

# YouGov / Scottish Government Survey Results

Sample Size: 1120 Adults in Scotland (18+)  
Fieldwork: 8th - 13th August 2024

	Vote in 2024 GE				EU Ref 2016		2014 Indy		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
<b>Weighted Sample</b>	1120	103	288	80	244	559	296	403	500	536	584	112	448	290	270	582	538
<b>Unweighted Sample</b>	1120	102	303	76	280	541	284	391	437	494	626	151	406	265	298	621	499
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7-13 Nov '23	8-13 Aug '24																
<b>How well, if at all, do you feel you understand the UK tax system and the UK taxes you pay?</b>																		
Understand them very well	8	9	12	10	7	8	10	11	8	11	11	7	6	7	9	12	13	4
Understand them fairly well	46	48	52	50	56	58	53	45	47	53	53	43	35	42	53	55	52	42
<b>TOTAL UNDERSTAND</b>	<b>54</b>	<b>57</b>	<b>64</b>	<b>60</b>	<b>63</b>	<b>66</b>	<b>63</b>	<b>56</b>	<b>55</b>	<b>64</b>	<b>64</b>	<b>50</b>	<b>41</b>	<b>49</b>	<b>62</b>	<b>67</b>	<b>65</b>	<b>46</b>
Do not understand them that well	30	28	21	28	27	27	24	32	33	23	23	33	34	34	25	20	25	32
Do not understand them at all	11	11	13	7	3	5	8	11	10	9	9	13	12	11	10	10	8	14
<b>TOTAL DO NOT UNDERSTAND</b>	<b>41</b>	<b>39</b>	<b>34</b>	<b>35</b>	<b>30</b>	<b>32</b>	<b>32</b>	<b>43</b>	<b>43</b>	<b>32</b>	<b>32</b>	<b>46</b>	<b>46</b>	<b>45</b>	<b>35</b>	<b>30</b>	<b>33</b>	<b>46</b>
Don't know	4	5	2	4	8	2	5	1	3	4	5	5	14	5	3	3	2	7
<b>And how well, if at all, do you feel you understand tax devolution in Scotland and the devolved taxes you pay?</b>																		
Understand them very well	7	7	9	9	6	8	8	7	6	8	9	6	5	6	7	9	10	4
Understand them fairly well	33	35	40	38	38	48	41	35	37	39	42	29	23	31	40	41	41	29
<b>TOTAL UNDERSTAND</b>	<b>40</b>	<b>42</b>	<b>49</b>	<b>47</b>	<b>44</b>	<b>56</b>	<b>49</b>	<b>42</b>	<b>43</b>	<b>47</b>	<b>51</b>	<b>35</b>	<b>28</b>	<b>37</b>	<b>47</b>	<b>50</b>	<b>51</b>	<b>33</b>
Do not understand them that well	34	33	32	35	35	29	30	32	34	31	30	35	37	36	30	28	32	34
Do not understand them at all	20	20	19	15	11	11	15	23	18	18	14	25	19	21	18	18	13	27
<b>TOTAL DO NOT UNDERSTAND</b>	<b>54</b>	<b>53</b>	<b>51</b>	<b>50</b>	<b>46</b>	<b>40</b>	<b>45</b>	<b>55</b>	<b>52</b>	<b>49</b>	<b>44</b>	<b>60</b>	<b>56</b>	<b>57</b>	<b>48</b>	<b>46</b>	<b>45</b>	<b>61</b>
Don't know	7	6	0	4	10	3	5	2	5	4	5	6	16	6	4	3	4	7

# YouGov / Scottish Government Survey Result

Sample Size: 1120 Adults in Scotland (18+)  
Fieldwork: 8th - 13th August 2024

	Scottish Region									Gross Personal Income								
	Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	Less than £12,571	Between £12,571 and £14,732	Between £14,733 to £25,688	Between £25,689 to £43,662	Between £43,663 to £125,140	More than £125,140	Don't know	Prefer not to say	Not applicable
<b>Weighted Sample</b>	1120	180	101	150	132	138	126	170	123	170	107	221	244	129	8	19	194	29
<b>Unweighted Sample</b>	1120	172	101	159	124	132	128	176	128	185	104	219	238	119	8	18	199	30
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7-13 Nov '23	8-13 Aug '24																	
<b>How well, if at all, do you feel you understand the UK tax system and the UK taxes you pay?</b>																			
Understand them very well	8	9	5	8	10	4	13	8	14	6	4	8	9	8	20	41	0	7	2
Understand them fairly well	46	48	47	49	46	50	39	48	48	53	41	59	47	49	61	39	35	41	28
<b>TOTAL UNDERSTAND</b>	<b>54</b>	<b>57</b>	<b>52</b>	<b>57</b>	<b>56</b>	<b>54</b>	<b>52</b>	<b>56</b>	<b>62</b>	<b>59</b>	<b>45</b>	<b>67</b>	<b>56</b>	<b>57</b>	<b>81</b>	<b>80</b>	<b>35</b>	<b>48</b>	<b>30</b>
Do not understand them that well	30	28	32	23	27	33	29	30	26	25	31	25	30	33	12	0	22	31	35
Do not understand them at all	11	11	10	17	12	9	16	6	8	10	19	5	10	9	6	0	27	11	21
<b>TOTAL DO NOT UNDERSTAND</b>	<b>41</b>	<b>39</b>	<b>42</b>	<b>40</b>	<b>39</b>	<b>42</b>	<b>45</b>	<b>36</b>	<b>34</b>	<b>35</b>	<b>50</b>	<b>30</b>	<b>40</b>	<b>42</b>	<b>18</b>	<b>0</b>	<b>49</b>	<b>42</b>	<b>56</b>
Don't know	4	5	6	3	5	3	3	8	4	6	5	3	4	1	2	19	16	9	14
<b>And how well, if at all, do you feel you understand tax devolution in Scotland and the devolved taxes you pay?</b>																			
Understand them very well	7	7	4	8	9	2	9	7	11	6	3	8	6	7	17	41	0	5	2
Understand them fairly well	33	35	33	35	31	39	28	32	40	44	26	39	35	36	50	47	15	35	8
<b>TOTAL UNDERSTAND</b>	<b>40</b>	<b>42</b>	<b>37</b>	<b>43</b>	<b>40</b>	<b>41</b>	<b>37</b>	<b>39</b>	<b>51</b>	<b>50</b>	<b>29</b>	<b>47</b>	<b>41</b>	<b>43</b>	<b>67</b>	<b>88</b>	<b>15</b>	<b>40</b>	<b>10</b>
Do not understand them that well	34	33	36	29	31	36	37	42	25	25	32	37	38	37	18	0	33	27	53
Do not understand them at all	20	20	23	25	24	17	21	12	18	16	30	15	17	17	14	0	34	22	21
<b>TOTAL DO NOT UNDERSTAND</b>	<b>54</b>	<b>53</b>	<b>59</b>	<b>54</b>	<b>55</b>	<b>53</b>	<b>58</b>	<b>54</b>	<b>43</b>	<b>41</b>	<b>62</b>	<b>52</b>	<b>55</b>	<b>54</b>	<b>32</b>	<b>0</b>	<b>67</b>	<b>49</b>	<b>74</b>
Don't know	7	6	4	4	5	6	6	7	5	10	9	1	4	3	0	12	18	12	16

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	Vote in 2024 GE				EU Ref 2016		2014 Indy		Gender		Age				Social Grade		
	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
<b>Weighted Sample</b>	<b>1120</b>	103	288	80	244	559	296	403	500	536	584	112	448	290	270	582	538
<b>Unweighted Sample</b>	<b>1120</b>	102	303	76	280	541	284	391	437	494	626	151	406	265	298	621	499
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE, if any, of the following is how you find most of your information on tax?

UK Government website	27	<b>24</b>	23	28	29	23	27	19	19	29	24	25	23	26	24	22	28	20
Scottish Government website	11	<b>12</b>	7	12	17	19	13	14	17	9	10	14	10	11	14	13	11	14
Mainstream media (newspapers, TV and radio)	10	<b>8</b>	14	10	4	9	9	9	6	11	10	6	3	5	8	15	9	7
Friends and family	7	<b>8</b>	8	9	7	9	5	8	8	6	5	10	24	6	6	5	9	7
My employer	6	<b>8</b>	5	7	5	7	9	4	9	7	8	8	6	12	8	2	9	7
Independent websites	6	<b>7</b>	11	5	11	10	8	10	9	8	11	4	2	9	7	7	10	5
Independent tax professional organisations	3	<b>3</b>	7	2	5	3	3	5	1	5	4	2	0	2	5	4	3	3
Social media	1	<b>2</b>	1	2	0	2	1	1	2	1	2	2	5	2	2	1	2	2
Other	2	<b>3</b>	5	1	3	3	2	5	2	4	3	2	3	3	2	2	3	3
Don't know	5	<b>5</b>	2	3	4	4	4	5	7	2	5	5	5	4	6	4	3	6
Not applicable - I don't find information on tax	22	<b>20</b>	17	21	15	11	18	20	20	19	19	22	19	20	17	25	15	26

To what extent do you agree or disagree with the following statement: 'Government should redistribute income from the better-off to those who are less well off.'

Agree strongly	27	<b>25</b>	3	20	15	45	30	18	36	18	28	22	30	27	25	19	23	27
Agree	30	<b>34</b>	23	39	35	32	35	26	34	30	33	34	40	36	30	30	32	35
<b>TOTAL AGREE</b>	<b>57</b>	<b>59</b>	<b>26</b>	<b>59</b>	<b>50</b>	<b>77</b>	<b>65</b>	<b>44</b>	<b>70</b>	<b>48</b>	<b>61</b>	<b>56</b>	<b>70</b>	<b>63</b>	<b>55</b>	<b>49</b>	<b>55</b>	<b>62</b>
Neither	26	<b>25</b>	36	27	27	16	24	27	20	29	22	28	18	24	26	30	24	26
Disagree	12	<b>12</b>	27	11	18	6	8	20	7	16	12	11	9	8	13	16	15	8
Disagree strongly	5	<b>4</b>	11	3	4	1	3	9	3	7	5	4	3	4	5	4	5	3
<b>TOTAL DISAGREE</b>	<b>17</b>	<b>16</b>	<b>38</b>	<b>14</b>	<b>22</b>	<b>7</b>	<b>11</b>	<b>29</b>	<b>10</b>	<b>23</b>	<b>17</b>	<b>15</b>	<b>12</b>	<b>12</b>	<b>18</b>	<b>20</b>	<b>20</b>	<b>11</b>

Suppose the government had to choose between the three options on this card. Which do you think it should choose?

Reduce taxes and spend less on health, education and social benefits	9	<b>10</b>	12	6	4	4	6	17	8	11	12	8	6	12	11	7	10	9
Keep taxes and spending on these services at the same level as now	42	<b>42</b>	65	43	41	29	36	47	35	46	40	44	45	39	39	49	41	43
Increase taxes and spend more on health, education and social benefits	49	<b>48</b>	22	51	56	67	58	36	57	43	48	48	49	49	51	45	48	48

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<b>Weighted Sample</b>	<b>1120</b>	180	101	150	132	138	126	170	123	170	107	221	244	129	8	19	194	29
<b>Unweighted Sample</b>	<b>1120</b>	172	101	159	124	132	128	176	128	185	104	219	238	119	8	18	199	30
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which ONE, if any, of the following is how you find most of your information on tax?

UK Government website	27	24	25	24	21	29	21	23	24	25	22	23	21	30	30	24	13	20	28
Scottish Government website	11	12	11	11	14	10	13	11	15	13	15	14	16	11	8	22	27	10	3
Mainstream media (newspapers, TV and radio)	10	8	7	6	7	7	14	8	8	5	6	13	7	7	7	0	7	9	5
Friends and family	7	8	9	8	7	11	5	9	8	5	14	12	4	8	7	0	0	7	4
My employer	6	8	7	5	7	7	11	4	8	13	2	6	8	12	15	0	6	4	7
Independent websites	6	7	5	8	8	8	2	7	11	10	4	3	6	9	16	17	6	8	0
Independent tax professional organisations	3	3	4	3	5	0	2	4	2	2	1	3	4	2	5	18	4	3	0
Social media	1	2	3	1	2	0	1	4	2	3	2	4	3	3	0	0	0	2	0
Other	2	3	2	4	3	4	2	3	2	2	1	4	1	3	4	0	0	5	2
Don't know	5	5	4	7	4	5	6	1	4	6	4	2	5	3	3	8	7	9	6
Not applicable - I don't find information on tax	22	20	22	23	22	18	23	26	14	18	30	19	26	12	6	13	29	23	45

To what extent do you agree or disagree with the following statement: 'Government should redistribute income from the better-off to those who are less well off.'

Agree strongly	27	25	24	27	21	21	26	20	28	34	33	25	26	27	18	8	25	20	34
Agree	30	34	32	29	36	31	40	31	34	34	35	35	31	35	41	29	44	27	33
<b>TOTAL AGREE</b>	<b>57</b>	<b>59</b>	<b>56</b>	<b>56</b>	<b>57</b>	<b>52</b>	<b>66</b>	<b>51</b>	<b>62</b>	<b>68</b>	<b>68</b>	<b>60</b>	<b>57</b>	<b>62</b>	<b>59</b>	<b>37</b>	<b>69</b>	<b>47</b>	<b>67</b>
Neither	26	25	27	24	26	33	20	28	24	18	18	29	27	23	21	22	25	35	22
Disagree	12	12	12	13	10	12	9	17	10	12	11	7	13	11	13	30	6	13	10
Disagree strongly	5	4	5	7	6	3	4	4	4	1	3	4	3	4	8	12	0	6	0
<b>TOTAL DISAGREE</b>	<b>17</b>	<b>16</b>	<b>17</b>	<b>20</b>	<b>16</b>	<b>15</b>	<b>13</b>	<b>21</b>	<b>14</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>16</b>	<b>15</b>	<b>21</b>	<b>42</b>	<b>6</b>	<b>19</b>	<b>10</b>

Suppose the government had to choose between the three options on this card. Which do you think it should choose?

Reduce taxes and spend less on health, education and social benefits	9	10	7	14	9	8	13	15	9	6	4	8	10	8	16	24	6	13	16
Keep taxes and spending on these services at the same level as now	42	42	41	47	45	52	36	41	39	37	45	48	44	42	26	37	56	46	29
Increase taxes and spend more on health, education and social benefits	49	48	52	39	46	40	50	44	53	57	52	44	46	50	58	39	38	42	55

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<b>Unweighted Sample</b>	<b>1120</b>	102	303	76	280	541	284	391	437	494	626	151	406	265	298	621	499
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of these statements do you agree with the most in relation to future levels of tax and public spending?**

I am prepared to pay more taxes myself in order to fund public services	43	<b>43</b>	23	49	42	66	55	28	52	38	47	39	44	44	45	38	48	36
I am prepared for some cuts to public services rather than pay more taxes myself	19	<b>18</b>	37	18	11	9	14	26	12	24	23	14	17	18	21	17	20	17
Neither	23	<b>27</b>	35	22	25	18	20	38	27	28	21	32	15	26	25	35	23	31
Don't know	15	<b>12</b>	5	11	22	6	11	7	9	10	9	15	24	13	9	9	9	16

**In which of the following areas would you be prepared to pay more tax in? Please tick all that apply.**

[Asked to those who are prepared to pay more taxes in order to fund public services; n=509]

Green/environmental taxes	37	<b>31</b>	8	29	35	38	35	10	33	23	31	31	49	33	31	18	35	25
Income taxes	58	<b>62</b>	55	65	55	69	66	56	67	62	67	57	51	59	77	55	64	60
Consumption taxes (e.g. VAT)	27	<b>28</b>	42	28	32	29	29	24	27	28	31	25	28	29	26	30	30	25
Local taxes (e.g. Council Tax)	33	<b>30</b>	33	29	25	32	30	28	30	30	28	32	31	26	29	38	28	32
Other taxes	4	<b>7</b>	0	5	15	10	9	5	10	6	11	4	9	8	5	10	6	10
Don't know	9	<b>10</b>	9	8	0	7	9	9	9	9	8	11	14	14	5	5	9	10

**On balance, would you say that the amount of tax that you and your family have to pay is too high, too low or about right?**

Too high	36	<b>37</b>	49	34	33	24	30	52	36	40	40	35	30	36	39	41	37	38
About right	45	<b>42</b>	45	46	47	56	50	34	45	43	40	44	39	42	40	47	48	37
Too low	3	<b>3</b>	2	5	2	5	5	2	3	4	5	2	2	4	5	2	4	3
Don't know	16	<b>17</b>	4	15	18	15	15	13	17	13	15	18	29	18	15	11	12	22

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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<b>Unweighted Sample</b>	<b>1120</b>	172	101	159	124	132	128	176	128	185	104	219	238	119	8	18	199	30
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which of these statements do you agree with the most in relation to future levels of tax and public spending?**

I am prepared to pay more taxes myself in order to fund public services	43	<b>43</b>	45	42	38	38	43	37	44	53	34	43	41	52	58	44	19	31	44
I am prepared for some cuts to public services rather than pay more taxes myself	19	<b>18</b>	18	20	14	22	17	24	16	20	12	21	22	19	24	37	19	14	10
Neither	23	<b>27</b>	27	31	30	28	31	24	29	15	33	28	31	19	15	19	20	35	31
Don't know	15	<b>12</b>	10	8	18	12	9	15	11	12	21	8	6	9	3	0	42	20	15

**In which of the following areas would you be prepared to pay more tax in? Please tick all that apply.**

[Asked to those who are prepared to pay more taxes in order to fund public services; n=509]

Green/environmental taxes	37	<b>31</b>	30	29	25	29	18	25	45	40	36	25	30	26	44	0	0	36	14
Income taxes	58	<b>62</b>	65	69	54	62	59	61	64	65	66	57	59	66	74	61	19	56	32
Consumption taxes (e.g. VAT)	27	<b>28</b>	31	39	29	28	27	31	18	28	24	33	21	25	46	34	22	28	10
Local taxes (e.g. Council Tax)	33	<b>30</b>	35	37	30	26	33	14	26	33	20	18	33	35	25	0	41	38	33
Other taxes	4	<b>7</b>	0	17	5	4	2	14	17	4	15	11	5	4	9	39	0	1	29
Don't know	9	<b>10</b>	9	5	6	10	16	11	7	13	11	14	10	9	2	0	59	9	27

**On balance, would you say that the amount of tax that you and your family have to pay is too high, too low or about right?**

Too high	36	<b>37</b>	25	42	41	44	47	43	35	26	26	38	44	35	44	73	36	39	31
About right	45	<b>42</b>	48	38	41	36	36	37	48	51	44	42	45	50	49	27	17	29	33
Too low	3	<b>3</b>	2	7	2	2	0	3	4	8	3	4	4	3	7	0	0	2	0
Don't know	16	<b>17</b>	25	13	16	18	17	17	12	15	27	15	8	13	1	0	47	30	37

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.