

SNP Retail Tax Poll

Fieldwork : 28th-30th January 2011

Absolutes/col percents

Table 1

Q.1 The Scottish Government has said that those with the broadest shoulders should pay more tax to help pay for public services. It plans to introduce a new tax that would apply only to large shops and supermarkets. No other businesses such as banks or utility companies will pay the new tax. Do you think that it is fair or unfair that this would mean large shops and supermarkets would pay more tax but other large businesses would not?

Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Fair	214 21%	119 25%	95 18%	56 20%	72 19%	86 25%	62 20%	48 25%	32 21%	67 21%	23 16%	20 17%	23 25%	30 21%	32 26%	35 26%	22 17%	28 24%
Unfair	745 74%	346 72%	399 77%	221 77%	290 77%	233 69%	238 77%	134 71%	118 75%	228 73%	118 81%	92 80%	61 67%	104 74%	87 71%	94 69%	102 79%	85 72%
Don't know	42 4%	16 3%	26 5%	10 3%	14 4%	18 5%	8 3%	7 4%	6 4%	17 6%	4 3%	2 2%	8 8%	7 5%	4 3%	7 5%	5 4%	5 4%

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Table 2

Q.2 If the Scottish Government introduces a new tax on large shops and supermarkets in Scotland do you think that this will have a positive or negative impact on new jobs and investment in Scotland?

Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
NET: Positive	131 13%	65 13%	66 13%	32 11%	30 8%	68 20%	29 9%	25 13%	25 16%	44 14%	7 5%	18 15%	18 19%	17 12%	18 14%	19 14%	12 9%	23 19%
Very positive (+2)	39 4%	22 5%	17 3%	7 2%	4 1%	28 8%	6 2%	7 4%	8 5%	16 5%	4 3%	5 4%	4 4%	7 5%	6 4%	3 2%	3 2%	8 7%
Quite positive (+1)	92 9%	42 9%	50 10%	25 9%	27 7%	40 12%	23 7%	18 9%	16 11%	28 9%	3 2%	13 11%	14 15%	10 7%	12 10%	17 12%	8 7%	15 13%
No real impact either way (0)	194 19%	97 20%	97 19%	54 19%	73 19%	67 20%	68 22%	43 23%	30 19%	48 15%	22 15%	19 16%	21 23%	37 26%	17 14%	33 24%	30 23%	16 13%
Quite negative (-1)	365 36%	179 37%	186 36%	136 47%	138 37%	90 27%	136 44%	74 39%	47 30%	102 33%	59 41%	44 39%	27 29%	51 36%	47 38%	49 36%	47 36%	41 35%
Very negative (-2)	265 26%	125 26%	140 27%	55 19%	120 32%	89 27%	68 22%	41 22%	47 30%	96 31%	52 36%	28 24%	20 21%	30 21%	33 27%	32 23%	34 26%	36 30%
NET: Negative	630 63%	304 63%	326 63%	191 66%	259 69%	180 53%	204 66%	115 61%	93 60%	198 64%	112 77%	72 63%	47 51%	81 57%	80 65%	81 59%	81 63%	77 65%
Don't know	45 5%	14 3%	31 6%	10 4%	14 4%	21 6%	7 2%	6 3%	9 6%	21 7%	4 3%	6 5%	7 7%	7 5%	8 6%	4 3%	6 5%	3 3%
Mean	-0.76	-0.73	-0.78	-0.74	-0.95	-0.55	-0.79	-0.68	-0.73	-0.80	-1.08	-0.71	-0.52	-0.64	-0.78	-0.69	-0.82	-0.71
Standard deviation	1.08	1.10	1.07	0.96	0.96	1.27	0.95	1.05	1.18	1.16	0.94	1.11	1.15	1.07	1.12	1.03	1.00	1.23
Standard error	0.04	0.05	0.05	0.08	0.05	0.06	0.06	0.08	0.10	0.06	0.08	0.11	0.12	0.09	0.10	0.09	0.09	0.11

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Table 3

Q.3 If the Scottish Government introduces its proposed new tax this would make it more expensive to operate large shops and supermarkets in Scotland than in England, Wales and Northern Ireland. Do you think this would be good or bad for Scotland's reputation as a good place to do business?

Base: All respondents

	Total	Gender		Age			Social Class				Region							
		Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
NET: Good	86 9%	48 10%	38 7%	30 10%	18 5%	38 11%	21 7%	15 8%	15 9%	29 9%	9 6%	10 9%	9 10%	12 9%	17 13%	13 10%	12 9%	5 4%
Very good (+2)	24 2%	15 3%	8 2%	9 3%	2 1%	13 4%	9 3%	2 1%	5 3%	6 2%	3 2%	4 3%	3 3%	3 2%	4 3%	5 4%	1 1%	1 1%
Quite good (+1)	62 6%	32 7%	30 6%	21 7%	16 4%	25 7%	12 4%	13 7%	10 6%	23 7%	6 4%	6 6%	6 7%	9 6%	12 10%	8 6%	11 8%	3 3%
Neither good nor bad (0)	148 15%	89 18%	60 11%	43 15%	57 15%	49 14%	53 17%	36 19%	17 11%	41 13%	14 10%	23 20%	16 17%	24 17%	14 11%	23 17%	23 18%	11 10%
Quite bad (-1)	390 39%	175 36%	215 41%	138 48%	143 38%	108 32%	131 43%	76 40%	55 35%	112 36%	58 40%	43 37%	33 36%	58 41%	43 35%	57 42%	46 36%	53 44%
Very bad (-2)	353 35%	160 33%	194 37%	70 24%	153 41%	130 39%	101 33%	58 31%	63 40%	120 38%	63 44%	36 32%	28 30%	45 32%	47 38%	42 31%	45 35%	47 39%
NET: Bad	744 74%	334 70%	409 79%	208 73%	296 79%	239 71%	232 76%	134 71%	117 75%	232 74%	121 84%	79 69%	61 67%	103 73%	90 73%	98 72%	91 70%	99 84%
Don't know	22 2%	9 2%	13 3%	5 2%	5 1%	12 3%	1 *	5 2%	7 4%	10 3%	1 1%	2 2%	6 6%	1 1%	3 2%	2 1%	4 3%	3 3%
Mean	-1.01	-0.91	-1.10	-0.85	-1.16	-0.98	-0.99	-0.95	-1.08	-1.05	-1.21	-0.90	-0.90	-0.95	-0.97	-0.91	-0.98	-1.22
Standard deviation	0.99	1.04	0.94	0.98	0.88	1.10	0.96	0.95	1.05	1.01	0.91	1.03	1.04	0.98	1.11	1.03	0.98	0.82
Standard error	0.03	0.05	0.04	0.08	0.05	0.05	0.06	0.07	0.09	0.06	0.08	0.10	0.11	0.08	0.10	0.09	0.09	0.08

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Table 4

Q.4 The proposed 'supermarket tax' would raise an additional 30 million pounds, adding to the existing budget of about 33.5 billion pounds - so the new tax would raise less than one thousandth of the total budget spent by the Scottish government. The SNP administration says that if the proposed new supermarket tax is voted down by the opposition parties in the Scottish Parliament this could mean higher council tax for families or less money for public services like the police, NHS and schools. Do you think that is true or not true?

Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scot- land	Glas- gow	High- lands & Is- lands	Loth- ians	Mid Scot- land & Fife	North East Scot- land	South of Scot- land	West of Scot- land
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
True	439 44%	215 45%	223 43%	140 49%	156 41%	142 42%	125 41%	90 47%	73 47%	142 45%	70 48%	44 38%	37 40%	71 51%	56 45%	52 38%	63 49%	46 39%
Not true	446 45%	230 48%	216 42%	116 40%	184 49%	146 43%	150 49%	77 41%	66 42%	131 42%	57 39%	54 47%	41 45%	57 40%	47 38%	72 53%	53 41%	64 54%
Don't know	116 12%	35 7%	81 16%	31 11%	36 10%	49 15%	33 11%	22 12%	17 11%	40 13%	18 12%	16 14%	14 15%	13 9%	20 16%	13 9%	14 10%	8 7%

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Table 5

Q.5 If the new tax on large shops and supermarkets in Scotland is introduced, what impact if any do you think this would have on food and fuel prices in these stores?

Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glas-gow	High-lands & Is-lands	Loth-ians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Food and fuel prices would go up	826 83%	367 77%	459 88%	240 84%	314 83%	273 81%	246 80%	157 83%	128 82%	272 87%	133 92%	95 83%	71 77%	110 78%	102 83%	115 85%	100 77%	100 85%
Food and fuel prices would stay the same	149 15%	99 21%	50 10%	39 14%	56 15%	54 16%	56 18%	31 16%	24 15%	31 10%	10 7%	16 14%	19 21%	28 19%	20 16%	17 12%	24 19%	15 12%
Food and fuel prices would come down	15 2%	11 2%	4 1%	7 2%	2 1%	6 2%	3 1%	1 1%	2 1%	5 2%	- -	2 1%	2 2%	3 2%	1 *	2 2%	5 4%	2 1%
Don't know	10 1%	3 1%	7 1%	1 *	5 1%	4 1%	2 1%	- -	2 2%	4 1%	2 2%	2 2%	* 1%	1 1%	- -	2 1%	1 1%	2 1%

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Table 6

Q.6 Finally, do you think the Scottish Parliament should or should not vote to introduce this new tax on large shops and supermarkets in Scotland?

Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Should	228 23%	139 29%	88 17%	72 25%	77 20%	79 24%	75 24%	44 23%	37 24%	63 20%	26 18%	28 24%	26 29%	41 29%	30 24%	36 27%	27 21%	14 12%
Should not	713 71%	320 67%	393 76%	198 69%	280 74%	235 70%	217 71%	140 74%	105 67%	227 73%	114 78%	80 70%	58 63%	91 64%	79 64%	95 70%	95 73%	101 85%
Don't know	59 6%	21 4%	38 7%	17 6%	19 5%	23 7%	15 5%	5 2%	14 9%	23 7%	6 4%	6 5%	8 8%	9 7%	14 12%	5 4%	7 6%	4 3%

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Table 7
Age
Base: All respondents

	Gender			Age			Social Class				Region							
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
18 - 24	109 11%	55 11%	54 10%	109 38%	-	-	24 8%	28 15%	9 6%	36 11%	6 4%	17 15%	6 6%	21 15%	10 8%	12 9%	18 14%	19 16%
25 - 34	178 18%	92 19%	86 17%	178 62%	-	-	59 19%	42 22%	37 24%	32 10%	30 21%	18 16%	20 22%	21 15%	20 16%	32 24%	17 13%	20 17%
35 - 44	198 20%	105 22%	93 18%	-	198 53%	-	81 27%	38 20%	40 26%	35 11%	45 31%	22 19%	20 22%	31 22%	19 15%	31 23%	18 14%	13 11%
45 - 54	178 18%	71 15%	107 21%	-	178 47%	-	65 21%	36 19%	35 22%	36 12%	26 18%	22 19%	15 16%	24 17%	21 17%	17 13%	26 20%	27 23%
55 - 64	139 14%	68 14%	71 14%	-	-	139 41%	46 15%	25 13%	19 12%	44 14%	15 10%	13 12%	10 11%	22 16%	18 15%	25 18%	22 17%	13 11%
65+	198 20%	90 19%	108 21%	-	-	198 59%	31 10%	20 11%	16 10%	129 41%	23 16%	21 19%	21 23%	22 16%	36 29%	19 14%	28 22%	27 23%

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Table 8
Gender
Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Male	480	480	-	147	176	157	161	72	92	140	71	50	46	75	63	62	55	58
	48%	100%	-	51%	47%	47%	52%	38%	59%	45%	49%	43%	50%	53%	51%	46%	43%	49%
Female	520	-	520	140	201	179	146	117	64	172	74	65	46	66	61	74	74	60
	52%	-	100%	49%	53%	53%	48%	62%	41%	55%	51%	57%	50%	47%	49%	54%	57%	51%

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Absolutes/col percents

Table 9
SEG
Base: All respondents

	Gender			Age			Social Class				Region							
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
A	88 9%	57 12%	31 6%	14 5%	46 12%	28 8%	88 29%	-	-	-	12 8%	13 11%	5 6%	12 8%	9 7%	12 8%	12 9%	14 12%
B	219 22%	105 22%	115 22%	69 24%	100 27%	50 15%	219 71%	-	-	-	26 18%	29 26%	24 26%	36 25%	27 22%	40 29%	15 12%	22 19%
C1	189 19%	72 15%	117 22%	70 24%	74 20%	45 13%	-	189 100%	-	-	33 23%	21 18%	13 15%	24 17%	22 18%	30 22%	25 19%	21 18%
C2	156 16%	92 19%	64 12%	47 16%	75 20%	35 10%	-	-	156 100%	-	29 20%	11 10%	22 24%	19 13%	15 12%	23 17%	22 17%	15 12%
D	124 12%	61 13%	63 12%	51 18%	52 14%	21 6%	-	-	-	124 40%	22 15%	13 12%	9 9%	20 14%	16 13%	11 8%	20 15%	14 12%
E	188 19%	79 17%	109 21%	17 6%	19 5%	152 45%	-	-	-	188 60%	21 15%	23 20%	15 17%	28 20%	29 24%	14 10%	28 22%	30 26%
Refused	35 4%	15 3%	20 4%	20 7%	9 2%	6 2%	-	-	-	-	1 1%	4 4%	4 4%	3 2%	6 5%	7 5%	7 6%	3 3%

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Table 10
Region
Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Central Scotland	145	71	74	37	71	38	39	33	29	43	145	-	-	-	-	-	-	-
	15%	15%	14%	13%	19%	11%	13%	18%	19%	14%	100%	-	-	-	-	-	-	-
Glasgow	114	50	65	36	44	35	42	21	11	36	-	114	-	-	-	-	-	-
	11%	10%	12%	12%	12%	10%	14%	11%	7%	12%	-	100%	-	-	-	-	-	-
Highlands & Islands	92	46	46	26	35	31	29	13	22	24	-	-	92	-	-	-	-	-
	9%	10%	9%	9%	9%	9%	9%	7%	14%	8%	-	-	100%	-	-	-	-	-
Lothians	141	75	66	42	55	44	47	24	19	48	-	-	-	141	-	-	-	-
	14%	16%	13%	15%	15%	13%	15%	13%	12%	15%	-	-	-	100%	-	-	-	-
Mid Scotland & Fife	123	63	61	30	40	54	36	22	15	45	-	-	-	-	123	-	-	-
	12%	13%	12%	10%	11%	16%	12%	12%	9%	14%	-	-	-	-	100%	-	-	-
North East Scotland	136	62	74	44	48	44	51	30	23	25	-	-	-	-	-	136	-	-
	14%	13%	14%	15%	13%	13%	17%	16%	15%	8%	-	-	-	-	-	100%	-	-
South of Scotland	129	55	74	35	44	51	27	25	22	47	-	-	-	-	-	-	129	-
	13%	11%	14%	12%	12%	15%	9%	13%	14%	15%	-	-	-	-	-	-	100%	-
West of Scotland	118	58	60	38	40	40	36	21	15	44	-	-	-	-	-	-	-	118
	12%	12%	12%	13%	11%	12%	12%	11%	9%	14%	-	-	-	-	-	-	-	100%

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Table 11
Constituency
Base: All respondents

	Gender		Age			Social Class				Region								
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Unweighted base	1000	434	566	171	350	479	299	177	147	349	146	113	92	140	124	136	131	118
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Aidrie & Shotts	16 2%	13 3%	3 1%	5 2%	7 2%	5 1%	3 1%	-	10 7%	3 1%	16 11%	-	-	-	-	-	-	-
Coatbridge, Chryston & Bellshill	17 2%	4 1%	13 3%	7 2%	6 2%	5 1%	4 1%	3 1%	-	10 3%	17 12%	-	-	-	-	-	-	-
Cumbernauld, Kilsyth & Kirkintilloch East	17 2%	9 2%	8 2%	6 2%	7 2%	5 1%	4 1%	4 2%	3 2%	6 2%	17 12%	-	-	-	-	-	-	-
East Kilbride, Strathaven & Lesmahagow	20 2%	11 2%	9 2%	3 1%	12 3%	6 2%	8 2%	5 3%	2 2%	5 1%	20 14%	-	-	-	-	-	-	-
Falkirk	20 2%	10 2%	10 2%	4 1%	12 3%	5 1%	6 2%	7 4%	1 1%	4 1%	20 14%	-	-	-	-	-	-	-
Kilmarnock & Loudoun	19 2%	11 2%	8 2%	4 1%	9 3%	5 2%	5 2%	1 1%	5 4%	7 2%	19 13%	-	-	-	-	-	-	-
Motherwell & Wishaw	17 2%	8 2%	9 2%	5 2%	7 2%	5 1%	4 1%	4 2%	4 3%	5 2%	17 12%	-	-	-	-	-	-	-
Rutherglen & Hamilton West	19 2%	5 1%	14 3%	4 1%	11 3%	4 1%	4 1%	8 4%	3 2%	4 1%	19 13%	-	-	-	-	-	-	-
Glasgow Central	17 2%	9 2%	8 2%	5 2%	6 2%	6 2%	6 2%	1 *	-	10 3%	-	17 15%	-	-	-	-	-	-
Glasgow East	17 2%	6 1%	11 2%	5 2%	5 1%	7 2%	3 1%	2 1%	2 2%	7 2%	-	17 15%	-	-	-	-	-	-
Glasgow North	14 1%	4 1%	10 2%	6 2%	5 1%	3 1%	3 1%	5 2%	1 *	5 2%	-	14 12%	-	-	-	-	-	-
Glasgow NE	16 2%	7 1%	9 2%	8 3%	5 1%	3 1%	7 2%	5 3%	1 1%	3 1%	-	16 14%	-	-	-	-	-	-
Glasgow NW	16 2%	9 2%	7 1%	9 3%	5 1%	2 1%	10 3%	2 1%	3 2%	* *	-	16 14%	-	-	-	-	-	-
Glasgow South	18 2%	8 2%	10 2%	2 1%	11 3%	6 2%	8 3%	4 2%	1 *	5 2%	-	18 16%	-	-	-	-	-	-

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Table 11
Constituency
Base: All respondents

	Gender			Age			Social Class				Region							
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Glasgow SW	16 2%	6 1%	10 2%	2 1%	6 2%	8 2%	5 2%	2 1%	4 2%	5 2%	-	16 14%	-	-	-	-	-	-
Argyll & Bute	17 2%	8 2%	9 2%	3 1%	8 2%	6 2%	3 1%	1 1%	4 3%	7 2%	-	-	17 18%	-	-	-	-	-
Caithness, Sutherland and Easter Ross	12 1%	3 1%	9 2%	2 1%	4 1%	6 2%	4 1%	3 1%	3 2%	3 1%	-	-	12 13%	-	-	-	-	-
Inverness, Nairn, Badenoch & Strathspey	18 2%	9 2%	9 2%	10 3%	4 1%	4 1%	6 2%	5 3%	4 3%	3 1%	-	-	18 20%	-	-	-	-	-
Moray	17 2%	9 2%	8 2%	4 1%	8 2%	6 2%	6 2%	5 2%	4 2%	3 1%	-	-	17 18%	-	-	-	-	-
Na h-Eileanan An Iar	6 1%	1 *	5 1%	-	5 1%	1 *	3 1%	-	1 1%	1 *	-	-	6 7%	-	-	-	-	-
Orkney & Shetland	9 1%	5 1%	4 1%	1 1%	2 *	6 2%	5 2%	-	1 1%	3 1%	-	-	9 10%	-	-	-	-	-
Ross, Skye & Lochaber	13 1%	10 2%	3 1%	6 2%	5 1%	2 1%	2 1%	-	5 3%	3 1%	-	-	13 14%	-	-	-	-	-
Edinburgh East	17 2%	6 1%	11 2%	7 3%	6 2%	4 1%	5 1%	3 2%	1 *	7 2%	-	-	-	17 12%	-	-	-	-
Edinburgh North & Leith	18 2%	8 2%	10 2%	3 1%	10 3%	5 2%	6 2%	3 2%	1 1%	7 2%	-	-	-	18 13%	-	-	-	-
Edinburgh South	16 2%	9 2%	7 1%	10 4%	3 1%	2 1%	4 1%	4 2%	1 *	8 3%	-	-	-	16 11%	-	-	-	-
Edinburgh South West	17 2%	10 2%	7 1%	4 1%	9 2%	4 1%	6 2%	2 1%	5 3%	4 1%	-	-	-	17 12%	-	-	-	-
Edinburgh West	17 2%	12 2%	5 1%	8 3%	5 1%	5 1%	10 3%	1 1%	2 2%	3 1%	-	-	-	17 12%	-	-	-	-
Linlithgow & East Falkirk	20 2%	10 2%	10 2%	7 2%	4 1%	9 3%	4 1%	4 2%	2 1%	9 3%	-	-	-	20 14%	-	-	-	-
Livingston	20 2%	10 2%	10 2%	-	11 3%	9 3%	7 2%	4 2%	2 1%	7 2%	-	-	-	20 14%	-	-	-	-

SNP Retail Tax Poll

Fieldwork : 28th-30th January 2011

Absolutes/col percents

Table 11
Constituency
Base: All respondents

	Gender			Age			Social Class				Region							
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
Midlothian	16 2%	11 2%	5 1%	3 1%	7 2%	6 2%	5 2%	2 1%	5 3%	2 1%	-	-	-	16 11%	-	-	-	-
Dunfermline & West Fife	18 2%	6 1%	12 2%	6 2%	6 2%	6 2%	5 2%	2 1%	1 1%	8 3%	-	-	-	-	18 15%	-	-	-
Glenrothes	17 2%	10 2%	7 1%	2 1%	5 1%	10 3%	1 *	5 3%	4 2%	6 2%	-	-	-	-	17 14%	-	-	-
Kirkcaldy & Cowdenbeath	19 2%	11 2%	8 2%	2 1%	9 2%	8 2%	6 2%	4 2%	1 1%	8 3%	-	-	-	-	19 15%	-	-	-
NE Fife	16 2%	9 2%	7 1%	4 2%	7 2%	5 1%	3 1%	3 2%	2 2%	7 2%	-	-	-	-	16 13%	-	-	-
Ochil & South Perthshire	18 2%	11 2%	7 1%	3 1%	6 2%	9 3%	6 2%	5 2%	3 2%	4 1%	-	-	-	-	18 15%	-	-	-
Perth & North Perthshire	18 2%	5 1%	13 3%	7 2%	3 1%	8 2%	7 2%	1 1%	4 3%	5 2%	-	-	-	-	18 15%	-	-	-
Stirling	17 2%	11 2%	6 1%	6 2%	3 1%	7 2%	8 3%	2 1%	-	7 2%	-	-	-	-	17 14%	-	-	-
Aberdeen North	17 2%	11 2%	6 1%	3 1%	9 2%	6 2%	8 3%	2 1%	3 2%	4 1%	-	-	-	-	-	17 12%	-	-
Aberdeen South	17 2%	8 2%	9 2%	6 2%	5 1%	6 2%	7 2%	3 2%	3 2%	1 *	-	-	-	-	-	17 12%	-	-
Angus	16 2%	6 1%	10 2%	8 3%	2 *	6 2%	6 2%	1 1%	2 1%	4 1%	-	-	-	-	-	16 12%	-	-
Banff & Buchan	17 2%	10 2%	7 1%	5 2%	7 2%	5 2%	2 1%	3 2%	8 5%	4 1%	-	-	-	-	-	17 12%	-	-
Dundee East	16 2%	4 1%	12 2%	7 2%	5 1%	5 1%	6 2%	6 3%	2 1%	1 *	-	-	-	-	-	16 12%	-	-
Dundee West	17 2%	9 2%	8 2%	6 2%	5 1%	6 2%	3 1%	3 2%	2 1%	8 3%	-	-	-	-	-	17 13%	-	-
Gordon	19 2%	7 1%	12 2%	5 2%	9 2%	5 1%	12 4%	5 2%	2 1%	1 *	-	-	-	-	-	19 14%	-	-

Prepared by Populus

SNP Retail Tax Poll

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Table 11
Constituency
Base: All respondents

	Gender			Age			Social Class				Region							
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE	Central Scotland	Glasgow	Highlands & Islands	Lothians	Mid Scotland & Fife	North East Scotland	South of Scotland	West of Scotland
Weighted base	1000	480	520	287	376	337	307	189	156	312	145	114	92	141	123	136	129	118
West Aberdeenshire & Kincardine	17 2%	7 1%	10 2%	5 2%	7 2%	5 2%	6 2%	7 3%	2 1%	2 1%	-	-	-	-	-	17 13%	-	-
Ayr, Carrick & Cumnock	19 2%	7 2%	12 2%	2 1%	6 2%	12 3%	4 1%	2 1%	5 3%	9 3%	-	-	-	-	-	-	19 15%	-
Berwickshire, Roxburgh & Selkirk	19 2%	10 2%	9 2%	8 3%	6 2%	5 2%	5 2%	3 2%	4 3%	6 2%	-	-	-	-	-	-	19 15%	-
Central Ayrshire	18 2%	6 1%	12 2%	6 2%	9 2%	3 1%	4 1%	3 2%	4 3%	7 2%	-	-	-	-	-	-	18 14%	-
Dumfries & Galloway	19 2%	9 2%	10 2%	10 4%	4 1%	5 1%	2 1%	5 2%	3 2%	6 2%	-	-	-	-	-	-	19 15%	-
Dumfriesshire, Clydesdale & Tweeddale	17 2%	5 1%	12 2%	-	7 2%	10 3%	5 2%	3 2%	1 1%	6 2%	-	-	-	-	-	-	17 13%	-
East Lothian	18 2%	11 2%	7 1%	4 1%	8 2%	7 2%	3 1%	6 3%	1 1%	7 2%	-	-	-	-	-	-	18 14%	-
Lanark & Hamilton East	19 2%	7 1%	12 2%	6 2%	4 1%	9 3%	4 1%	4 2%	3 2%	7 2%	-	-	-	-	-	-	19 15%	-
East Dumbartonshire	17 2%	8 2%	9 2%	6 2%	4 1%	7 2%	5 2%	1 1%	2 1%	6 2%	-	-	-	-	-	-	-	17 14%
East Renfrewshire	17 2%	8 2%	9 2%	7 2%	6 2%	4 1%	3 1%	7 4%	2 1%	4 1%	-	-	-	-	-	-	-	17 14%
Inverclyde	15 2%	9 2%	6 1%	5 2%	7 2%	3 1%	8 2%	4 2%	2 1%	2 1%	-	-	-	-	-	-	-	15 13%
North Ayrshire & Arran	19 2%	10 2%	9 2%	3 1%	8 2%	8 2%	7 2%	2 1%	4 2%	6 2%	-	-	-	-	-	-	-	19 16%
Paisley & Renfrewshire North	16 2%	4 1%	12 2%	6 2%	6 1%	5 1%	3 1%	2 1%	-	11 3%	-	-	-	-	-	-	-	16 14%
Paisley & Renfrewshire South	16 2%	9 2%	7 1%	4 1%	4 1%	8 2%	7 2%	1 *	2 1%	7 2%	-	-	-	-	-	-	-	16 14%
West Dunbartonshire	18 2%	9 2%	10 2%	7 3%	5 1%	6 2%	3 1%	4 2%	3 2%	8 3%	-	-	-	-	-	-	-	18 15%