

# Pulse of Scotland

Jan 2017-  
Oct 2025

# The Questions

How happy are you just now?

How secure do you feel in your job?

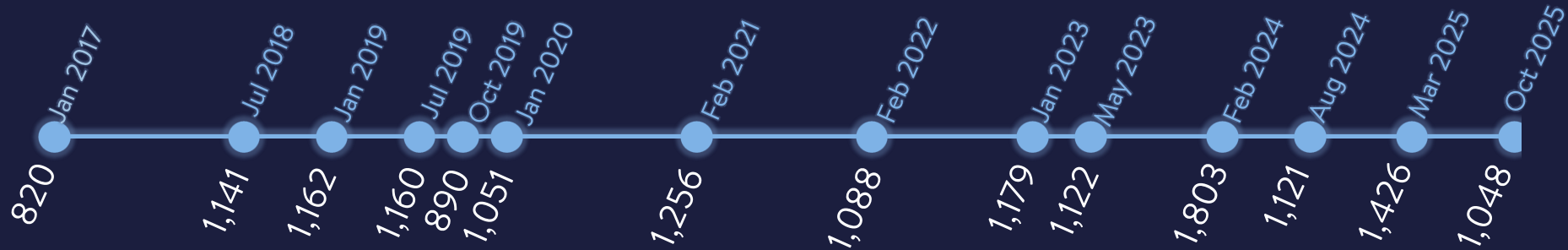
How safe do you feel in your local area?

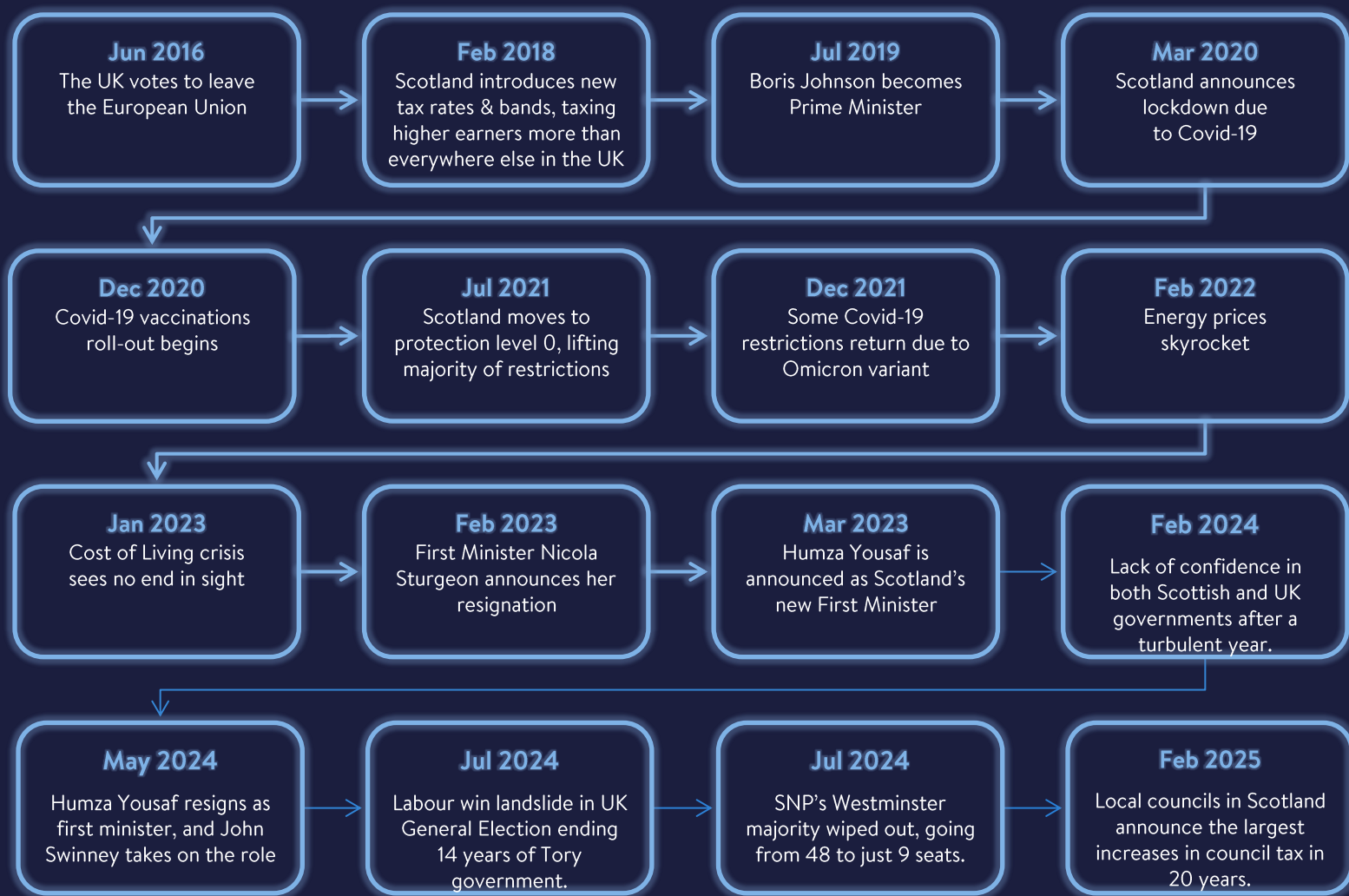
Compared to last year, how do you think your financial situation is?

How positive do you feel about Scotland's future?

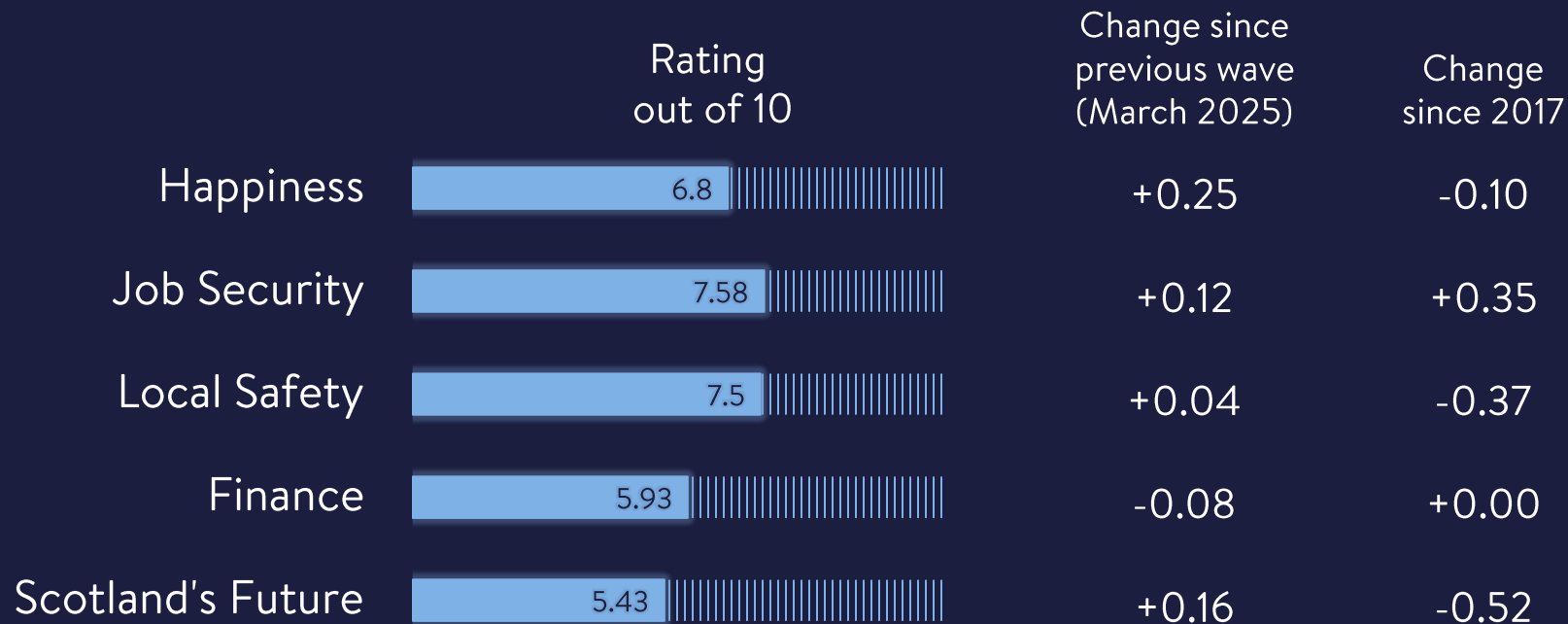
On a scale of 1-10

# Survey timeline and sample sizes



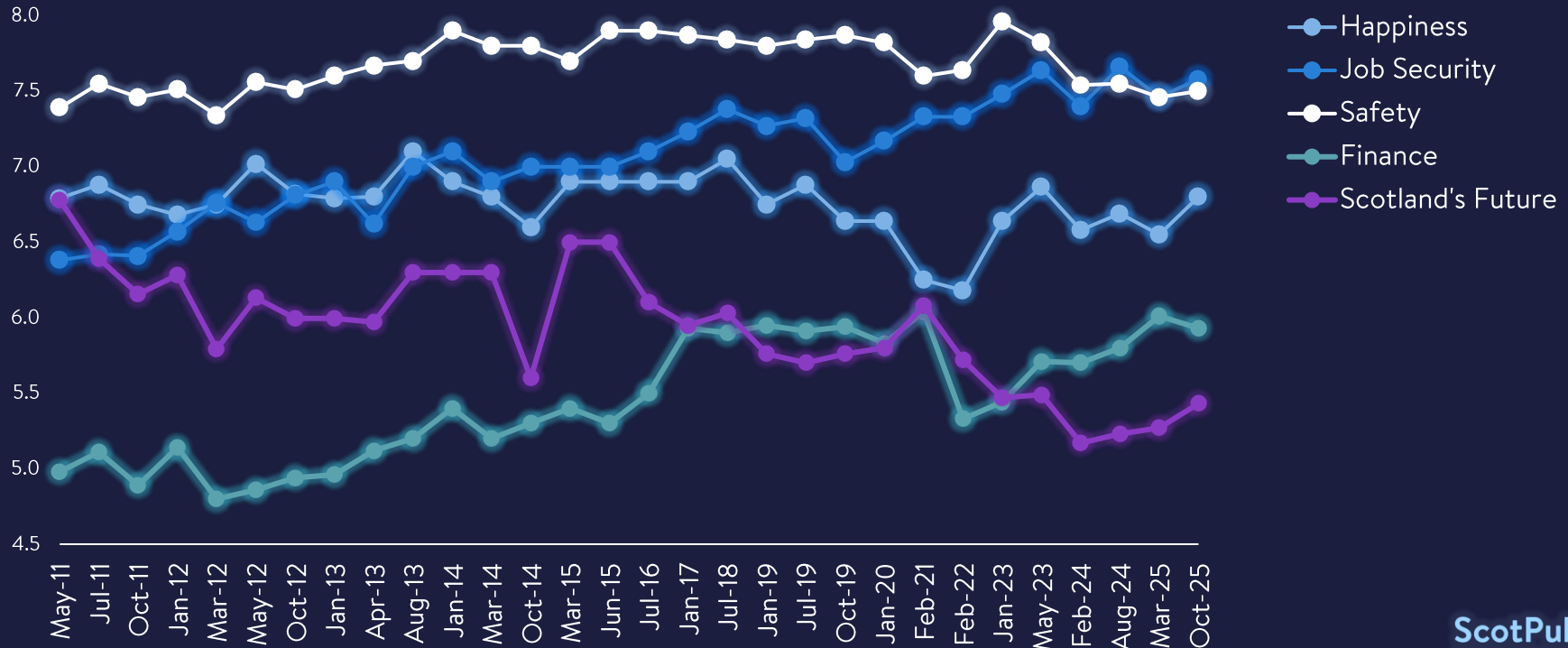


# Key Findings



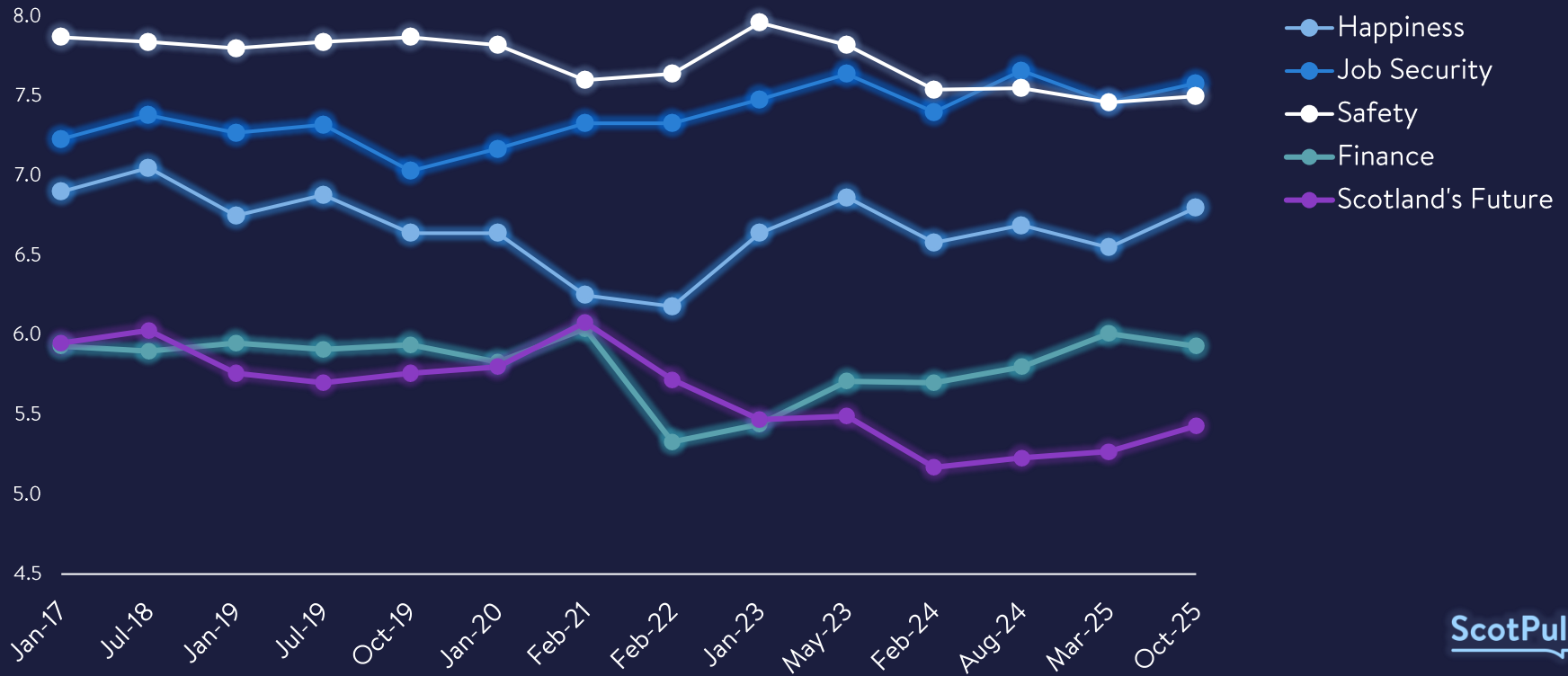
# Overview of results

On a scale of 1-10



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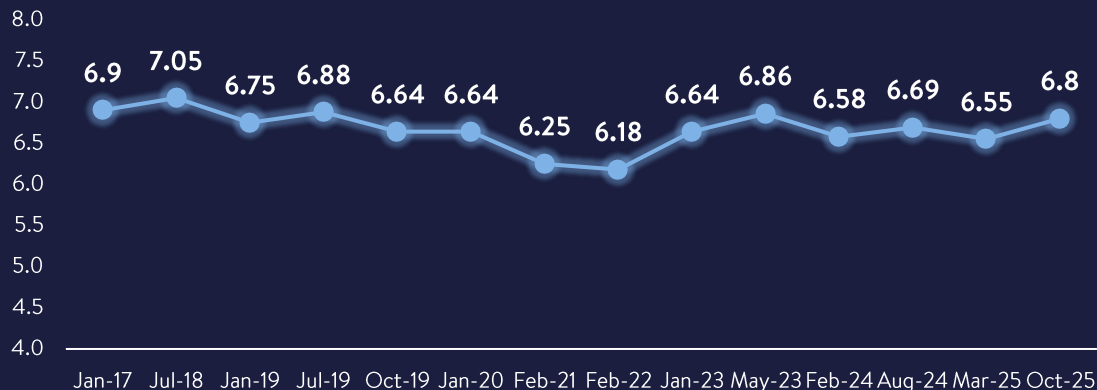
On a scale of 1-10



# Happiness

6.80

On a scale of 1-10



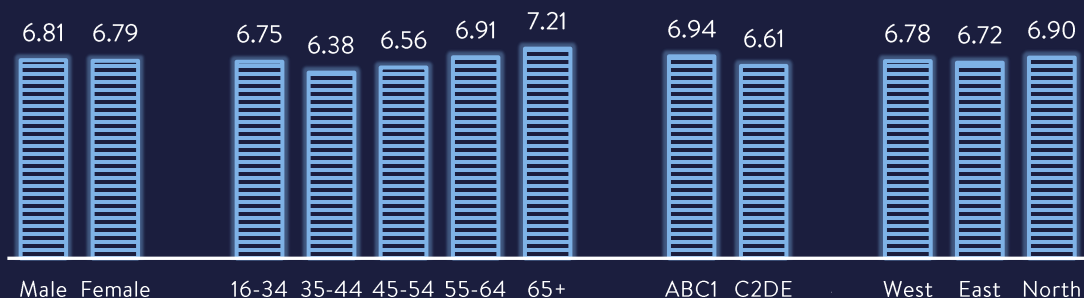
Change since last wave **+0.25**

Change since 2017 **-0.10**

The average adult in Scotland scored their happiness 6.80 out of 10 in October 2025.

After falling slightly in the last wave, happiness has increased to its highest levels since 2023 as we approach the end of 2025.

Those aged 65+ on average are the happiest age group, with happiness generally increasing with age aside from the outlier of 16-34s.

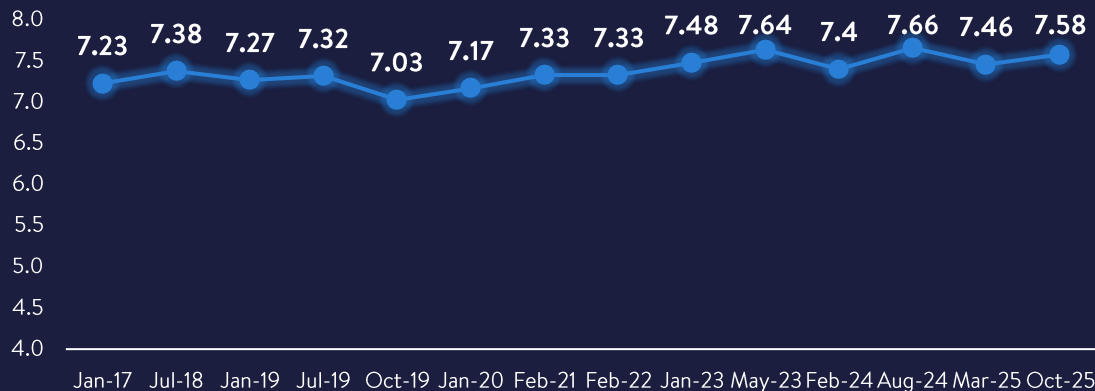




# Job Security

7.58

On a scale of 1-10

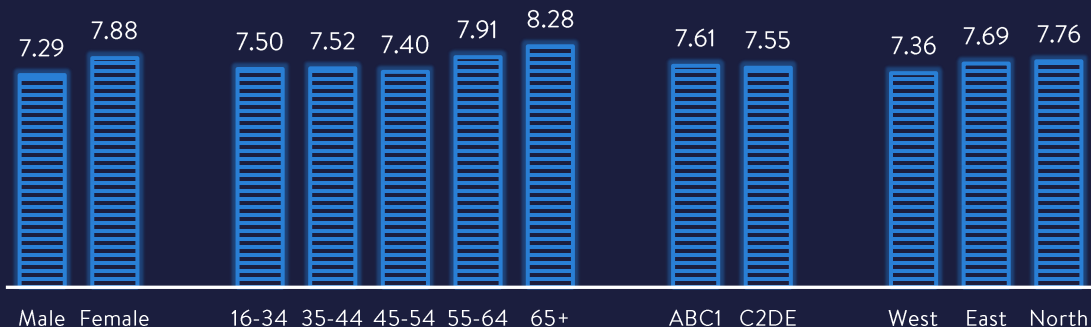


Change since last wave **+0.12**  
Change since 2017 **+0.35**

After rising to an all time high in Aug-24 and then falling slightly, job security has steadied at 7.58, reflecting a pattern of slight increases and decreases around the 7.50 mark since 2023.

Women continue to have higher perceived job security than men in October 2025 (7.88 v s 7.29 respectively).

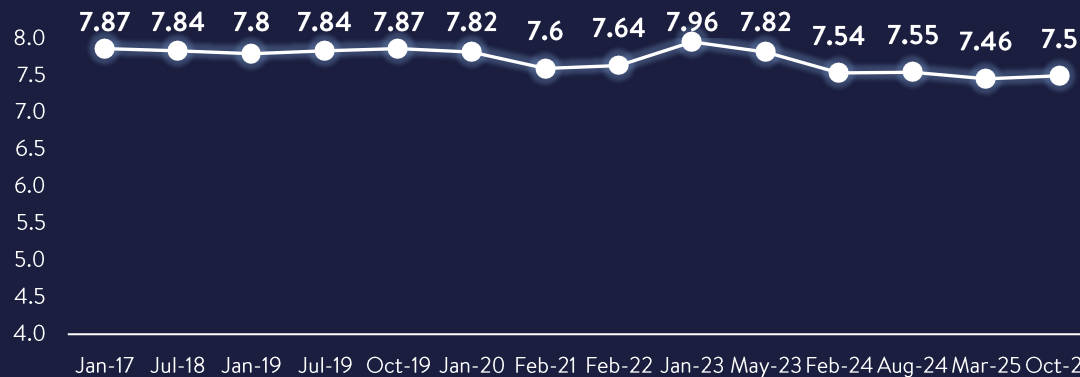
Job security is perceived lowest among those aged 45-54, while highest among older age groups.



# Local Safety

7.50

On a scale of 1-10

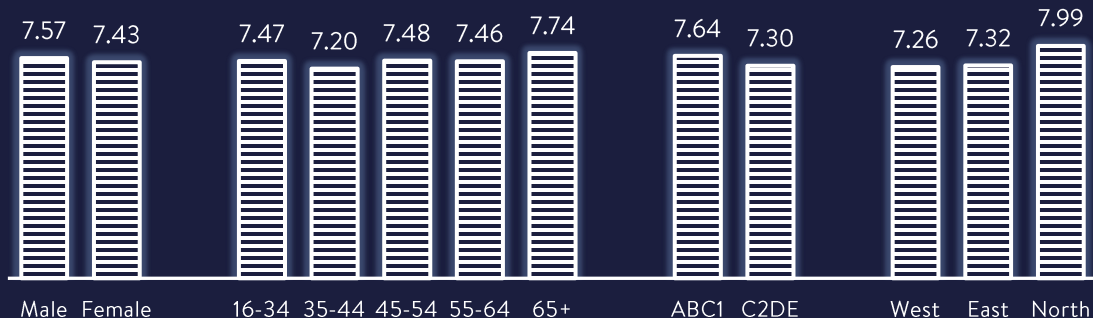


Change since last wave **+0.04**

Change since 2017 **-0.37**

The feeling of safety in one's local area has very slightly increased, showing steady levels since early 2024.

Men have higher perceived local safety than women. By age, levels of perceived safety are highest amongst those aged 65+ (7.74) and lowest in 16-34-year-olds (7.20).

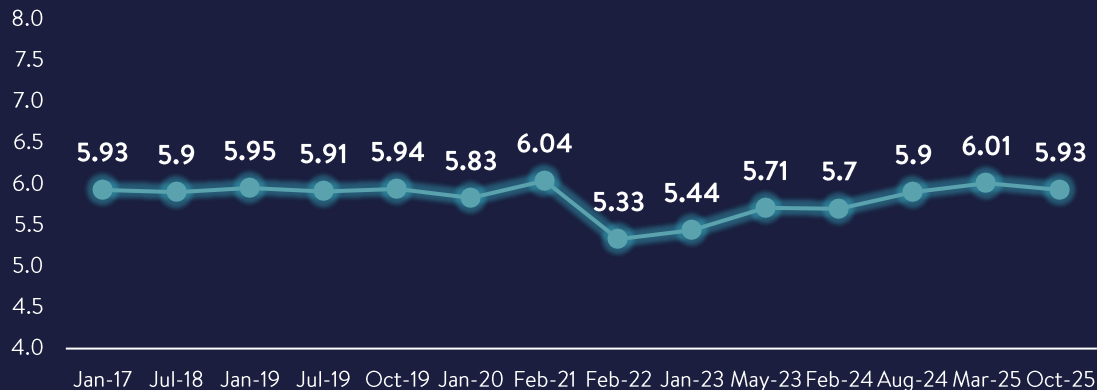


Respondents in the North of Scotland feel the safest in their local area (7.99) compared to those in the East (7.32) & West (7.26).

# Personal Finances

5.93

On a scale of 1-10



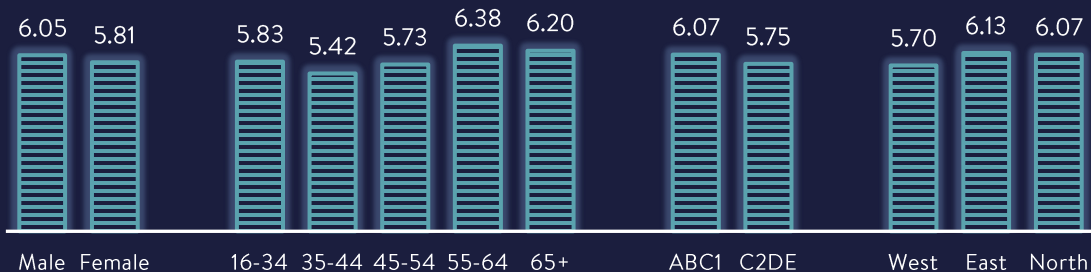
Change since last wave **-0.08**

Change since 2017 **+0.00**

After some steady increases after hitting an all time low in February 2022, confidence in personal finances has dropped slightly to 5.93.

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

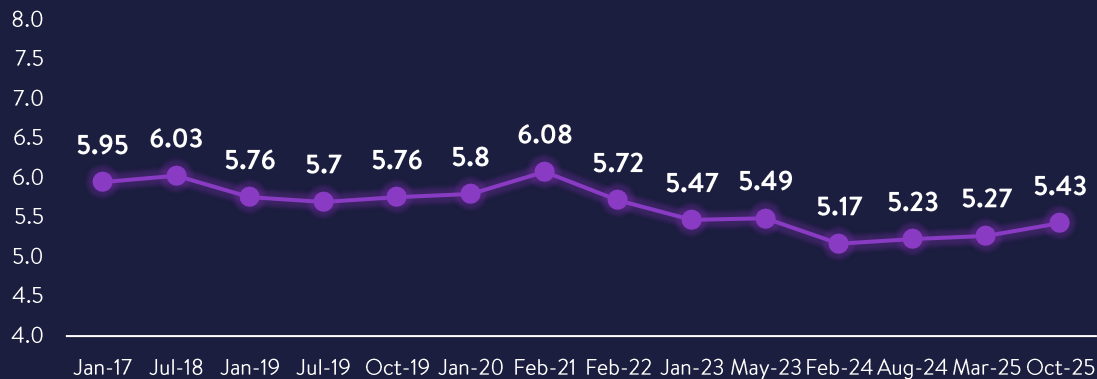
Those in the West, and C2DEs expressed the least confidence.



# Scotland's Future

5.43

On a scale of 1-10



Change since last wave **+0.16**

Change since 2017 **-0.52**

Sentiment on Scotland's future continues to improve as it has done since hitting its lowest level in February 2024.

16-34s have gone from the least to the most confident age group with regards to Scotland's future.

Females show higher confidence than males, and geographically, those in the North are highest.

