

# Pulse of Scotland

Jan 2017-  
Aug 2024

# The Questions

How happy are you just now?

How secure do you feel in your job?

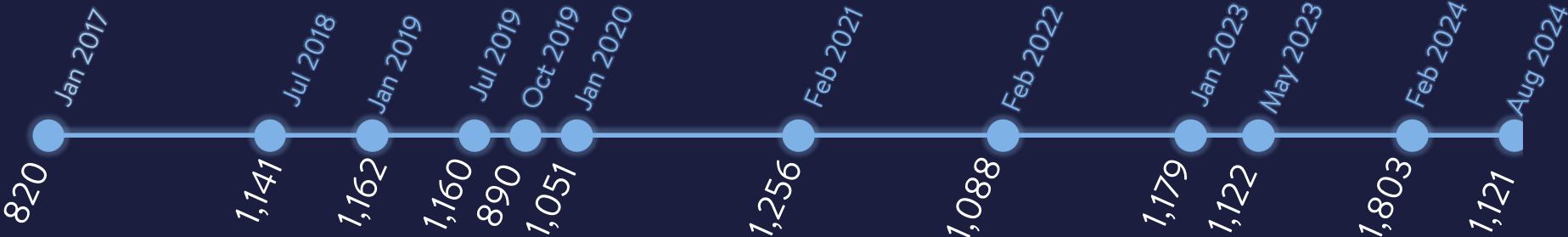
How safe do you feel in your local area?

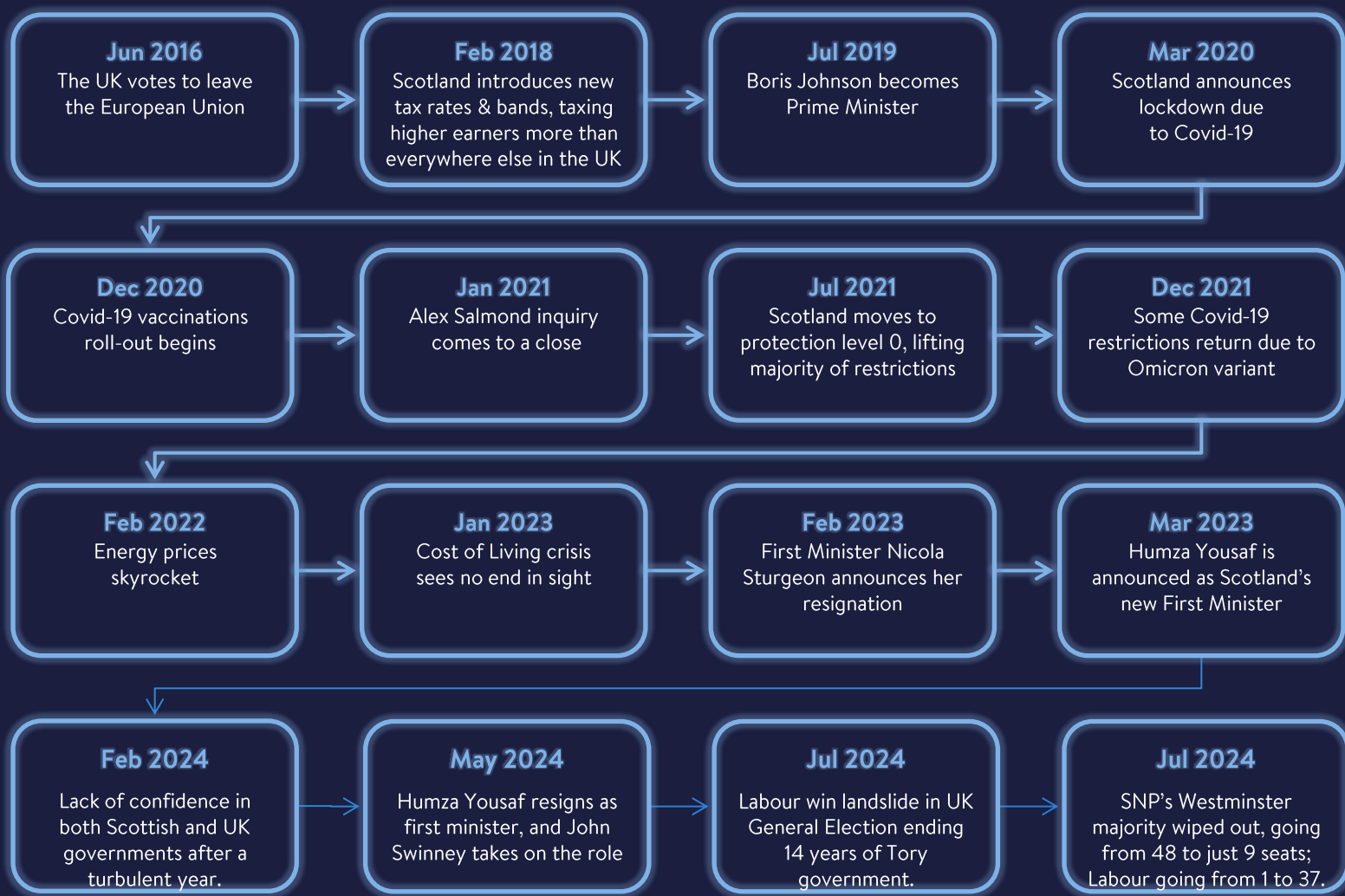
Compared to last year, how do you think your financial situation is?

How positive do you feel about Scotland's future?

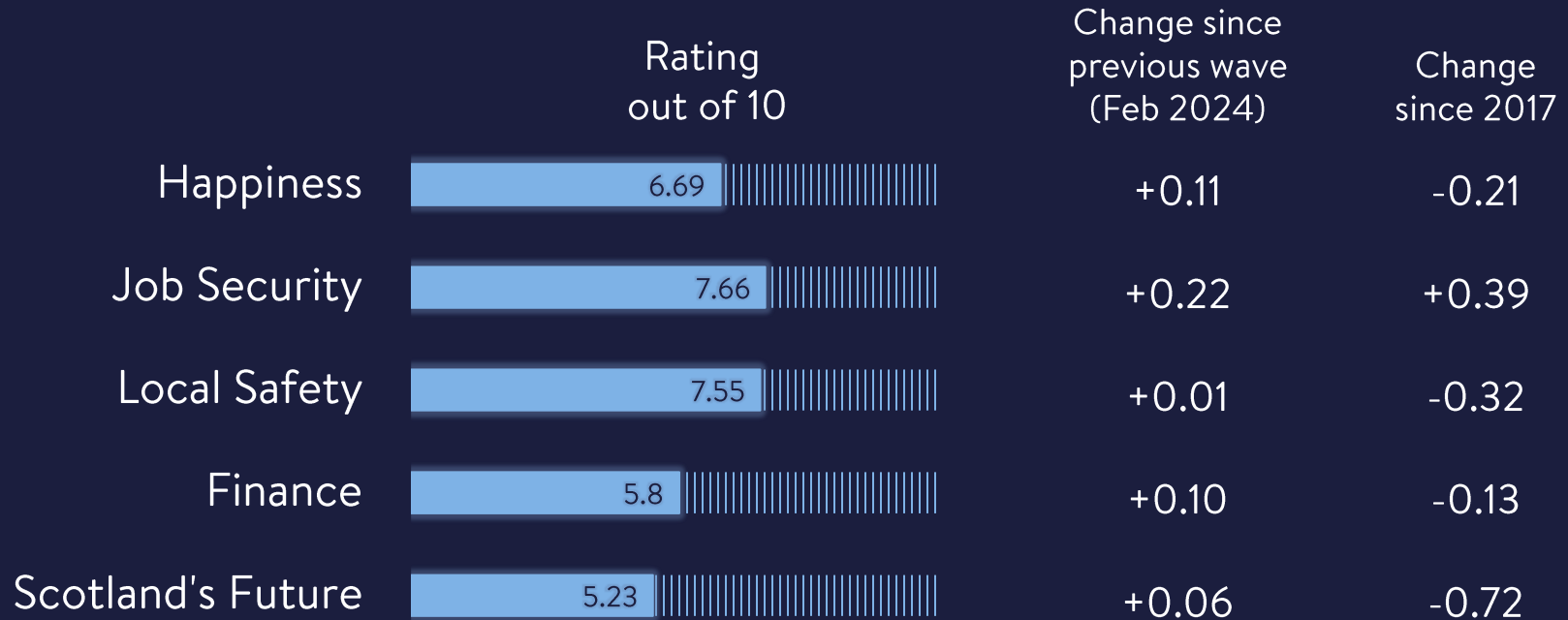
On a scale of 1-10

# Survey timeline and sample sizes



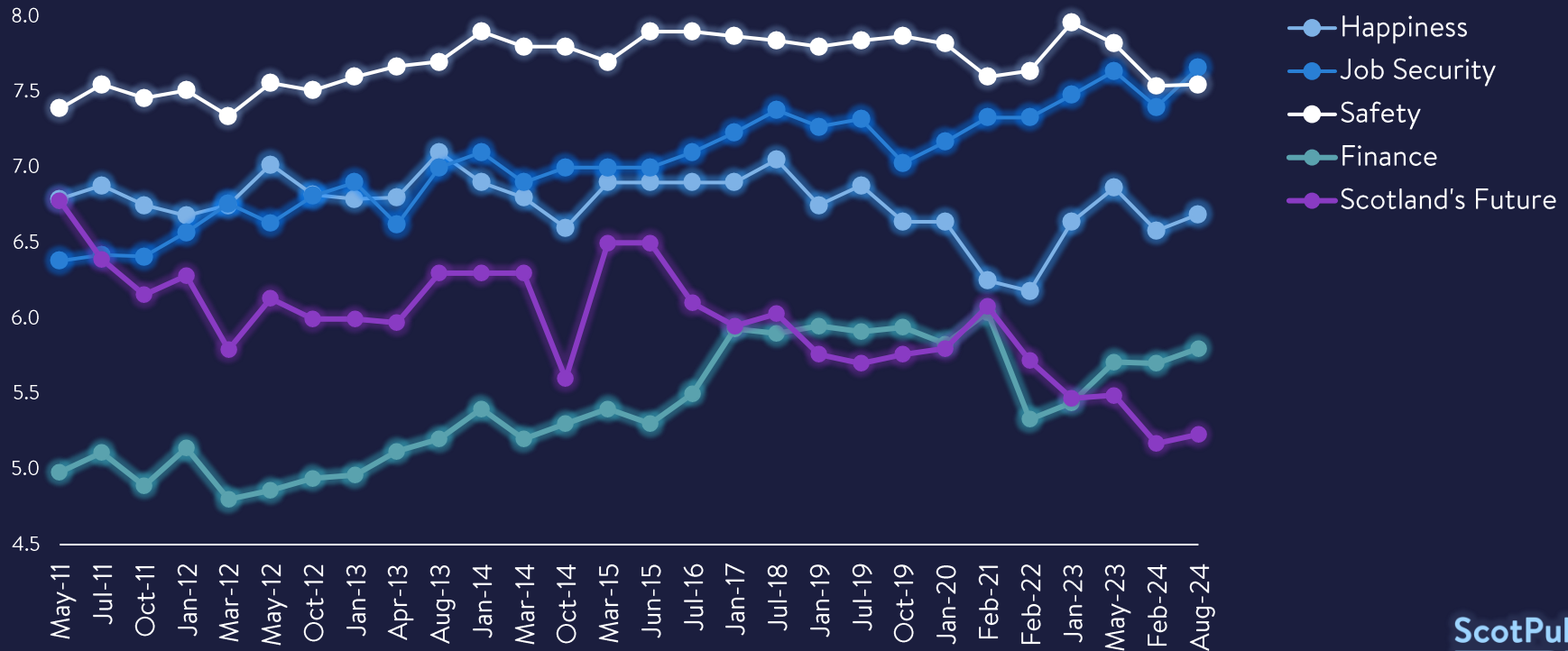


# Key Findings



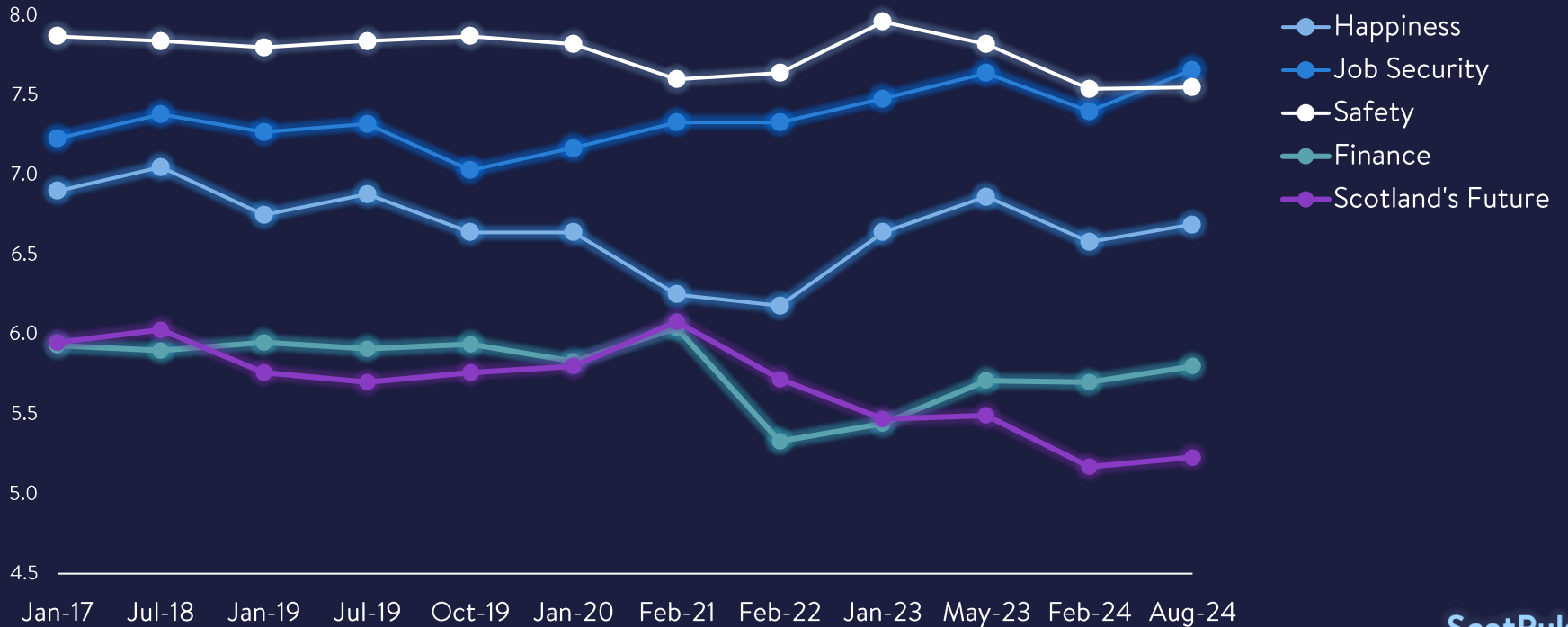
# Overview of results

On a scale of 1-10



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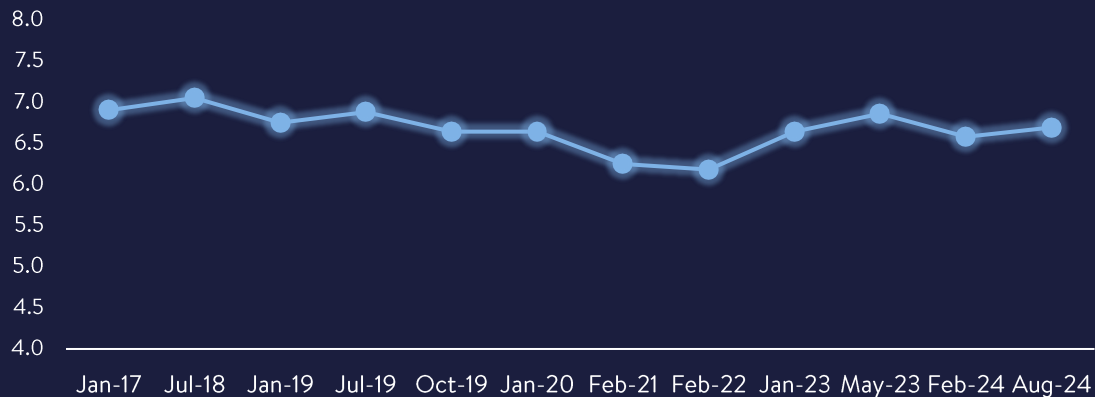
On a scale of 1-10



# Happiness

6.69

On a scale of 1-10



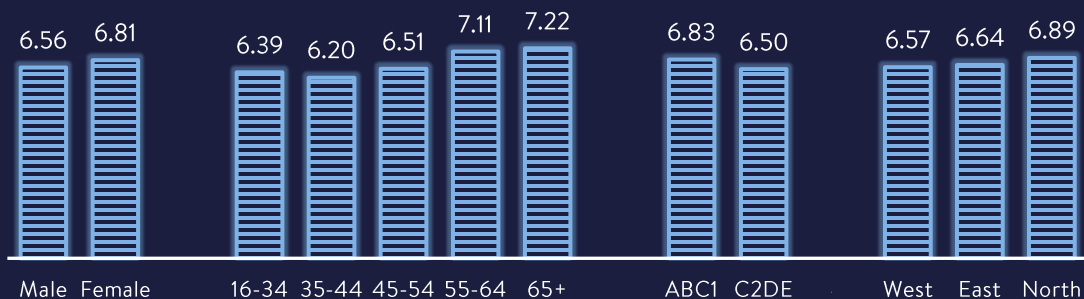
Change since last wave **+0.11**

Change since 2017 **-0.21**

The average adult in Scotland scored their happiness 6.69 out of 10 in the beginning of 2024.

After falling in the last wave for the first time since February 2022, happiness sees a slight uptick again as we slowly move further from the worst of the cost of living crisis.

The 65+ age group are happiest of all groups, with an above average score of 7.22.

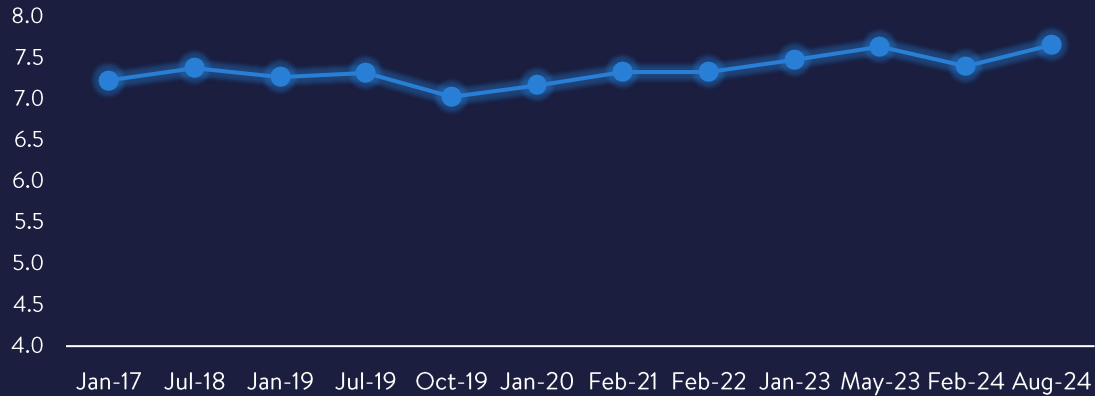




# Job Security

7.66

On a scale of 1-10

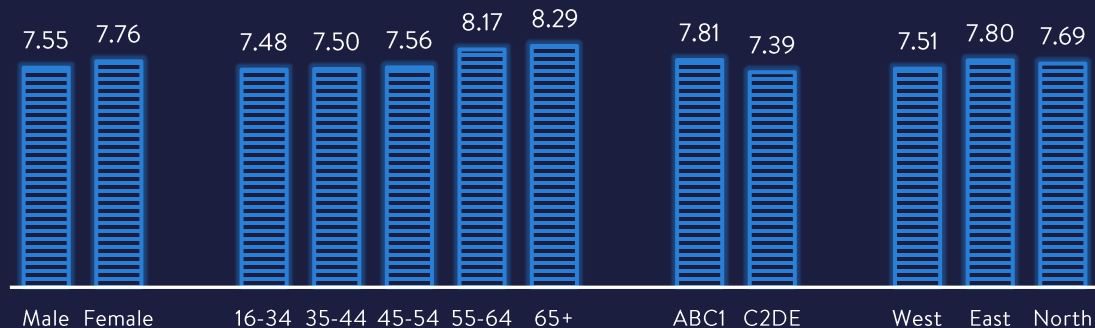


Change since last wave **+0.22**

Change since 2017 **+0.39**

The feeling of job security has risen again after falling in January 2024 for the first time since October 2019. It is now at an all-time high.

Women have higher perceived job security than men in August 2024 (7.76 vs 7.55 respectively)

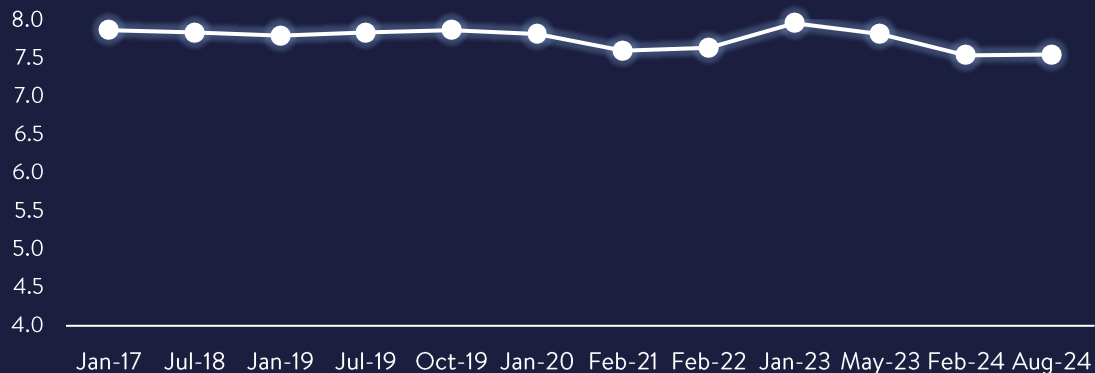


People in the East feel most secure in their jobs, at an average score of 7.80, and over 65s are the most positive demographic – at 8.29.

# Local Safety

7.55

On a scale of 1-10

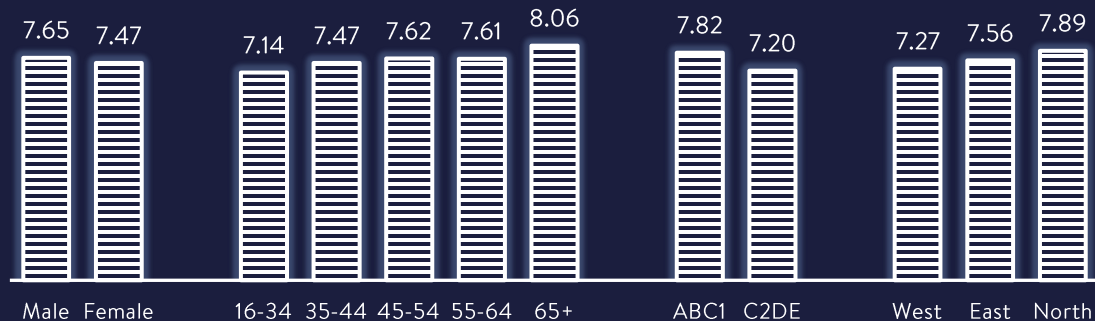


Change since last wave **+0.01**

Change since 2017 **-0.32**

The feeling of safety in one's local area has stayed very similar, with just a 0.01 point rise.

By age, levels of perceived safety are highest 65+'s (8.06) and lowest in 16-34's (7.14).

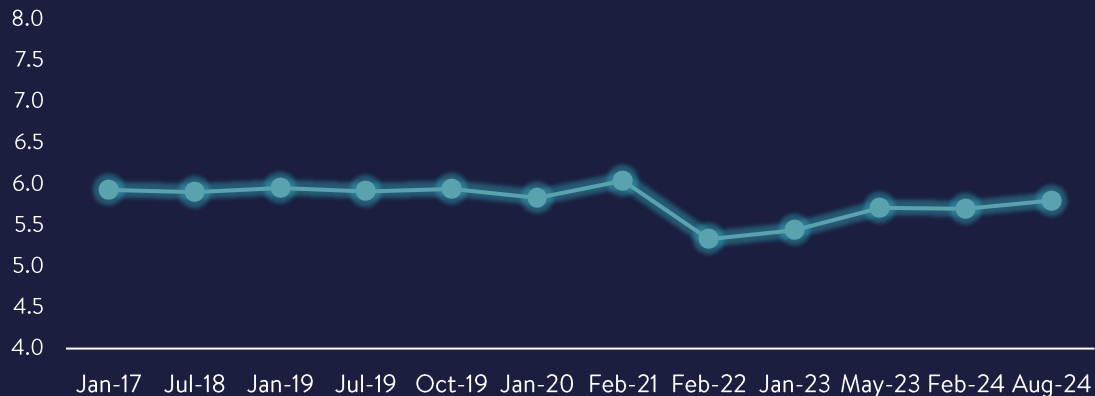


Respondents in the North of Scotland feel more safe in their local area (7.89) compared to those in the East (7.56) & West (7.27).

# Personal Finances

5.8

On a scale of 1-10

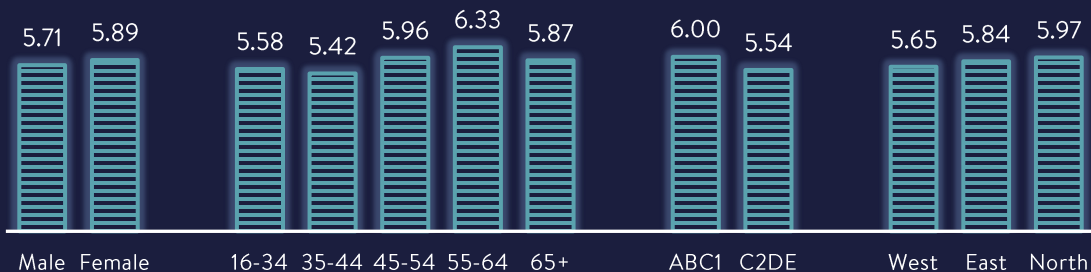


Change since last wave **+0.1**

Change since 2017 **-0.13**

Attitudes towards Scots' finances dropped dramatically across 2021 due to economic uncertainty. It saw some recovery between February 2022 and May 2023. Since then, levels have remained relatively similar, with a slight 0.1 point uptick this August.

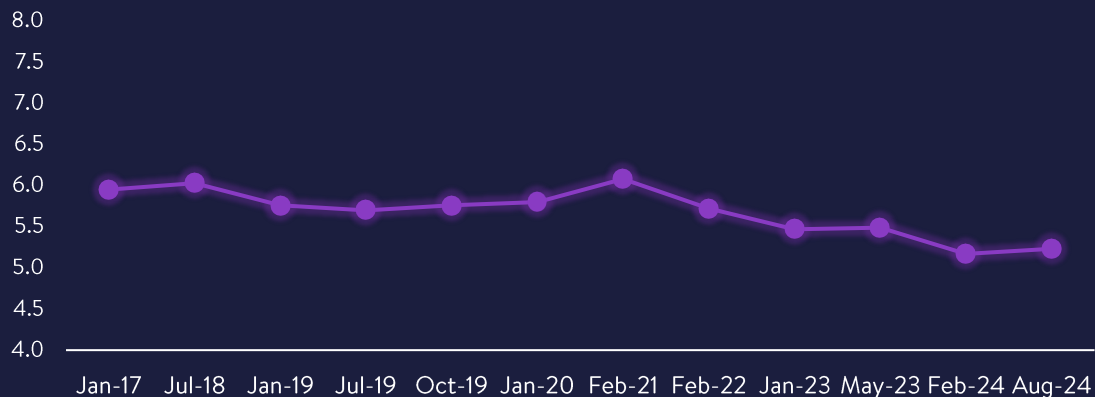
Whilst the average levels have risen slightly since February 2024, there have been some differences within age groups. Those in the 55-64 category are the most confident, and ABC1 were more confident than C2DE.



# Scotland's Future

5.23

On a scale of 1-10

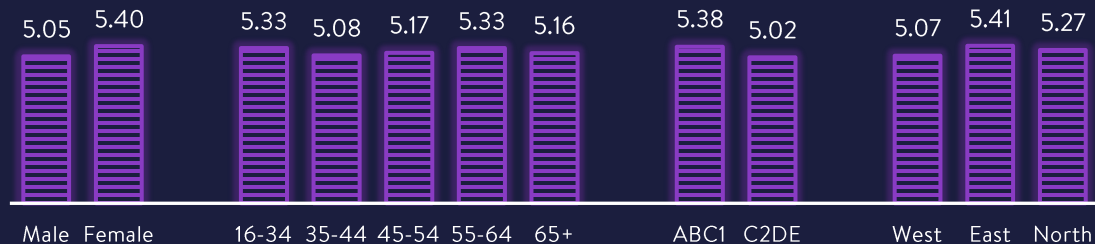


Change since last wave **+0.06**

Change since 2017 **-0.72**

After a relatively stable couple of years before falling in February – sentiment regarding Scotland's future has begun to grow slightly again, to a score of 5.23.

After an all-time low in February, attitudes look to be improving very slightly again.



16-34 and 55-64 are the most confident in terms of age, while Females and those in the East were likely to have slightly more positive opinions.