**Unison Scotland Summary Document**

**Sample Size: 1005**

**Fieldwork dates: 6th March 2015 - 10th March 2015**

**Method: Scottish adults aged 16+ interviewed online**

**Full tables: http://survation.com/wp-content/uploads/2015/03/Unison-Scotland-final-tables.pdf**

**Westminster Voting Intention (change from Daily Record Poll 18/02/2015):**

**SNP 47% (+2); LAB 28% (+1); CON 15% (-1); LD 4% (-1); OTHER 6% (-1)**

**Holyrood Constituency Voting Intention:**

**SNP 49% (+1); LAB 27% (-1); CON 13% (NC); LD 5% (NC); OTHER 6% (-1)**

**Holyrood List Voting Intention:**

**SNP 41% (+3); LAB 23% (NC); GREEN 13% (-1); CON 12% (NC); LD 6% (-1); UKIP 5% (-2); OTHER 1% (NC)**

**Executive Summary**

* **The top three issues for respondents and their families ahead of the general election were ‘public services (schools, hospitals & GP services, council services etc.)’ (58%), ‘welfare / pensions / social security provision’ (48%) and ‘the availability and security of jobs and the level of wages’ (40%).**
* **Unsurprisingly, the top issues differed greatly by voting intention. The top three issues for Conservative voters were ‘national economy (economic growth, reducing the deficit etc.)’ (61%), ‘public services (schools, hospitals & GP services, council services etc.)’ (47%) and ‘national defence and counter-terrorism’ (42%). For Labour voters, the top issue was ‘public services (schools, hospitals & GP services, council services etc.)’ (61%), followed by ‘welfare / pensions / social security provision’ (53%) and ‘national economy (economic growth, reducing the deficit etc.)’ (42%). SNP voters chose the same two issues as Labour voters for their top two (63% and 55% respectively), but their third was ‘the availability and security of jobs and the level of wages’ (46%).**
* **For supporters of all parties, ‘public services (schools, hospitals & GP services, council services etc.)’ ranked in their top three issues.**
* **44% of respondents believe that a Labour-led government in Westminster would be better for public services in Scotland. This compares to just 20% of respondents who believe that a Conservative-led government in Westminster would be better for public services in Scotland, and 36% who don’t know.**
* **When asked the same question but about public services in the United Kingdom, the responses are very similar, with 46% believing that a Labour-led government in Westminster would be better for public services across the UK, compared to 22% who believe that a Conservative-led government in Westminster would be better for public services across the UK. 32% don’t know.**
* **Respondents are more likely to trust friends and family (69%) than any other sources to accurately describe the state of public services in Scotland. Only 11% of respondents said that they trusted politicians to do the same.**
* **32% said that they trusted trade unions representing public sector workers to accurately describe the state of public services in Scotland. This compares to 31% who distrusted trade unions representing public sector workers from accurately describing the state of public services and 37% said that they neither trusted nor distrusted.**
* **If the next government was to raise £2bn by cracking down on tax avoidance, 58% of respondents believe that the money should be spent on improving public services, compared to 19% who think it should be spent on reducing public borrowing, 17% who think that it should be used on income tax cuts and 7% who didn’t know.**
* **A majority of both Labour and SNP voters would spend the £2bn on improving public services, whereas more Conservative voters would rather spend the money on reducing public borrowing (43%) than improving public services (39%).**
* **66% of respondents support a 50p income tax rate for those who earn over £150,000, compared to just 14% who oppose, 15% who neither support nor oppose and 5% who don’t know.**
* **Support was at its lowest amongst Conservative voters with just 43% supporting the 50p income tax rate for those who earn over £150,000, compared to 74% of SNP voters and 76% of Labour voters who support the policy.**
* **Half of respondents believe that ‘public sector organisations (such as local councils and the NHS)’ deliver the best quality public services. This compares to only 16% who believe that ‘charities and social enterprises (such as co-operatives)’ and 14% who believe ‘private sector organisations (such as businesses)’ deliver the best quality public services. 19% don’t know.**
* **Over two-thirds (68%) of respondents believe that ‘public sector organisations (such as local councils and the NHS)’ are accountable to the public, compared to just over a third (35%) who believe that ‘private sector organisations (such as businesses)’ are accountable to the public. Just under half (48%) believe that ‘charities and social enterprises (such as co-operatives)’ are accountable to the public.**
* **Respondents were fairly split over how Scottish council services should be funded. Given that currently 80% of funding for Scotland’s council services comes from the Scottish government, 22% believe that a greater proportion should come from council tax and business rates, 23% believe that a greater proportion should come from the Scottish government and 34% believe there should be no change. 21% didn’t know.**
* **If a greater proportion of council services was funded locally through council tax and business rates, 44% believe that those services would become more locally accountable to the needs of residents, compared to 12% who believe those services would become less locally accountable to the needs of residents. 21% said that those services would be no more or less locally accountable to the needs of residents, and a further 23% said that they didn’t know.**
* **72% of respondents believe that it should be a requirement of all organisations seeking publicly-funded contracts to pay at least the living wage, compared to 15% who believe that it should not be a requirement of all organisations seeking publicly-funded contracts to pay at least the living wage. 13% didn’t know.**

**Q. Which of the following issues are the three most important to you and your family ahead of the upcoming general election?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **National economy (economic growth, reducing the deficit etc.)** | 38% | 61% | 42% | 32% |
| **The impact of immigration on your local community** | 20% | 17% | 25% | 18% |
| **Crime and anti-social behaviour in your area** | 14% | 13% | 13% | 16% |
| **Welfare / pensions / social security provision** | 48% | 40% | 53% | 55% |
| **National defence and counter-terrorism** | 18% | 42% | 16% | 10% |
| **The provision of affordable housing** | 15% | 2% | 17% | 18% |
| **Environment, agriculture & rural affairs** | 9% | 11% | 4% | 8% |
| **The UK’s relationship with the European Union** | 20% | 34% | 13% | 15% |
| **Public services (schools, hospitals & GP services, council services etc.)** | 57% | 47% | 61% | 63% |
| **The availability and security of jobs and the level of wages** | 40% | 20% | 40% | 46% |

**Q. The General Election is on May 7th. Regarding public services in Scotland, which of the following statements is closest to your view?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **A Conservative-led government in Westminster would be better for public services in Scotland** | 20% | 83% | 5% | 12% |
| **A Labour-led government in Westminster would be better for public services in Scotland** | 44% | 3% | 85% | 47% |
| **Don’t know** | 36% | 14% | 10% | 41% |

**Q. Regarding public services *in the whole of the United Kingdom*, which of the following statements is closest to your view?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **A Conservative-led government in Westminster would be better for public services across the UK** | 22% | 92% | 7% | 12% |
| **A Labour-led government in Westminster would be better for public services across the UK** | 46% | 3% | 83% | 52% |
| **Don’t know** | 32% | 5% | 10% | 36% |

**Q. To what extent do you trust or not trust the following sources of information to accurately describe the current state of public services in Scotland?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Completely trust** | **Somewhat trust** | **Neither trust nor distrust** | **Somewhat distrust** | **Completely distrust** |
| **Trade unions representing public sector workers** | 3% | 29% | 37% | 19% | 11% |
| **Journalists and the media** | 2% | 14% | 34% | 33% | 16% |
| **Politicians** | 1% | 10% | 23% | 38% | 27% |
| **Academics** | 6% | 44% | 38% | 9% | 3% |
| **Friends & family** | 28% | 41% | 27% | 2% | 1% |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Trust (sum)** | **Neither trust nor distrust** | **Distrust (sum)** |
| **Trade unions representing public sector workers** | 32% | 37% | 31% |
| **Journalists and the media** | 17% | 34% | 50% |
| **Politicians** | 11% | 23% | 65% |
| **Academics** | 50% | 38% | 12% |
| **Friends & family** | 69% | 27% | 4% |

**Q. If the next government was to raise £2bn by cracking down on tax avoidance, on which of the following would you most like the extra money to be spent?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **Improving public services** | 58% | 39% | 65% | 69% |
| **Reducing public borrowing** | 19% | 43% | 14% | 14% |
| **Income tax cuts** | 17% | 15% | 17% | 14% |
| **Don’t know** | 7% | 2% | 4% | 4% |

**Q. People earning over £150,000 year currently pay 45% income tax. To what extent would you support or oppose a higher income tax of 50% for those earning over £150,000 a year which could be used to help fund public services?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **Strongly support** | 37% | 20% | 40% | 49% |
| **Somewhat support** | 29% | 23% | 36% | 25% |
| **Neither support nor oppose** | 15% | 17% | 15% | 12% |
| **Somewhat oppose** | 9% | 23% | 6% | 6% |
| **Strongly oppose** | 5% | 16% | 2% | 4% |
| **Don’t know** | 5% | 2% | 1% | 4% |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **Support (sum)** | 66% | 43% | 76% | 74% |
| **Neither support nor oppose** | 15% | 17% | 15% | 12% |
| **Oppose (sum)** | 14% | 38% | 7% | 10% |
| **Don’t know** | 5% | 2% | 1% | 4% |

**Q. Which of the following types of organisations do you believe delivers the best quality public services?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **Public sector organisations (such as local councils and the NHS)** | 50% | 36% | 55% | 62% |
| **Charities and social enterprises (such as co-operatives)** | 16% | 11% | 19% | 16% |
| **Private sector organisations (such as businesses)** | 14% | 34% | 12% | 10% |
| **Don't know** | 19% | 20% | 15% | 12% |

**Q. To what extent are the following deliverers of public services accountable to (i.e. able to be scrutinised by) the public?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Are accountable** | **Are not accountable** | **Don’t know** |
| **Public sector organisations (such as local councils and the NHS)** | 68% | 15% | 18% |
| **Charities and social enterprises (such as a co-operative)** | 48% | 27% | 25% |
| **Private sector organisations (such as businesses)** | 35% | 44% | 22% |

**Q. What proportion of total funding for councils in Scotland do you think council tax and local business rates represent?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **0-19%** | 14% | 14% | 13% | 16% |
| **20-39%** | 44% | 40% | 48% | 44% |
| **40-59%** | 33% | 38% | 29% | 30% |
| **60-79%** | 8% | 9% | 7% | 9% |
| **80-100%** | 2% | - | 3% | 1% |

**Q. Currently 80% of funding for Scotland’s council services comes from the Scottish government. Which of the following options would you prefer?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **A greater proportion of council funding to come from local areas through council tax and business rates** | 22% | 20% | 25% | 24% |
| **A greater proportion of council funding to come from the Scottish Government** | 23% | 20% | 25% | 27% |
| **No change to how council services are currently funded in Scotland** | 34% | 48% | 33% | 31% |
| **Don’t know** | 21% | 12% | 17% | 19% |

**Q. If a greater proportion of council services was funded locally through council tax and business rates, which of the following do you think is most likely to happen to those services?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **They would become more locally accountable to the needs of residents** | 44% | 46% | 44% | 52% |
| **They would become less locally accountable to the needs of residents** | 12% | 13% | 16% | 12% |
| **They would be no more or less locally accountable to the needs of residents** | 21% | 30% | 19% | 20% |
| **Don’t know** | 23% | 11% | 22% | 17% |

**Q. There are 39,000 workers on publicly funded contracts in Scotland paid below the Living Wage, which is currently £7.85 per hour.**

**Supporters of the living wage argue that it helps people in work achieve a minimum standard of living, reduces in-work poverty and increase spending in the local economy**

**Others believe that the living wage would have a negative impact on the amount of jobs, increasing the price of some services and setting wages is not the role of government**

**Which of the following is closest to your view?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **All** | **CON** | **LAB** | **SNP** |
| **It should be a requirement of all organisations seeking publicly-funded contracts to pay at least the living wage.** | 72% | 67% | 70% | 80% |
| **It should not be a requirement of all organisations seeking publicly-funded contracts to pay at least the living wage.** | 15% | 26% | 18% | 13% |
| **Don’t know** | 13% | 7% | 12% | 7% |