100	130	133	194	162	379	470	221	278	223	294	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	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. By Normal Weighting

Q2. To what extent do you agree or disagree with the following statement? 'I'd personally be willing to pay more tax to help Scotland tackle inequality and fund public services, so long as the richest people and companies in Scotland are required to contribute the most.'

Base : All Respondents

	Total	Gender		Age			2017 GE Vote				2016 Holyrood Constituency Vote				ScotRegion								2014 Referendum Vote		SEG				
		Male	Female	16-34	35-54	55+	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	AB	C1	C2	DE	
Unweighted Total	1016	423	593	295	394	327	179	213	51	350	133	139	43	355	86	49	128	89	190	184	151	139	471	378	206	285	222	303	
Weighted Total	1016	488	528	302	335	379	230	217	54	296	178	150	54	298	95	78	124	100	130	133	194	162	379	470	221	278	223	294	
Strongly agree	178	106	71	36	56	85	18	40	5	87	8	31	9	95	21	18	19	8	28	30	27	27	100	57	33	50	42	53	
	17.5%	21.8%	13.5%	12.0%	16.7%	22.5%	7.7%	18.4%	9.7%	29.4%	4.6%	20.4%	16.1%	31.7%	21.9%	22.5%	15.6%	7.6%	21.3%	22.4%	14.0%	17.0%	26.3%	12.1%	14.9%	18.0%	18.7%	18.0%	
Somewhat agree	356	166	189	111	114	131	53	98	16	120	31	62	20	113	29	22	36	44	43	44	74	64	143	149	72	102	85	96	
	35.0%	34.1%	35.9%	36.6%	34.0%	34.6%	23.0%	45.1%	29.3%	40.4%	17.6%	41.7%	36.7%	37.7%	30.1%	28.0%	28.7%	43.9%	33.1%	33.4%	38.3%	39.6%	37.7%	31.7%	32.5%	36.7%	38.2%	32.8%	
Neither agree nor disagree	185	86	99	57	72	57	37	42	14	40	30	35	11	38	17	17	27	14	25	25	32	29	64	87	37	46	45	57	
	18.3%	17.7%	18.8%	18.8%	21.5%	14.9%	16.1%	19.4%	26.4%	13.5%	16.9%	23.3%	20.6%	12.6%	18.3%	21.2%	22.1%	13.7%	19.1%	18.8%	16.3%	17.8%	16.9%	18.6%	16.8%	16.7%	20.1%	19.5%	
Somewhat disagree	127	57	71	44	38	45	47	18	14	23	34	11	9	27	18	4	15	17	16	16	27	15	31	79	27	41	24	35	
	12.5%	11.6%	13.4%	14.5%	11.4%	12.0%	20.5%	8.1%	25.5%	7.9%	19.3%	7.1%	17.3%	9.1%	18.5%	4.7%	12.3%	17.0%	12.0%	12.3%	14.0%	9.0%	8.1%	16.8%	12.3%	14.9%	10.8%	11.8%	
Strongly disagree	131	62	69	35	47	49	66	14	5	16	65	9	4	18	5	14	17	16	13	15	30	22	29	81	44	30	23	33	
	12.9%	12.7%	13.1%	11.5%	14.0%	12.9%	28.5%	6.3%	9.1%	5.4%	36.3%	6.0%	7.8%	6.0%	4.8%	18.0%	13.4%	15.6%	10.0%	11.4%	15.2%	13.8%	7.7%	17.3%	20.1%	10.9%	10.4%	11.2%	
Don't know	39	10	29	20	8	12	9	6	-	10	9	2	1	8	6	4	10	2	6	2	4	5	12	17	7	8	4	20	
	3.9%	2.1%	5.4%	6.5%	2.3%	3.1%	4.1%	2.7%	-	3.4%	5.3%	1.6%	1.4%	2.8%	6.4%	5.5%	7.9%	2.1%	4.4%	1.6%	2.3%	2.8%	3.2%	3.6%	3.4%	2.7%	1.8%	6.8%	
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	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.

	Page	Table	Title	Base Description	Base
	4	1	<p>Q1. Nicola Sturgeon has said she wants to have an 'open conversation' on potential tax increases in Scotland to tackle inequality and fund public services.</p> <p>To what extent do you agree or disagree with the following statement? 'I support the idea of some tax increases in Scotland to fund better schools, hospitals and other public services, so long as the richest people and companies in Scotland are required to contribute the most.'</p>	Base : All Respondents	1016
	5	2	<p>Q2. To what extent do you agree or disagree with the following statement? 'I'd personally be willing to pay more tax to help Scotland tackle inequality and fund public services, so long as the richest people and companies in Scotland are required to contribute the most.'</p>	Base : All Respondents	1016