

Pulse of Scotland

Jan 2017-
Mar 2025

The Questions

How happy are you just now?

How secure do you feel in your job?

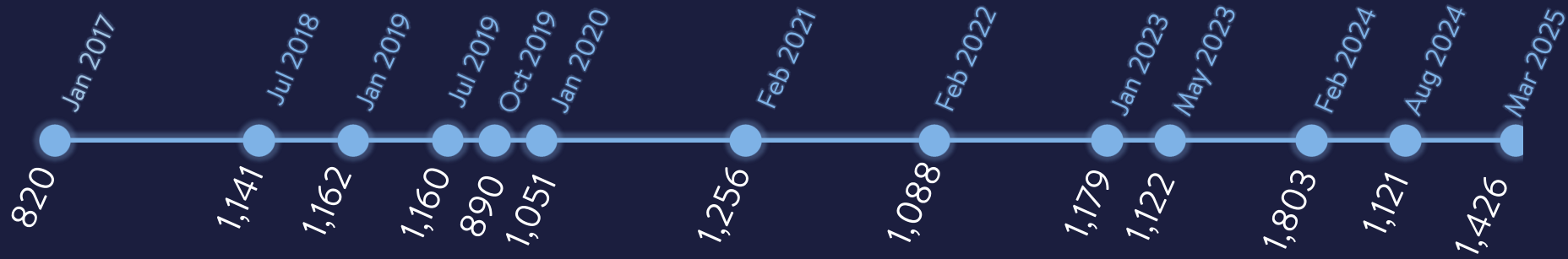
How safe do you feel in your local area?

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

How positive do you feel about Scotland's future?

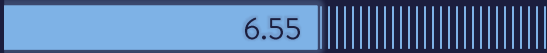




On a scale of 1-10

Survey timeline and sample sizes



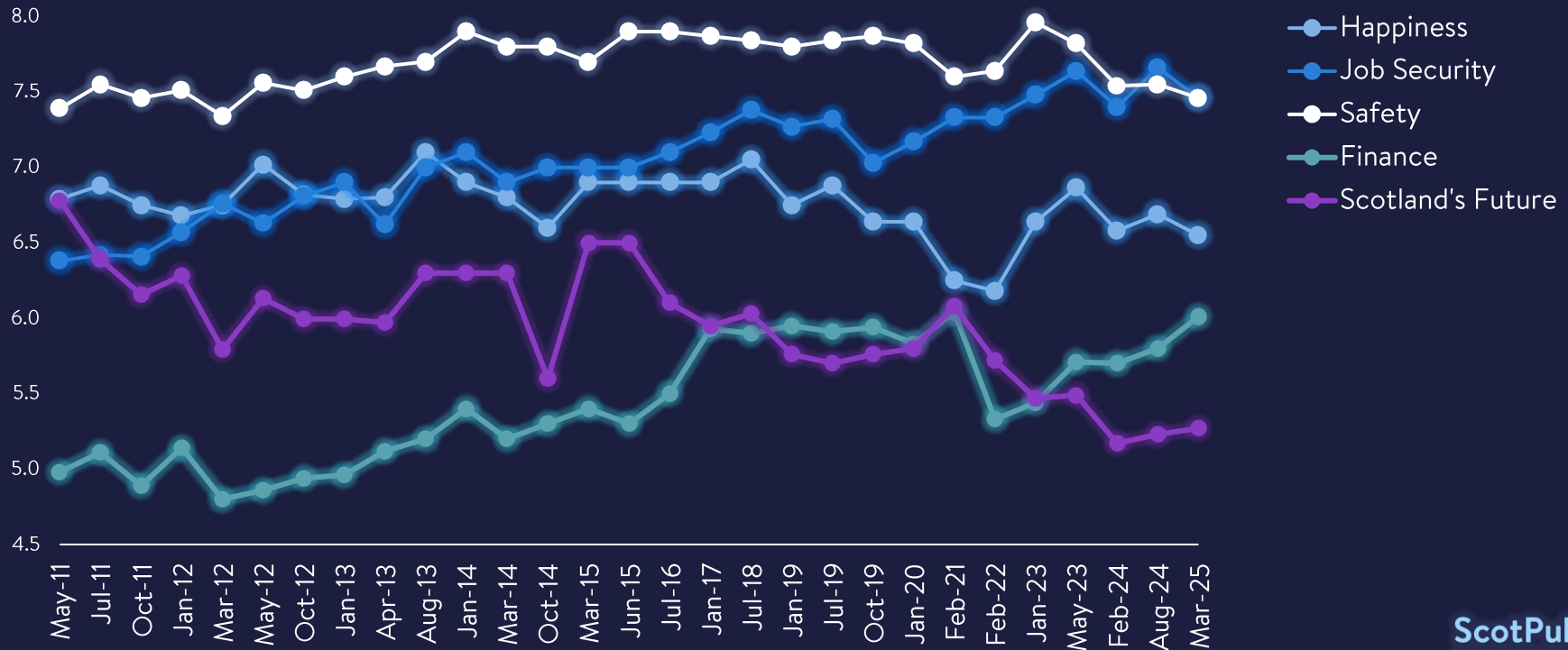


Key Findings

	Rating out of 10	Change since previous wave (Sep 2024)	Change since 2017
Happiness	6.55 	-0.14	-0.35
Job Security	7.46 	-0.20	+0.23
Local Safety	7.46 	-0.09	-0.41
Finance	6.01 	+0.11	+0.08
Scotland's Future	5.27 	+0.04	-0.68

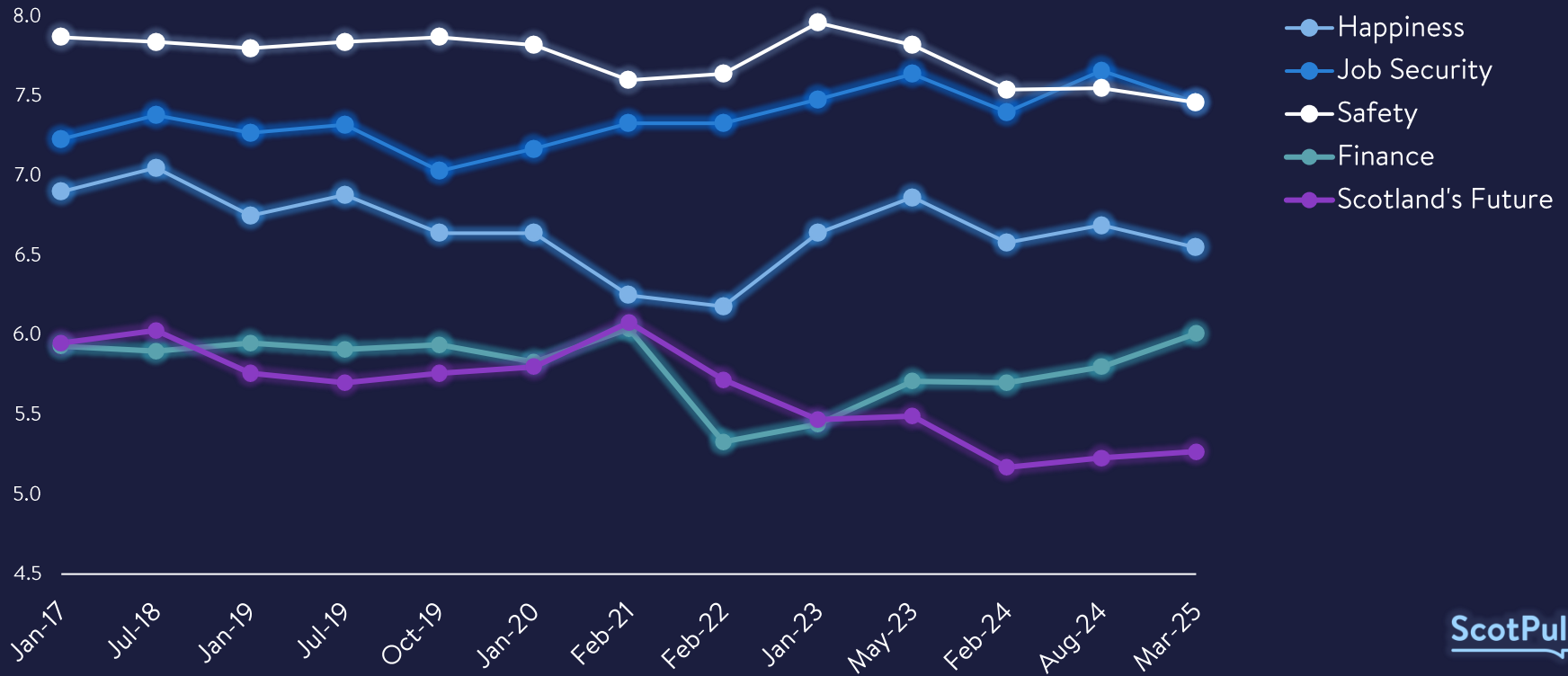
Overview of results

On a scale of 1-10



Overview of results

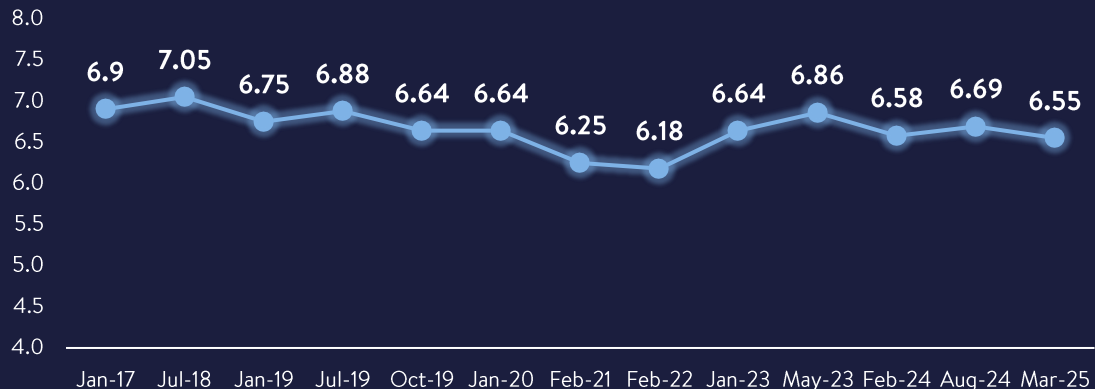
On a scale of 1-10



Happiness

6.55

On a scale of 1-10



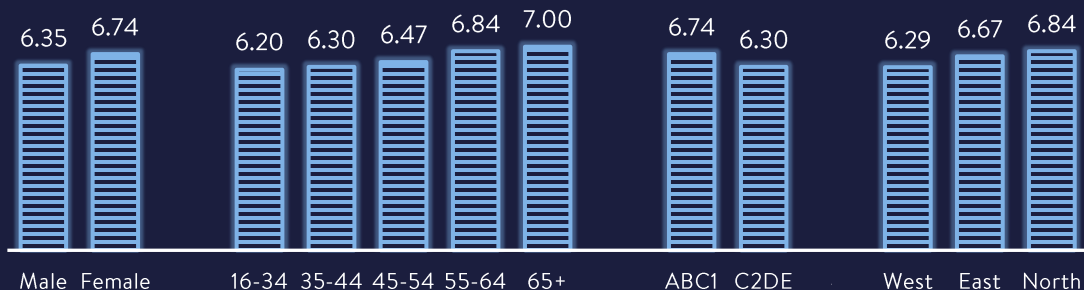
Change since last wave **-0.14**

Change since 2017 **-0.35**

The average adult in Scotland scored their happiness 6.55 out of 10 in March 2025.

After increasing slightly in the last wave, happiness has fallen slightly as we enter 2025.

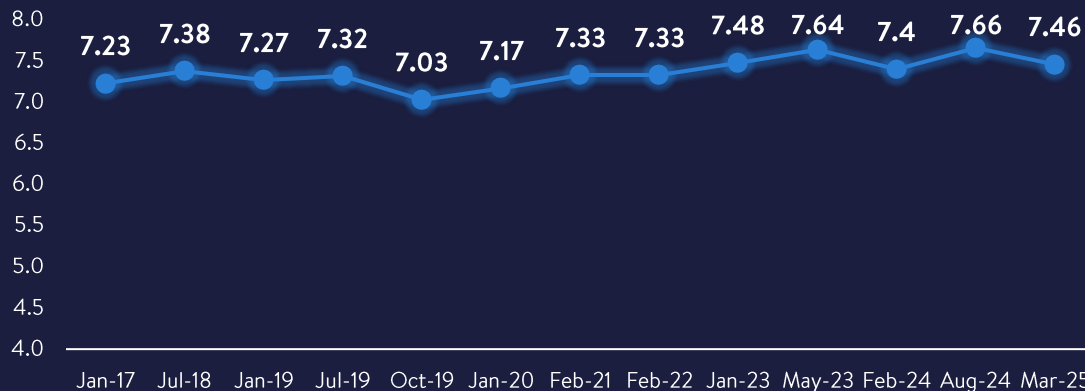
Average happiness increases with age with 16-34-year-olds scoring their happiness the lowest (6.20) and those aged 65+ scoring it the highest (7.00).



Job Security

7.46

On a scale of 1-10



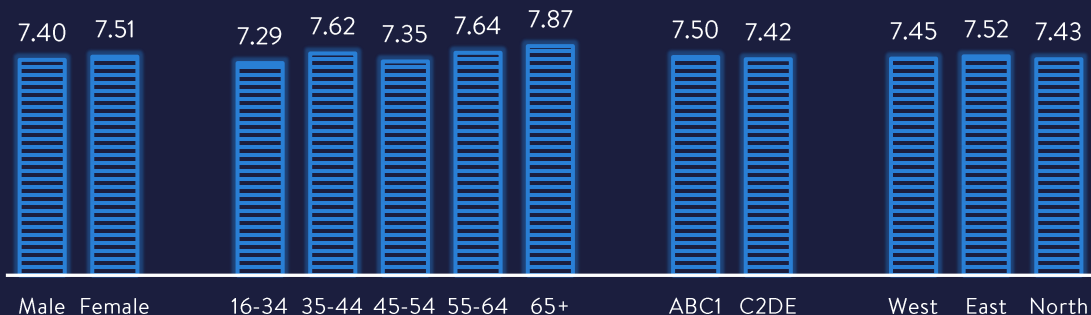
Change since last wave **-0.20**

Change since 2017 **+0.23**

After rising to an all time high in Aug-24, job security has since fallen slightly and is now in line with this time last year.

Women have higher perceived job security than men in March 2025 (7.51 vs 7.40 respectively)

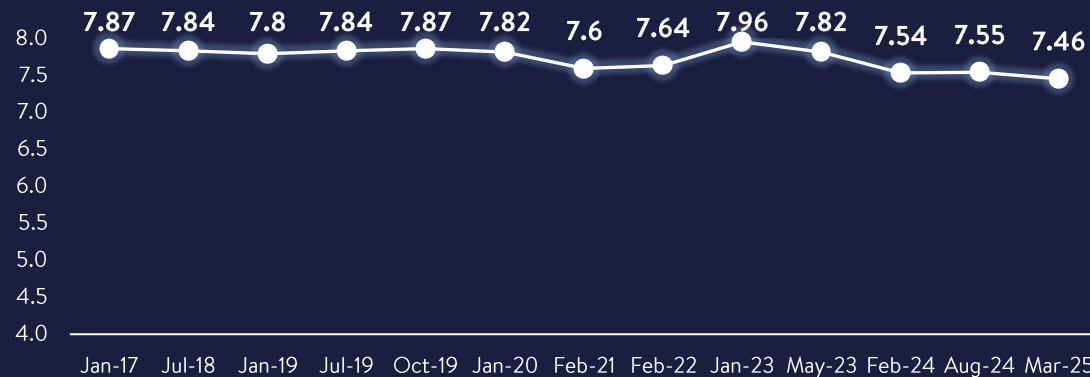
The youngest respondents, aged 16-34, have the lowest perceived job security (7.29).



Local Safety

7.46

On a scale of 1-10

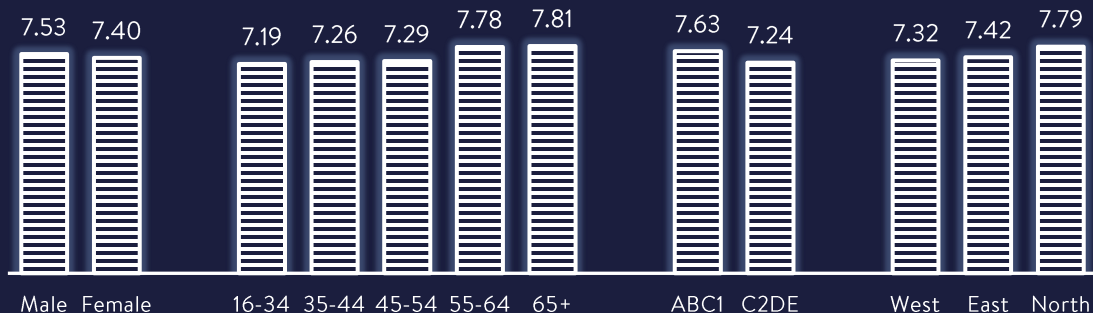


Change since last wave **-0.09**

Change since 2017 **-0.41**

The feeling of safety in one's local area has slightly decreased with a -0.09 drop since August 2024 to its lowest levels since 2017.

By age, levels of perceived safety are highest amongst those aged 65+ (7.81) and lowest in 16-34-year-olds (7.19). Although this gap has narrowed since August 2024.

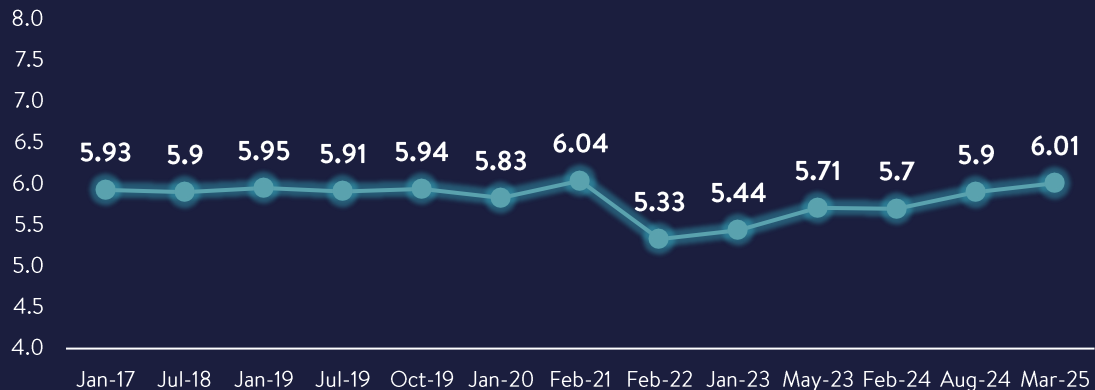


Respondents in the North of Scotland feel the safest in their local area (7.79) compared to those in the East (7.42) & West (7.32).

Personal Finances

6.01

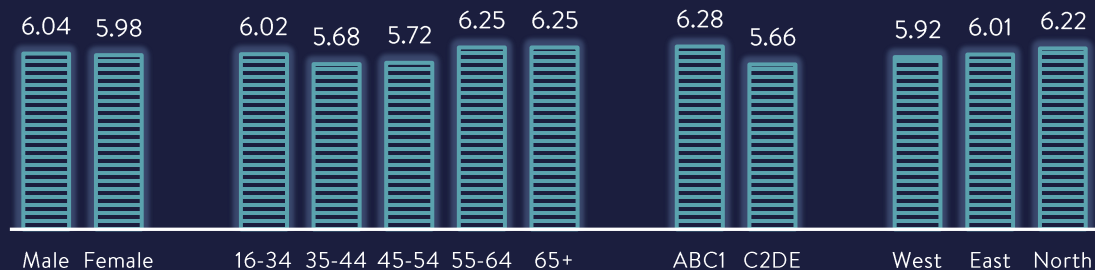
On a scale of 1-10



Change since last wave **+0.11**

Change since 2017 **+0.08**

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 been steadily increasing, reaching 6.01, the highest since the cost-of-living crisis in 2022.



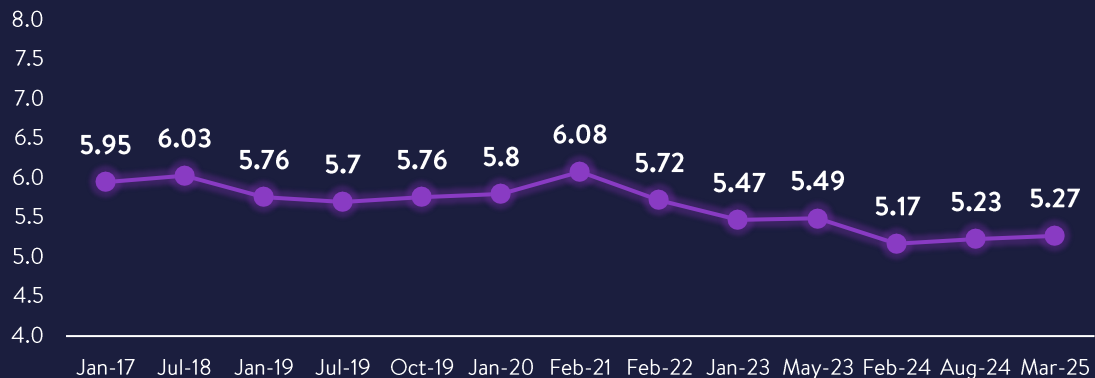
55-64 and 65+ are most confident about their personal finances in terms of age. The North is most confident in terms of region.

Among all demographics, ABC1 expressed the highest confidence in their personal finances (6.28).

Scotland's Future

5.27

On a scale of 1-10



Change since last wave **+0.04**

Change since 2017 **-0.68**

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 5.27.

16-34's are now the least confident about Scotland's future in terms of age after being the most confident in Aug 2024.

Females and 65+ are the most confident about Scotland's future (5.41).

ABC1 and those in the East continue to have slightly more positive opinions.

