

Scotland Poll

25/10/2017

Prepared on behalf of the Scotch Whisky Association



Methodology

Fieldwork Dates

21st – 24th October 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+ in Scotland

Sample Size

1,004

Data Weighting

Data were weighted to the profile of all Scottish adults aged 18+. 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 1,004 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;

Chris Hopkins
0203 818 9661

chris.hopkins@suration.com

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Table 1
 Q1. By Normal Weighting
Q1. At the next budget, which of the following potential policy announcements from the Chancellor of the Exchequer would you support or oppose?
Improving the tax relief for decommissioning of Oil & Gas rigs to help win contracts for decommissioning in Scotland
 Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Support	562 55.9%	295 61.2%	266 51.1%	125 41.9%	182 54.8%	255 68.1%	62 71.4%	42 51.1%	56 45.7%	59 51.6%	67 51.6%	73 55.6%	109 58.2%	94 62.4%
Oppose	109 10.8%	74 15.3%	35 6.7%	36 12.0%	40 12.0%	33 8.8%	8 9.4%	10 11.7%	17 13.9%	15 12.7%	14 11.2%	13 9.9%	18 9.6%	14 9.2%
Don't know	334 33.3%	114 23.5%	220 42.3%	137 46.1%	110 33.2%	87 23.1%	17 19.2%	30 37.2%	49 40.5%	41 35.7%	48 37.2%	45 34.5%	60 32.2%	43 28.4%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 2

Q2. By Normal Weighting

Q2. At the next budget, which of the following potential policy announcements from the Chancellor of the Exchequer would you support or oppose?**Lowering the level of duty (tax) on Scotch to support the Scotch Whisky industry****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Support	618 61.6%	319 66.2%	299 57.3%	154 51.5%	196 59.1%	269 71.8%	54 61.5%	45 54.7%	75 61.5%	63 55.1%	71 55.0%	88 67.3%	125 66.8%	97 64.5%
Oppose	156 15.5%	82 17.0%	74 14.1%	48 16.1%	52 15.6%	56 15.0%	14 15.7%	12 14.6%	11 9.0%	17 15.3%	24 19.0%	27 20.3%	27 14.4%	24 15.6%
Don't know	230 22.9%	81 16.8%	149 28.6%	96 32.3%	84 25.4%	50 13.3%	20 22.7%	25 30.7%	36 29.5%	34 29.6%	34 26.1%	16 12.4%	35 18.8%	30 19.9%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 3

Q3. By Normal Weighting

Q3. At the next budget, which of the following potential policy announcements from the Chancellor of the Exchequer would you support or oppose?

Renewal of the commitment for 'city deals' to secure money to fund infrastructure projects in Perth, Dundee and Stirling

Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Support	532 53.0%	267 55.4%	265 50.8%	148 49.6%	165 49.8%	219 58.6%	33 38.2%	36 43.6%	64 52.7%	68 59.2%	69 53.8%	68 51.6%	105 55.8%	89 59.3%
Oppose	113 11.3%	69 14.4%	44 8.5%	33 11.1%	38 11.5%	42 11.2%	18 20.1%	5 5.8%	15 12.3%	16 13.7%	14 10.5%	14 10.7%	16 8.8%	16 10.9%
Don't know	358 35.7%	146 30.2%	212 40.7%	117 39.3%	128 38.7%	113 30.2%	36 41.7%	41 50.6%	43 35.1%	31 27.0%	46 35.6%	49 37.7%	66 35.4%	45 29.8%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 4

Q4. By Normal Weighting

Q4. To what extent do you think that each of the following industries are important to the Scottish economy?**Finance & Insurance****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	409 40.8%	208 43.0%	202 38.7%	98 32.8%	125 37.6%	187 49.9%	35 39.8%	40 48.7%	38 31.1%	49 43.1%	46 35.6%	56 42.7%	94 49.9%	52 34.3%
Somewhat important	421 42.0%	203 42.1%	218 41.8%	108 36.1%	149 45.0%	165 44.0%	35 40.0%	30 36.5%	64 52.4%	39 33.7%	58 45.0%	55 42.1%	72 38.6%	68 45.3%
Not very important	82 8.2%	37 7.6%	45 8.7%	44 14.9%	23 7.0%	14 3.8%	8 9.5%	6 7.0%	6 4.7%	15 13.0%	14 11.0%	8 6.3%	12 6.6%	12 8.3%
Not at all important	13 1.3%	7 1.4%	6 1.2%	7 2.4%	5 1.5%	1 0.3%	1 1.1%	1 1.2%	4 3.2%	1 1.0%	1 1.1%	1 1.0%	2 1.1%	1 0.9%
Don't know	78 7.8%	28 5.8%	50 9.6%	41 13.8%	29 8.9%	8 2.0%	8 9.6%	5 6.6%	10 8.5%	11 9.2%	9 7.3%	10 7.8%	7 3.8%	17 11.1%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 5

Q5. By Normal Weighting

Q5. To what extent do you think that each of the following industries are important to the Scottish economy?**Tourism****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	733 73.0%	359 74.5%	373 71.6%	179 60.1%	238 71.8%	316 84.3%	61 69.6%	71 86.4%	86 70.2%	78 68.3%	85 66.2%	106 80.5%	141 75.1%	106 70.1%
Somewhat important	192 19.1%	92 19.1%	100 19.2%	74 24.9%	62 18.7%	56 14.9%	15 16.7%	10 11.7%	26 21.3%	25 21.6%	30 22.9%	19 14.3%	37 19.6%	32 21.3%
Not very important	27 2.7%	10 2.0%	17 3.3%	17 5.8%	8 2.3%	2 0.6%	3 3.5%	- -	3 2.6%	5 4.1%	7 5.8%	1 1.1%	4 1.9%	4 2.6%
Not at all important	7 0.7%	3 0.5%	5 0.9%	3 1.0%	4 1.3%	- -	1 1.3%	- -	- -	1 1.0%	2 1.6%	- -	3 1.6%	- -
Don't know	45 4.5%	19 3.9%	26 4.9%	24 8.2%	19 5.8%	1 0.3%	8 8.9%	2 1.9%	7 5.9%	6 5.0%	5 3.5%	5 4.1%	3 1.8%	9 6.1%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 6

Q6. By Normal Weighting

Q6. To what extent do you think that each of the following industries are important to the Scottish economy?**Energy & Renewables****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	580 57.7%	280 58.1%	299 57.4%	168 56.3%	173 52.3%	239 63.7%	50 57.7%	58 71.0%	70 56.9%	64 55.7%	70 54.4%	86 65.5%	90 47.9%	92 61.0%
Somewhat important	320 31.9%	153 31.7%	167 32.1%	84 28.0%	120 36.3%	116 31.0%	26 29.5%	22 27.1%	39 32.0%	30 26.2%	43 33.4%	35 26.8%	83 44.2%	42 27.9%
Not very important	42 4.1%	22 4.6%	20 3.7%	16 5.4%	12 3.7%	13 3.5%	3 3.2%	-	5 4.4%	11 10.0%	8 6.5%	5 3.6%	6 3.1%	3 2.0%
Not at all important	6 0.6%	5 0.9%	2 0.3%	3 0.9%	2 0.7%	1 0.4%	-	-	-	1 0.9%	1 0.7%	-	3 1.4%	2 1.1%
Don't know	56 5.6%	23 4.7%	34 6.5%	28 9.3%	23 7.0%	5 1.4%	8 9.6%	2 1.9%	8 6.7%	8 7.1%	7 5.0%	5 4.1%	6 3.4%	12 7.9%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 7

Q7. By Normal Weighting

Q7. To what extent do you think that each of the following industries are important to the Scottish economy?**Creative Industries****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	316 31.4%	145 30.1%	171 32.7%	91 30.6%	96 28.9%	129 34.4%	28 31.7%	30 36.4%	34 27.6%	32 28.1%	38 29.8%	51 39.1%	65 34.5%	38 25.1%
Somewhat important	470 46.8%	240 49.7%	230 44.1%	121 40.7%	160 48.4%	188 50.2%	44 50.4%	42 51.6%	62 51.1%	49 43.1%	56 43.5%	55 41.7%	84 44.6%	77 51.4%
Not very important	113 11.2%	52 10.8%	60 11.6%	41 13.9%	36 11.0%	35 9.3%	7 8.1%	6 7.5%	15 11.9%	17 15.3%	17 13.0%	13 10.2%	25 13.5%	12 7.8%
Not at all important	17 1.7%	13 2.7%	4 0.7%	7 2.4%	4 1.1%	6 1.6%	1 1.0%	- -	1 0.7%	4 3.2%	8 5.8%	- -	1 0.6%	3 1.8%
Don't know	89 8.9%	32 6.7%	57 10.9%	37 12.4%	35 10.6%	17 4.6%	8 8.8%	4 4.5%	11 8.7%	12 10.3%	10 7.9%	12 9.0%	13 6.7%	21 13.9%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 8

Q8. By Normal Weighting

Q8. To what extent do you think that each of the following industries are important to the Scottish economy?**Digital Industries****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	365 36.4%	177 36.6%	188 36.1%	84 28.3%	112 34.0%	168 44.9%	18 21.0%	40 49.1%	47 38.7%	36 31.7%	41 32.1%	56 42.5%	76 40.5%	50 33.1%
Somewhat important	435 43.3%	212 44.0%	222 42.6%	123 41.1%	149 44.9%	163 43.6%	45 51.8%	27 32.7%	53 43.0%	55 48.0%	56 43.8%	55 41.9%	80 42.6%	64 42.3%
Not very important	107 10.7%	49 10.1%	59 11.2%	52 17.4%	33 10.1%	22 5.9%	13 15.2%	7 8.3%	12 9.8%	10 8.4%	21 16.4%	9 6.5%	22 11.5%	14 9.6%
Not at all important	13 1.3%	7 1.4%	6 1.2%	4 1.3%	8 2.5%	1 0.2%	2 2.2%	1 1.1%	1 0.7%	4 3.7%	1 0.7%	1 0.7%	2 1.1%	1 1.0%
Don't know	84 8.4%	38 7.8%	46 8.8%	36 12.0%	28 8.5%	20 5.4%	9 9.8%	7 8.9%	10 7.8%	9 8.2%	9 6.9%	11 8.4%	8 4.3%	21 14.1%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 9

Q9. By Normal Weighting

Q9. To what extent do you think that each of the following industries are important to the Scottish economy?**Life Sciences****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	317 31.5%	142 29.3%	175 33.6%	88 29.5%	94 28.3%	135 36.0%	26 29.8%	31 38.2%	36 29.1%	35 30.8%	35 27.1%	52 39.3%	59 31.7%	43 28.3%
Somewhat important	442 44.1%	234 48.5%	209 40.0%	130 43.7%	156 47.0%	156 41.7%	40 46.1%	41 49.6%	51 42.0%	46 40.5%	63 49.1%	55 42.2%	77 41.0%	68 45.3%
Not very important	108 10.7%	49 10.2%	58 11.2%	32 10.8%	29 8.9%	46 12.3%	7 8.6%	3 3.8%	16 13.2%	14 12.0%	15 11.8%	6 4.3%	29 15.4%	18 11.7%
Not at all important	17 1.7%	10 2.0%	7 1.4%	6 1.9%	10 2.9%	2 0.5%	3 3.5%	1 1.1%	4 3.3%	2 1.4%	1 1.1%	1 0.8%	4 2.2%	1 0.6%
Don't know	120 12.0%	48 9.9%	72 13.8%	42 14.0%	43 12.9%	35 9.5%	11 12.1%	6 7.3%	15 12.4%	18 15.3%	14 10.8%	18 13.4%	18 9.7%	21 14.1%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 10

Q10. By Normal Weighting

Q10. To what extent do you think that each of the following industries are important to the Scottish economy?**Food & Drink****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	532 53.0%	253 52.4%	279 53.6%	147 49.3%	164 49.4%	222 59.2%	49 56.0%	56 68.1%	76 62.2%	54 47.4%	62 48.4%	70 53.6%	93 49.7%	71 47.4%
Somewhat important	359 35.7%	173 35.9%	186 35.6%	101 33.7%	123 37.2%	135 36.0%	28 32.0%	23 28.5%	35 28.6%	41 36.3%	47 36.6%	53 40.1%	73 38.7%	59 39.0%
Not very important	51 5.0%	29 6.0%	22 4.2%	18 5.9%	19 5.9%	13 3.6%	4 5.0%	1 1.5%	5 4.1%	7 6.3%	12 9.0%	2 1.3%	13 7.1%	6 4.1%
Not at all important	7 0.7%	6 1.2%	1 0.2%	2 0.5%	2 0.7%	3 0.7%	- -	- -	- -	- -	2 1.2%	- -	5 2.7%	- -
Don't know	56 5.6%	22 4.6%	34 6.5%	31 10.5%	22 6.7%	2 0.5%	6 6.9%	2 1.9%	6 5.1%	11 10.0%	6 4.9%	7 5.1%	3 1.7%	14 9.4%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

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Table 11

Q11. By Normal Weighting

Q11. To what extent do you think that each of the following industries are important to the Scottish economy?**Scotch Whisky****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	630 62.7%	317 65.7%	313 60.0%	152 50.9%	194 58.6%	284 75.8%	50 57.7%	56 68.8%	81 66.3%	67 58.9%	72 55.6%	90 68.6%	120 64.0%	93 61.9%
Somewhat important	256 25.5%	116 24.1%	140 26.9%	84 28.1%	96 28.9%	77 20.5%	22 25.5%	23 28.1%	25 20.7%	27 23.9%	37 28.5%	30 22.6%	54 28.9%	38 25.3%
Not very important	55 5.5%	24 5.0%	31 5.9%	26 8.7%	17 5.3%	12 3.2%	8 8.9%	1 1.2%	7 5.5%	8 6.7%	10 7.8%	5 3.7%	9 4.8%	8 5.3%
Not at all important	16 1.6%	6 1.3%	9 1.8%	11 3.6%	4 1.2%	1 0.3%	1 1.0%	- -	3 2.4%	6 5.1%	4 2.8%	1 0.9%	- -	1 0.9%
Don't know	47 4.7%	18 3.8%	28 5.4%	26 8.7%	20 5.9%	1 0.3%	6 7.0%	2 1.9%	6 5.1%	6 5.4%	7 5.3%	6 4.2%	4 2.2%	10 6.6%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 12
 Q12. By Normal Weighting
Q12. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?
Scotch Whisky
 Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	318 31.7%	147 30.4%	171 32.9%	95 31.7%	101 30.4%	123 32.8%	41 47.5%	13 15.7%	37 30.0%	32 27.7%	37 28.4%	42 32.0%	51 27.3%	66 43.5%
Somewhat important	305 30.4%	134 27.8%	171 32.8%	89 29.8%	107 32.3%	110 29.3%	24 27.6%	28 34.2%	40 32.6%	31 27.2%	36 28.1%	43 32.7%	59 31.7%	44 29.1%
Not very important	200 19.9%	107 22.1%	93 17.9%	50 16.8%	66 19.9%	84 22.4%	10 10.9%	25 30.5%	21 17.5%	29 25.2%	27 20.9%	23 17.7%	46 24.4%	19 12.8%
Not at all important	76 7.6%	43 8.9%	33 6.3%	15 5.1%	25 7.5%	36 9.6%	7 8.2%	5 6.1%	10 7.8%	11 10.0%	11 8.3%	13 9.6%	15 7.8%	5 3.3%
Don't know	104 10.4%	52 10.8%	53 10.1%	50 16.6%	33 9.9%	22 5.9%	5 5.8%	11 13.6%	15 12.0%	11 9.8%	18 14.3%	10 8.0%	16 8.8%	17 11.3%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 13

Q13. By Normal Weighting

Q13. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?**Food & Drink****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	380 37.8%	171 35.4%	209 40.1%	108 36.0%	114 34.5%	158 42.2%	42 48.1%	39 48.0%	52 42.8%	42 36.5%	36 28.0%	46 35.0%	65 34.6%	58 38.2%
Somewhat important	402 40.0%	199 41.3%	203 38.8%	111 37.2%	137 41.3%	154 41.2%	30 34.4%	28 33.9%	43 35.5%	44 38.5%	48 37.4%	59 45.2%	82 43.7%	67 44.5%
Not very important	100 10.0%	49 10.2%	51 9.7%	27 9.1%	42 12.6%	31 8.4%	8 8.6%	8 9.6%	9 7.4%	13 11.7%	18 14.0%	15 11.6%	21 11.1%	8 5.5%
Not at all important	23 2.3%	15 3.0%	9 1.7%	6 2.0%	8 2.4%	9 2.5%	1 1.7%	- -	3 2.2%	1 1.0%	6 4.6%	3 2.6%	7 3.7%	2 1.3%
Don't know	99 9.8%	49 10.1%	50 9.6%	47 15.7%	30 9.1%	22 5.8%	6 7.2%	7 8.6%	15 12.1%	14 12.3%	21 16.0%	7 5.6%	13 6.9%	16 10.5%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 14
 Q14. By Normal Weighting
Q14. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?
Tourism
Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	510 50.8%	232 48.0%	279 53.5%	134 45.0%	163 49.1%	214 57.1%	62 70.5%	55 67.0%	50 40.6%	59 51.2%	41 31.7%	60 45.5%	102 54.3%	84 55.6%
Somewhat important	285 28.4%	148 30.8%	137 26.2%	85 28.4%	98 29.7%	102 27.3%	15 16.7%	18 21.7%	41 33.8%	29 25.1%	37 29.0%	44 33.7%	53 28.4%	48 31.8%
Not very important	89 8.9%	45 9.3%	45 8.6%	30 10.2%	29 8.8%	30 8.0%	4 4.9%	4 4.6%	14 11.6%	10 8.8%	23 17.6%	18 13.5%	14 7.4%	3 1.9%
Not at all important	32 3.2%	12 2.6%	20 3.8%	6 1.9%	14 4.2%	13 3.4%	- -	- -	3 2.2%	6 5.1%	9 7.1%	2 1.8%	9 4.5%	4 2.4%
Don't know	87 8.7%	45 9.4%	42 8.0%	43 14.5%	27 8.2%	16 4.3%	7 7.9%	6 6.8%	14 11.8%	11 9.8%	19 14.7%	7 5.5%	10 5.4%	12 8.3%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 15

Q15. By Normal Weighting

Q15. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?**Finance & Insurance****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	263 26.2%	113 23.5%	150 28.7%	84 28.2%	93 28.2%	86 22.9%	23 26.7%	15 17.7%	25 20.0%	35 30.6%	29 22.7%	24 18.4%	78 41.6%	34 22.9%
Somewhat important	374 37.3%	169 35.0%	206 39.4%	97 32.5%	130 39.3%	147 39.3%	19 22.2%	24 28.7%	58 47.7%	40 34.9%	55 42.7%	53 40.2%	63 33.7%	62 41.4%
Not very important	186 18.5%	103 21.3%	84 16.0%	54 18.0%	51 15.3%	82 21.8%	26 29.7%	25 30.0%	19 15.5%	18 15.3%	17 13.6%	29 21.8%	24 13.0%	29 19.0%
Not at all important	54 5.4%	38 7.8%	17 3.2%	9 3.0%	17 5.1%	29 7.6%	11 12.1%	9 10.8%	2 1.7%	8 7.1%	5 4.2%	9 6.9%	6 3.1%	4 3.0%
Don't know	126 12.5%	60 12.4%	66 12.6%	55 18.3%	40 12.1%	31 8.3%	8 9.3%	10 12.7%	18 15.0%	14 12.0%	22 16.8%	17 12.8%	16 8.6%	21 13.7%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 16
 Q16. By Normal Weighting
Q16. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?
Energy & Renewables
 Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	377 37.6%	169 35.0%	208 40.0%	110 37.0%	115 34.8%	151 40.4%	46 52.4%	31 38.1%	37 30.4%	40 34.9%	31 23.9%	46 35.0%	55 29.5%	91 60.4%
Somewhat important	351 35.0%	166 34.5%	184 35.4%	98 32.9%	124 37.5%	128 34.3%	26 29.7%	30 36.6%	52 42.2%	41 36.0%	51 40.0%	47 35.9%	67 36.0%	36 24.1%
Not very important	130 12.9%	66 13.7%	64 12.2%	35 11.7%	47 14.3%	48 12.7%	6 7.1%	5 6.6%	15 12.5%	13 11.7%	21 16.5%	21 16.0%	43 22.7%	5 3.2%
Not at all important	36 3.6%	23 4.8%	13 2.5%	7 2.5%	12 3.7%	16 4.4%	3 3.6%	4 5.0%	2 1.6%	5 4.4%	7 5.1%	7 5.4%	5 2.6%	3 2.2%
Don't know	110 11.0%	58 12.0%	52 10.0%	47 15.9%	32 9.7%	31 8.2%	6 7.2%	11 13.6%	16 13.4%	15 13.0%	19 14.6%	10 7.7%	17 9.2%	15 10.2%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 17
 Q17. By Normal Weighting
Q17. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?
Digital Industries
Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	215 21.4%	93 19.4%	121 23.2%	68 22.6%	70 21.0%	78 20.7%	11 12.5%	13 16.4%	26 21.4%	31 27.3%	29 22.4%	30 23.1%	39 21.0%	34 22.8%
Somewhat important	358 35.7%	163 33.9%	195 37.4%	93 31.2%	132 39.7%	133 35.6%	31 35.8%	17 21.2%	49 40.1%	35 30.7%	45 34.5%	43 33.1%	82 43.7%	55 36.8%
Not very important	220 21.9%	123 25.6%	96 18.5%	61 20.5%	67 20.3%	91 24.4%	29 33.3%	28 34.1%	20 16.2%	21 18.5%	25 19.3%	31 23.3%	32 16.9%	35 23.0%
Not at all important	57 5.7%	32 6.6%	25 4.8%	12 3.9%	18 5.3%	28 7.4%	4 4.6%	7 8.6%	5 4.1%	11 9.3%	8 6.4%	9 6.5%	9 5.0%	4 2.7%
Don't know	155 15.4%	71 14.6%	84 16.1%	65 21.7%	45 13.7%	44 11.9%	12 13.8%	16 19.9%	22 18.1%	16 14.2%	22 17.4%	18 14.0%	25 13.4%	22 14.7%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 18

Q18. By Normal Weighting

Q18. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?**Life Sciences****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	185 18.5%	73 15.0%	113 21.6%	68 22.9%	55 16.5%	62 16.6%	11 13.0%	12 14.6%	22 17.6%	24 21.2%	23 18.1%	25 18.7%	38 20.2%	31 20.4%
Somewhat important	358 35.7%	171 35.5%	187 35.8%	97 32.5%	130 39.3%	131 35.1%	38 43.3%	23 28.5%	40 32.8%	36 31.0%	49 38.0%	42 31.9%	73 38.9%	58 38.4%
Not very important	222 22.1%	119 24.7%	103 19.8%	54 17.9%	76 23.1%	92 24.6%	20 23.2%	24 29.5%	32 26.4%	25 21.8%	23 17.5%	34 25.9%	37 19.5%	27 18.2%
Not at all important	61 6.1%	33 6.8%	28 5.4%	18 6.0%	17 5.3%	26 6.9%	6 6.5%	7 8.4%	5 4.1%	12 10.5%	10 7.7%	8 6.2%	7 3.8%	6 4.1%
Don't know	177 17.6%	87 17.9%	91 17.4%	62 20.7%	53 15.9%	63 16.8%	12 14.1%	16 19.0%	23 19.0%	18 15.4%	24 18.7%	23 17.3%	33 17.6%	29 19.0%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 19
 Q19. By Normal Weighting
Q19. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency?
Creative Industries
Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	214 21.3%	88 18.3%	126 24.1%	74 24.7%	62 18.7%	79 21.0%	20 23.0%	24 28.8%	22 17.7%	26 22.9%	29 22.1%	24 18.0%	37 19.8%	33 22.1%
Somewhat important	402 40.0%	188 38.9%	214 41.1%	102 34.1%	144 43.5%	156 41.7%	40 46.2%	27 32.7%	54 43.8%	37 32.5%	42 32.6%	53 40.7%	82 43.6%	67 44.5%
Not very important	202 20.1%	113 23.4%	89 17.2%	55 18.4%	71 21.3%	77 20.5%	16 18.2%	16 19.0%	22 17.8%	26 23.1%	28 21.6%	31 24.0%	41 21.9%	22 14.7%
Not at all important	56 5.6%	30 6.3%	26 5.0%	14 4.8%	15 4.5%	27 7.2%	4 4.2%	4 4.3%	8 6.7%	10 8.3%	9 7.0%	8 5.9%	9 4.9%	5 3.6%
Don't know	129 12.9%	63 13.1%	66 12.6%	54 17.9%	40 12.0%	36 9.6%	7 8.4%	12 15.2%	17 14.0%	15 13.2%	21 16.6%	15 11.4%	18 9.7%	23 15.1%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 20

Q20. By Normal Weighting

Q20. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy?**Tourism****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	586 58.4%	270 55.9%	317 60.7%	157 52.5%	195 59.0%	234 62.6%	52 59.7%	53 65.0%	75 61.5%	62 54.0%	68 53.2%	81 62.1%	105 56.2%	88 58.8%
Somewhat important	309 30.8%	159 32.9%	151 28.9%	91 30.6%	97 29.4%	121 32.2%	22 25.7%	21 26.1%	35 28.9%	35 31.0%	42 32.7%	41 31.1%	69 36.8%	43 28.4%
Not very important	55 5.5%	27 5.6%	28 5.4%	23 7.6%	15 4.4%	18 4.7%	7 8.4%	3 4.2%	5 4.2%	10 8.8%	9 7.2%	5 3.5%	7 3.9%	8 5.2%
Not at all important	5 0.5%	4 0.9%	1 0.2%	2 0.7%	3 0.8%	1 0.2%	1 1.0%	- -	- -	1 1.3%	2 1.4%	- -	1 0.6%	- -
Don't know	48 4.8%	23 4.7%	25 4.8%	26 8.6%	21 6.4%	1 0.3%	5 5.2%	4 4.7%	7 5.4%	6 4.9%	7 5.5%	4 3.2%	5 2.5%	11 7.6%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 21

Q21. By Normal Weighting

Q21. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy?**Advertising****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	317 31.5%	134 27.8%	182 35.0%	94 31.4%	106 31.9%	117 31.3%	18 21.0%	35 42.8%	41 33.5%	36 31.3%	34 26.0%	43 32.9%	63 33.4%	47 31.4%
Somewhat important	422 42.0%	218 45.1%	204 39.1%	114 38.3%	135 40.7%	173 46.1%	49 56.3%	28 34.1%	48 39.1%	40 34.6%	59 45.5%	66 50.3%	65 34.8%	67 44.7%
Not very important	159 15.9%	81 16.8%	78 15.0%	48 16.0%	57 17.3%	54 14.5%	11 12.5%	11 13.1%	23 18.7%	27 23.7%	18 13.6%	15 11.3%	34 18.2%	21 14.1%
Not at all important	22 2.2%	15 3.1%	7 1.4%	8 2.6%	8 2.3%	7 1.8%	3 3.0%	- -	- -	4 3.9%	5 4.3%	2 1.7%	7 3.9%	- -
Don't know	84 8.4%	35 7.2%	50 9.5%	35 11.6%	26 7.9%	24 6.3%	6 7.3%	8 10.0%	11 8.6%	7 6.6%	14 10.7%	5 3.8%	18 9.7%	15 9.7%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 22

Q22. By Normal Weighting

Q22. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy?**Agriculture****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	382 38.1%	197 40.7%	185 35.6%	95 32.0%	120 36.4%	166 44.4%	37 42.2%	39 47.3%	49 40.3%	41 35.5%	38 29.6%	52 39.6%	70 37.4%	56 37.4%
Somewhat important	377 37.5%	173 35.9%	203 39.0%	115 38.4%	127 38.2%	135 36.2%	29 32.8%	26 31.5%	43 35.5%	49 42.4%	55 42.7%	48 36.7%	70 37.2%	57 38.1%
Not very important	136 13.6%	64 13.3%	72 13.8%	44 14.7%	46 13.8%	47 12.5%	12 13.7%	8 9.7%	17 13.9%	15 13.5%	20 15.4%	16 12.5%	28 14.7%	20 13.5%
Not at all important	23 2.3%	13 2.7%	10 2.0%	6 2.0%	6 1.9%	11 3.0%	2 2.8%	4 4.5%	2 1.8%	4 3.8%	2 1.9%	2 1.5%	4 2.4%	2 1.3%
Don't know	86 8.5%	35 7.3%	50 9.6%	38 12.9%	32 9.8%	15 3.9%	7 8.5%	6 7.1%	10 8.4%	6 4.8%	13 10.3%	13 9.7%	16 8.4%	15 9.8%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 23

Q23. By Normal Weighting

Q23. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy?**Providing employment****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very important	521 51.9%	236 48.9%	285 54.6%	129 43.4%	168 50.7%	223 59.6%	47 54.3%	45 55.0%	74 60.7%	49 42.9%	60 46.5%	70 53.0%	98 52.3%	77 51.3%
Somewhat important	356 35.5%	182 37.8%	174 33.3%	116 38.9%	116 35.2%	124 33.1%	27 30.7%	31 37.4%	35 28.5%	44 38.1%	53 41.0%	49 37.2%	64 34.3%	54 36.2%
Not very important	69 6.9%	37 7.6%	32 6.2%	23 7.7%	22 6.6%	24 6.4%	7 7.8%	2 3.0%	7 6.0%	15 13.3%	6 5.0%	9 6.6%	17 8.9%	5 3.5%
Not at all important	7 0.7%	5 1.0%	2 0.5%	3 1.1%	3 0.8%	1 0.4%	2 2.0%	- -	- -	- -	2 1.2%	- -	3 1.4%	1 0.9%
Don't know	51 5.1%	23 4.7%	29 5.5%	27 9.0%	22 6.7%	2 0.5%	5 5.2%	4 4.7%	6 4.8%	6 5.7%	8 6.3%	4 3.2%	6 3.1%	12 8.2%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 24

Q24. By Normal Weighting

Q24. The average level of tax on a 70cl bottle of Scotch whisky is 80%, while the average level of tax on a 75cl bottle of still wine is 56% and the average level of tax on beer is 51%.

To what extent do you believe that it is fair or unfair that Scotch whisky is taxed at a higher level than still wine or beer?

Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Very unfair	419 41.7%	215 44.5%	204 39.1%	107 35.7%	133 40.1%	179 47.9%	37 42.4%	32 38.6%	65 53.4%	42 36.8%	49 38.1%	67 51.0%	64 33.9%	63 42.0%
Somewhat unfair	303 30.2%	133 27.5%	170 32.6%	82 27.4%	100 30.2%	121 32.4%	22 25.4%	29 35.3%	24 19.4%	33 28.5%	31 24.2%	38 29.2%	74 39.4%	52 34.6%
Neither fair nor unfair	123 12.2%	57 11.7%	66 12.7%	32 10.7%	53 16.2%	37 10.0%	15 16.8%	8 9.4%	14 11.4%	18 15.7%	18 13.9%	11 8.2%	22 11.9%	18 11.6%
Somewhat fair	46 4.5%	24 5.1%	21 4.0%	22 7.5%	11 3.4%	12 3.1%	3 3.3%	3 3.6%	7 5.8%	9 8.2%	8 5.9%	3 2.6%	7 3.7%	5 3.5%
Very fair	37 3.7%	16 3.4%	21 4.0%	17 5.8%	11 3.5%	8 2.2%	4 5.0%	2 2.7%	1 0.6%	4 3.6%	6 4.8%	6 4.3%	10 5.2%	4 2.7%
Don't know	77 7.6%	38 7.8%	39 7.5%	38 12.8%	22 6.7%	17 4.4%	6 7.1%	9 10.4%	12 9.4%	8 7.1%	17 13.0%	6 4.6%	11 5.9%	9 5.7%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 25

Q25. By Normal Weighting

Q25. The chancellor, Philip Hammond put the amount of tax paid on Scotch Whisky up by 3.9% to nearly 80% earlier this year.**In this year's Autumn Budget do you think the chancellor should...?****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Raise the tax on Scotch whisky	43 4.3%	24 4.9%	20 3.8%	21 6.9%	15 4.5%	8 2.1%	4 4.5%	2 2.1%	9 7.3%	6 5.4%	5 3.7%	5 4.0%	9 5.1%	3 2.1%
Keep the tax level on Scotch whisky the same	168 16.8%	91 18.9%	77 14.8%	45 15.1%	50 15.2%	73 19.5%	10 11.3%	18 22.0%	14 11.7%	18 15.8%	22 17.2%	25 19.1%	32 17.3%	28 18.8%
Lower the tax on Scotch whisky	683 68.1%	322 66.8%	361 69.3%	181 60.5%	234 70.7%	269 71.8%	66 75.4%	53 64.9%	80 65.8%	74 65.0%	80 61.9%	91 69.7%	131 69.7%	108 71.6%
Don't know	109 10.8%	45 9.4%	63 12.1%	52 17.4%	32 9.6%	25 6.7%	8 8.8%	9 11.0%	19 15.1%	16 13.9%	22 17.1%	9 7.2%	15 8.0%	11 7.5%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 26
 Q26. By Normal Weighting
Q26. To what extent do you think that each of the following would benefit the pub industry in Scotland , where 0 = no benefit at all and 10 = will benefit greatly?
If the UK government was to reduce the level of duty on beer
Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
0	43 4.3%	21 4.4%	22 4.2%	12 4.1%	10 2.9%	21 5.6%	3 2.9%	2 2.3%	3 2.8%	5 4.5%	6 4.8%	6 4.8%	7 3.9%	10 6.8%
1	14 1.4%	4 0.9%	10 1.8%	3 1.0%	3 0.8%	8 2.1%	- -	1 1.5%	3 2.2%	2 1.9%	1 0.7%	3 2.6%	- -	3 2.2%
2	28 2.8%	10 2.1%	18 3.4%	9 3.1%	14 4.2%	5 1.2%	2 1.9%	2 2.5%	6 4.7%	1 1.0%	4 3.1%	4 2.7%	6 3.4%	3 2.3%
3	41 4.1%	18 3.7%	23 4.4%	16 5.3%	14 4.2%	11 2.9%	3 3.6%	1 1.5%	5 3.8%	6 5.5%	4 3.3%	5 4.2%	11 5.9%	5 3.1%
4	59 5.9%	29 5.9%	30 5.8%	19 6.3%	22 6.7%	18 4.8%	6 6.3%	7 8.0%	7 5.9%	4 3.5%	10 8.1%	4 3.4%	17 9.1%	4 2.4%
5	185 18.4%	73 15.1%	113 21.6%	65 21.9%	62 18.9%	57 15.3%	22 25.6%	13 16.0%	20 16.4%	26 22.5%	23 17.8%	27 20.4%	26 13.8%	28 18.9%
6	104 10.4%	50 10.3%	55 10.5%	35 11.8%	34 10.3%	35 9.3%	13 14.5%	7 8.2%	7 6.0%	12 10.4%	18 13.7%	11 8.1%	18 9.4%	20 13.2%
7	139 13.8%	68 14.1%	71 13.6%	36 12.1%	42 12.7%	61 16.2%	12 13.3%	13 15.5%	16 12.8%	22 18.9%	15 11.4%	12 9.3%	32 16.8%	19 12.6%
8	152 15.2%	83 17.2%	69 13.3%	33 11.1%	59 17.8%	60 16.1%	8 9.1%	16 19.2%	12 10.1%	15 13.0%	18 13.8%	25 19.0%	29 15.7%	29 19.4%
9	81 8.0%	45 9.3%	36 6.8%	21 7.0%	21 6.4%	39 10.3%	5 5.8%	8 10.3%	16 13.3%	5 4.4%	10 8.0%	14 10.3%	11 5.7%	11 7.5%
10	158 15.8%	82 17.0%	76 14.7%	48 16.2%	50 15.1%	60 16.0%	15 16.9%	12 15.1%	27 21.9%	17 14.6%	20 15.1%	20 15.1%	31 16.4%	18 11.8%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%
Mean	6.5	6.7	6.3	6.3	6.4	6.6	6.4	6.8	6.7	6.3	6.3	6.5	6.4	6.3

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 27
 Q27. By Normal Weighting
 Q27. To what extent do you think that each of the following would benefit the pub industry in Scotland , where 0 = no benefit at all and 10 = will benefit greatly?
 If the UK government was to reduce the level of duty on wine
 Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
0	56 5.6%	38 7.9%	18 3.4%	10 3.5%	16 4.9%	29 7.8%	2 1.8%	4 5.5%	4 3.3%	8 6.8%	7 5.5%	11 8.3%	9 4.6%	11 7.5%
1	22 2.2%	9 1.8%	14 2.6%	7 2.5%	7 2.2%	8 2.1%	- -	1 1.8%	3 2.7%	6 5.2%	4 3.2%	3 2.3%	1 0.4%	2 1.5%
2	47 4.7%	33 6.9%	14 2.6%	12 3.9%	11 3.2%	25 6.7%	1 0.9%	7 8.2%	9 7.2%	1 1.0%	7 5.1%	5 4.0%	9 4.7%	9 6.1%
3	63 6.2%	34 7.1%	28 5.4%	17 5.8%	24 7.3%	21 5.6%	11 12.3%	5 5.9%	8 6.2%	5 5.5%	11 8.7%	6 4.9%	11 5.6%	5 3.4%
4	93 9.3%	46 9.6%	47 8.9%	30 10.2%	36 10.8%	27 7.1%	12 13.4%	3 3.8%	12 9.4%	9 8.1%	12 9.1%	7 5.3%	22 11.5%	17 11.3%
5	245 24.4%	109 22.6%	136 26.1%	70 23.5%	80 24.1%	95 25.4%	18 21.0%	12 14.2%	29 23.4%	33 29.0%	32 24.8%	37 28.0%	45 24.0%	40 26.6%
6	120 12.0%	54 11.1%	67 12.8%	34 11.6%	41 12.4%	45 12.0%	14 15.6%	21 25.8%	10 8.1%	8 7.1%	15 11.5%	19 14.2%	23 12.2%	11 7.4%
7	103 10.3%	48 9.9%	56 10.7%	33 11.0%	37 11.1%	34 9.0%	7 8.1%	10 12.6%	16 12.9%	15 13.3%	9 7.0%	12 8.9%	17 9.3%	17 11.1%
8	93 9.2%	38 7.9%	55 10.5%	29 9.7%	35 10.5%	29 7.7%	10 11.2%	- -	5 3.7%	11 9.4%	17 13.2%	9 6.6%	25 13.5%	17 11.0%
9	48 4.8%	17 3.4%	32 6.0%	14 4.8%	11 3.2%	23 6.2%	3 3.0%	10 11.6%	5 4.4%	3 2.7%	5 3.8%	7 5.7%	7 3.8%	8 5.3%
10	113 11.3%	56 11.7%	57 10.9%	40 13.5%	34 10.2%	39 10.4%	11 12.6%	9 10.8%	23 18.6%	12 10.2%	11 8.2%	15 11.8%	19 10.3%	13 8.9%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%
Mean	5.6	5.4	5.9	5.9	5.6	5.4	5.9	5.8	5.8	5.4	5.4	5.6	5.8	5.5

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 28
 Q28. By Normal Weighting
 Q28. To what extent do you think that each of the following would benefit the pub industry in Scotland , where 0 = no benefit at all and 10 = will benefit greatly?
 If the UK government was to reduce the level of duty on Scotch Whisky
 Base : All Respondents

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
0	40 4.0%	26 5.4%	14 2.7%	12 4.0%	9 2.8%	19 5.1%	2 2.7%	3 3.4%	4 3.0%	8 6.7%	6 4.5%	5 3.6%	5 2.7%	8 5.5%
1	14 1.4%	6 1.2%	8 1.6%	4 1.3%	3 1.0%	7 1.9%	-	-	1 0.8%	3 2.4%	2 1.2%	6 4.3%	2 1.2%	1 0.8%
2	34 3.4%	21 4.3%	13 2.6%	12 4.0%	11 3.4%	11 2.9%	4 4.1%	5 6.5%	2 1.7%	4 3.1%	2 1.6%	5 3.9%	6 3.3%	6 4.0%
3	39 3.9%	20 4.2%	18 3.5%	12 4.1%	15 4.6%	11 3.1%	1 1.1%	-	5 4.5%	3 2.2%	6 6.9%	3 2.2%	11 5.8%	7 4.8%
4	62 6.2%	32 6.6%	30 5.8%	22 7.2%	21 6.2%	20 5.2%	9 9.8%	7 8.3%	5 4.0%	12 10.1%	6 5.0%	6 4.9%	14 7.4%	3 2.2%
5	152 15.2%	65 13.5%	87 16.7%	43 14.5%	53 16.1%	56 14.9%	15 17.4%	12 14.4%	21 17.0%	15 12.8%	21 16.5%	16 12.4%	31 16.4%	22 14.5%
6	116 11.6%	57 11.9%	59 11.3%	46 15.5%	36 10.8%	34 9.1%	9 10.8%	10 11.6%	12 10.1%	17 14.5%	16 12.6%	17 13.2%	21 11.2%	14 9.3%
7	138 13.7%	64 13.2%	74 14.2%	39 13.1%	51 15.3%	48 12.9%	14 15.7%	11 13.1%	11 9.4%	11 9.9%	24 18.7%	16 12.2%	28 14.9%	22 14.9%
8	133 13.2%	68 14.0%	65 12.5%	24 8.1%	58 17.6%	51 13.5%	5 5.3%	5 6.4%	15 12.6%	18 15.6%	12 9.6%	21 16.2%	33 17.6%	23 15.4%
9	97 9.6%	42 8.6%	55 10.5%	30 10.2%	21 6.3%	45 12.1%	8 9.4%	17 20.6%	17 14.2%	7 6.3%	12 9.0%	9 6.9%	10 5.4%	16 10.7%
10	179 17.8%	82 17.1%	97 18.6%	54 18.0%	53 15.9%	73 19.4%	21 23.8%	13 15.7%	28 22.9%	19 16.4%	19 14.6%	27 20.3%	26 14.1%	27 17.8%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%
Mean	6.6	6.4	6.7	6.4	6.5	6.7	6.8	6.7	7.0	6.2	6.4	6.6	6.4	6.6

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 29

Q29. By Normal Weighting

Q29. Which of the following statement is closest to your view?**Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
The UK Government in Westminster should do more to support the Scotch Whisky Industry	639 63.6%	315 65.3%	324 62.1%	155 51.8%	206 62.3%	278 74.2%	51 58.8%	55 66.9%	83 67.7%	66 57.9%	75 58.2%	90 69.0%	119 63.6%	99 65.6%
The UK Government in Westminster is doing enough to support the Scotch Whisky Industry	153 15.2%	83 17.1%	70 13.5%	43 14.6%	54 16.3%	56 14.8%	17 19.3%	9 11.6%	17 13.9%	24 21.3%	17 13.4%	22 16.9%	32 16.9%	14 9.5%
The UK Government in Westminster should do less to support the Scotch Whisky Industry	24 2.4%	9 1.8%	15 2.9%	16 5.3%	5 1.4%	3 0.9%	1 1.0%	- -	3 2.7%	4 3.5%	3 2.6%	3 2.4%	6 3.2%	3 2.0%
Don't know	189 18.8%	76 15.8%	112 21.6%	84 28.3%	67 20.1%	38 10.1%	18 20.9%	18 21.5%	19 15.7%	20 17.3%	33 25.9%	15 11.7%	30 16.3%	35 22.9%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 30

Q30. By Normal Weighting

Q30. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland?**Tourism****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Would benefit greatly	354 35.2%	153 31.6%	201 38.5%	116 38.9%	117 35.4%	120 32.1%	31 35.8%	36 44.4%	51 41.5%	35 30.8%	44 34.2%	44 33.7%	61 32.8%	50 33.3%
Would benefit somewhat	363 36.1%	161 33.3%	202 38.8%	96 32.2%	123 37.3%	143 38.3%	22 25.3%	26 32.0%	41 33.4%	44 38.4%	41 31.7%	49 37.5%	77 41.2%	63 41.6%
Would not benefit much	143 14.3%	84 17.5%	59 11.3%	32 10.7%	42 12.7%	69 18.4%	18 20.4%	6 7.9%	15 12.5%	13 11.2%	25 19.7%	19 14.9%	27 14.6%	18 12.2%
Would not benefit at all	42 4.2%	29 6.0%	13 2.5%	10 3.2%	14 4.2%	18 4.9%	4 4.9%	5 5.9%	3 2.8%	2 2.0%	5 4.1%	7 5.2%	10 5.5%	5 3.1%
Don't know	102 10.2%	56 11.6%	46 8.9%	45 14.9%	34 10.4%	23 6.3%	12 13.5%	8 9.8%	12 9.8%	20 17.6%	13 10.2%	11 8.7%	11 5.9%	15 9.9%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 31

Q31. By Normal Weighting

Q31. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland?**Advertising****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Would benefit greatly	212 21.1%	89 18.4%	123 23.7%	88 29.6%	63 19.1%	60 16.1%	15 16.9%	20 23.9%	24 19.7%	21 17.9%	33 25.8%	23 17.8%	42 22.2%	35 23.2%
Would benefit somewhat	377 37.6%	175 36.3%	202 38.7%	102 34.2%	135 40.7%	140 37.5%	37 42.2%	25 30.7%	38 31.1%	38 33.2%	41 32.1%	55 42.1%	78 41.7%	64 42.7%
Would not benefit much	225 22.4%	113 23.4%	112 21.5%	51 17.3%	70 21.3%	103 27.5%	19 21.4%	18 22.2%	35 28.9%	29 25.2%	31 24.0%	22 16.9%	42 22.3%	29 19.4%
Would not benefit at all	51 5.1%	38 7.9%	13 2.4%	10 3.2%	13 3.8%	29 7.7%	3 3.7%	6 7.6%	5 4.0%	7 5.7%	3 2.3%	14 10.4%	9 4.7%	4 2.9%
Don't know	139 13.8%	67 14.0%	72 13.7%	47 15.7%	50 15.1%	42 11.2%	14 15.8%	13 15.6%	20 16.3%	21 18.0%	20 15.9%	17 12.7%	17 9.1%	18 11.8%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 32

Q32. By Normal Weighting

Q32. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland?**Agriculture****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Would benefit greatly	221 22.0%	108 22.4%	113 21.6%	71 23.7%	64 19.4%	86 22.9%	21 23.5%	21 25.9%	31 25.5%	20 17.7%	22 17.2%	27 20.8%	42 22.5%	36 23.7%
Would benefit somewhat	361 36.0%	157 32.5%	205 39.3%	104 35.0%	137 41.2%	120 32.2%	32 36.6%	27 33.2%	41 33.5%	43 37.5%	48 37.3%	41 31.4%	66 35.4%	63 41.7%
Would not benefit much	224 22.3%	119 24.7%	104 20.0%	54 18.1%	63 19.2%	106 28.3%	19 21.4%	18 22.5%	25 20.7%	27 23.6%	31 24.0%	26 20.1%	52 27.6%	25 16.7%
Would not benefit at all	51 5.1%	32 6.7%	19 3.6%	12 3.9%	14 4.2%	26 6.9%	3 3.6%	7 8.8%	4 3.0%	5 4.6%	4 2.9%	12 9.2%	11 5.8%	5 3.5%
Don't know	147 14.7%	66 13.8%	81 15.5%	58 19.3%	53 16.0%	37 9.8%	13 14.8%	8 9.5%	21 17.3%	19 16.6%	24 18.6%	24 18.6%	16 8.7%	22 14.5%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Scotland Poll

Prepared on behalf of the Scotch Whisky Association

8 Nov 2017

Table 33

Q33. By Normal Weighting

Q33. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland?**Providing high quality employment****Base : All Respondents**

	Total	Sex		Age			ScotRegion							
		Male	Female	18-34	35-54	55+	Highlands and Islands	South Scotland	Central Scotland	Mid Scotland and Fife	Glasgow	West Scotland	Lothian	North East Scotland
Unweighted Total	1004	451	553	322	387	295	82	59	118	117	182	147	152	147
Weighted Total	1004	482	522	298	331	374	87	82	122	114	129	131	187	151
Would benefit greatly	293 29.2%	131 27.1%	162 31.1%	91 30.6%	88 26.5%	114 30.4%	29 33.4%	22 26.6%	41 33.6%	22 19.0%	34 26.2%	38 28.7%	53 28.3%	55 36.4%
Would benefit somewhat	378 37.7%	171 35.5%	207 39.7%	106 35.7%	139 42.0%	133 35.5%	23 26.7%	35 42.3%	47 38.4%	41 35.7%	51 39.6%	49 37.4%	81 43.1%	52 34.3%
Would not benefit much	179 17.9%	99 20.4%	81 15.5%	40 13.3%	52 15.8%	88 23.4%	20 22.6%	15 18.7%	17 13.9%	24 21.1%	24 18.6%	20 15.4%	33 17.8%	25 16.9%
Would not benefit at all	42 4.2%	31 6.5%	11 2.0%	11 3.6%	14 4.3%	17 4.5%	2 2.7%	2 2.9%	4 3.5%	6 5.3%	2 1.8%	12 9.4%	8 4.1%	4 3.0%
Don't know	111 11.1%	51 10.5%	61 11.6%	50 16.8%	38 11.3%	24 6.3%	13 14.6%	8 9.5%	13 10.5%	22 18.8%	18 13.7%	12 9.2%	13 6.7%	14 9.4%
SIGMA	1004 100.0%	482 100.0%	522 100.0%	298 100.0%	331 100.0%	374 100.0%	87 100.0%	82 100.0%	122 100.0%	114 100.0%	129 100.0%	131 100.0%	187 100.0%	151 100.0%

Page	Table	Title	Base Description	Base
4	1	Q1. At the next budget, which of the following potential policy announcements from the Chancellor of the Exchequer would you support or oppose? Improving the tax relief for decommissioning of Oil & Gas rigs to help win contracts for decommissioning in Scotland	Base : All Respondents	1004
5	2	Q2. At the next budget, which of the following potential policy announcements from the Chancellor of the Exchequer would you support or oppose? Lowering the level of duty (tax) on Scotch to support the Scotch Whisky industry	Base : All Respondents	1004
6	3	Q3. At the next budget, which of the following potential policy announcements from the Chancellor of the Exchequer would you support or oppose? Renewal of the commitment for 'city deals' to secure money to fund infrastructure projects in Perth, Dundee and Stirling	Base : All Respondents	1004
7	4	Q4. To what extent do you think that each of the following industries are important to the Scottish economy? Finance & Insurance	Base : All Respondents	1004
8	5	Q5. To what extent do you think that each of the following industries are important to the Scottish economy? Tourism	Base : All Respondents	1004
9	6	Q6. To what extent do you think that each of the following industries are important to the Scottish economy? Energy & Renewables	Base : All Respondents	1004
10	7	Q7. To what extent do you think that each of the following industries are important to the Scottish economy? Creative Industries	Base : All Respondents	1004
11	8	Q8. To what extent do you think that each of the following industries are important to the Scottish economy? Digital Industries	Base : All Respondents	1004
12	9	Q9. To what extent do you think that each of the following industries are important to the Scottish economy? Life Sciences	Base : All Respondents	1004
13	10	Q10. To what extent do you think that each of the following industries are important to the Scottish economy? Food & Drink	Base : All Respondents	1004

	Page	Table	Title	Base Description	Base
	14	11	Q11. To what extent do you think that each of the following industries are important to the Scottish economy? Scotch Whisky	Base : All Respondents	1004
	15	12	Q12. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Scotch Whisky	Base : All Respondents	1004
	16	13	Q13. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Food & Drink	Base : All Respondents	1004
	17	14	Q14. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Tourism	Base : All Respondents	1004
	18	15	Q15. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Finance & Insurance	Base : All Respondents	1004
	19	16	Q16. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Energy & Renewables	Base : All Respondents	1004
	20	17	Q17. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Digital Industries	Base : All Respondents	1004
	21	18	Q18. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Life Sciences	Base : All Respondents	1004
	22	19	Q19. Thinking about your local area... To what extent do you think that each of the following industries are important to your parliamentary constituency? Creative Industries	Base : All Respondents	1004
	23	20	Q20. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy? Tourism	Base : All Respondents	1004

	Page	Table	Title	Base Description	Base
	24	21	Q21. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy? Advertising	Base : All Respondents	1004
	25	22	Q22. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy? Agriculture	Base : All Respondents	1004
	26	23	Q23. To what extent do you believe that the Scotch whisky industry is important for the following aspects of the Scottish economy? Providing employment	Base : All Respondents	1004
	27	24	Q24. The average level of tax on a 70cl bottle of Scotch whisky is 80%, while the average level of tax on a 75cl bottle of still wine is 56% and the average level of tax on beer is 51%. To what extent do you believe that it is fair or unfair that Scotch whisky is taxed at a higher level than still wine or beer?	Base : All Respondents	1004
	28	25	Q25. The chancellor, Philip Hammond put the amount of tax paid on Scotch Whisky up by 3.9% to nearly 80% earlier this year. In this year's Autumn Budget do you think the chancellor should...?	Base : All Respondents	1004
	29	26	Q26. To what extent do you think that each of the following would benefit the pub industry in Scotland , where 0 = no benefit at all and 10 = will benefit greatly? If the UK government was to reduce the level of duty on beer	Base : All Respondents	1004
	30	27	Q27. To what extent do you think that each of the following would benefit the pub industry in Scotland , where 0 = no benefit at all and 10 = will benefit greatly? If the UK government was to reduce the level of duty on wine	Base : All Respondents	1004
	31	28	Q28. To what extent do you think that each of the following would benefit the pub industry in Scotland , where 0 = no benefit at all and 10 = will benefit greatly? If the UK government was to reduce the level of duty on Scotch Whisky	Base : All Respondents	1004
	32	29	Q29. Which of the following statement is closest to your view?	Base : All Respondents	1004
	33	30	Q30. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland? Tourism	Base : All Respondents	1004
	34	31	Q31. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland? Advertising	Base : All Respondents	1004

	Page	Table	Title	Base Description	Base
	35	32	Q32. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland? Agriculture	Base : All Respondents	1004
	36	33	Q33. To what extent do you believe that decreasing taxes on Scotch whisky would benefit the following in Scotland? Providing high quality employment	Base : All Respondents	1004
