

UNDERSTANDING
SCOTLAND —

ECONOMIC ATTITUDES AMID THE COST OF LIVING CRISIS

NOVEMBER 2022

ABOUT UNDERSTANDING SCOTLAND

Understanding Scotland is a quarterly survey tool measuring the most important facets of our lives and decision-making in Scotland: our society, economy, and environment.

The survey was produced in partnership between the David Hume Institute and the Diffley Partnership and invitations were issued online using the ScotPulse panel. Fieldwork was conducted between the 3rd - 8th November 2022, and received 2,191 responses from the adult population, aged 16+, across Scotland. Results are weighted to the Scottish population (2020 estimates) by age and sex.



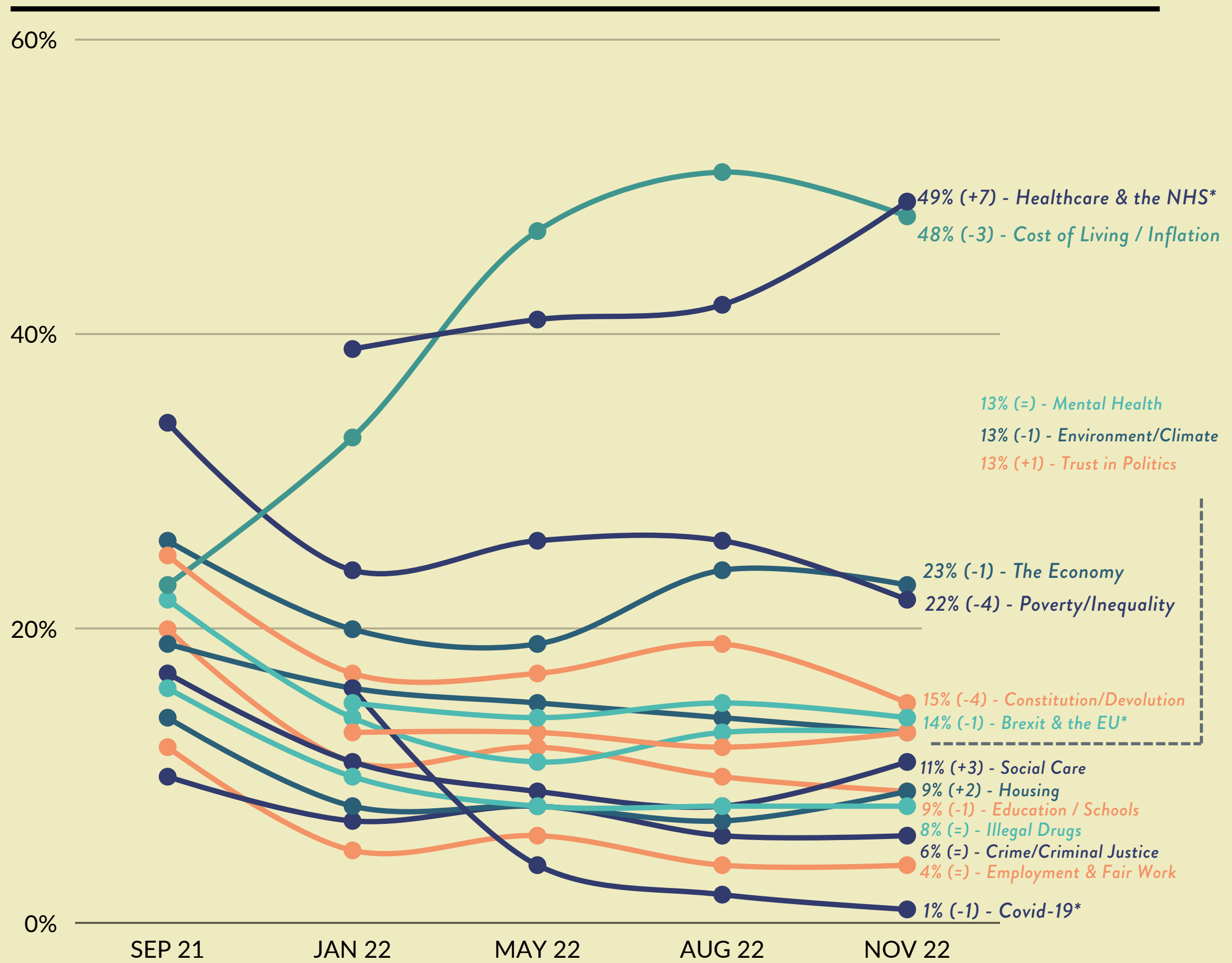
UNDERSTANDING SCOTLAND

A NEW SURVEY FOR SCOTLAND

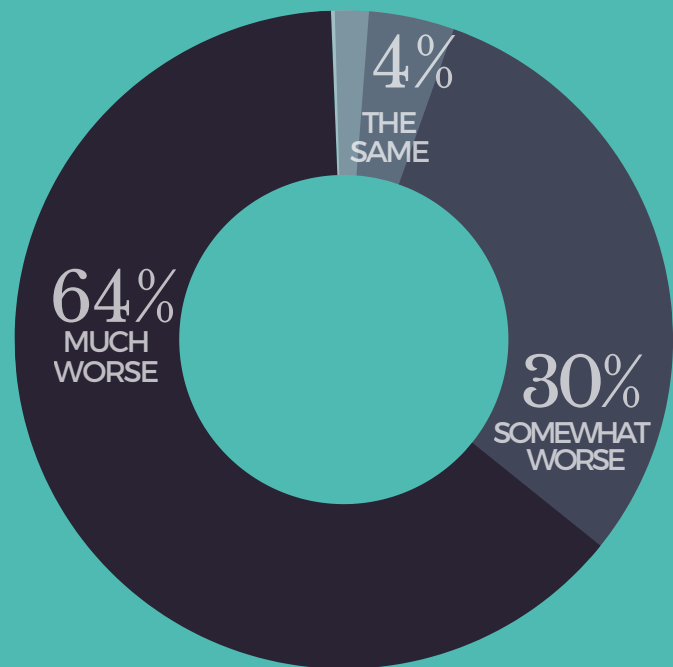
ECONOMY
November 2022

PRIORITIES & ISSUES OVER TIME

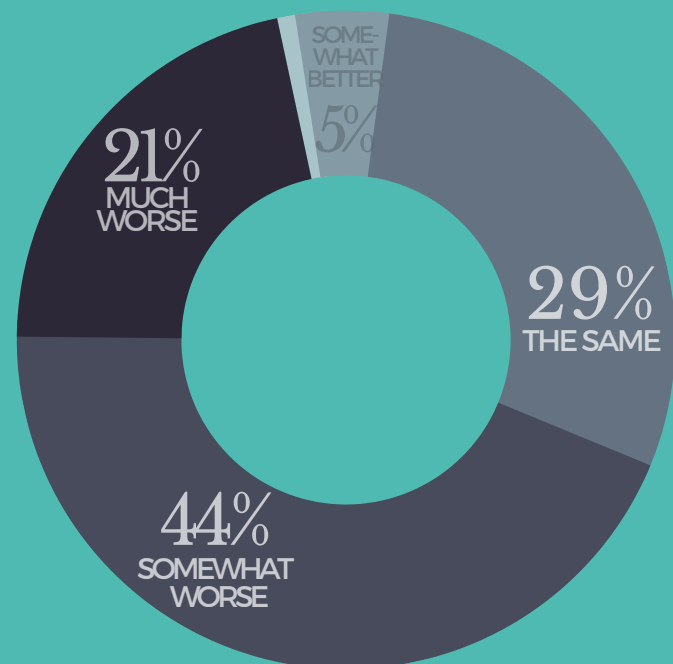
Proportion of respondents citing each matter as one of the top three issues facing Scotland



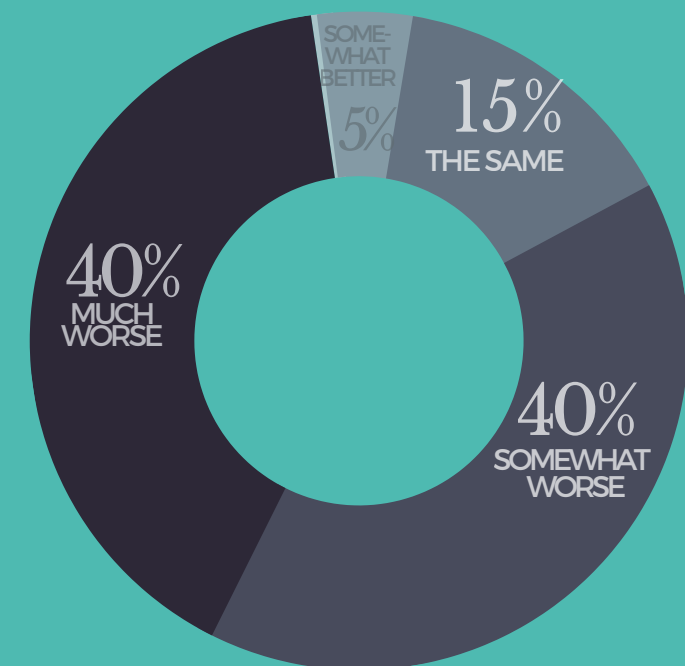
THE COST OF LIVING
CRISIS AND THE NHS
TOP PUBLIC PRIORITIES



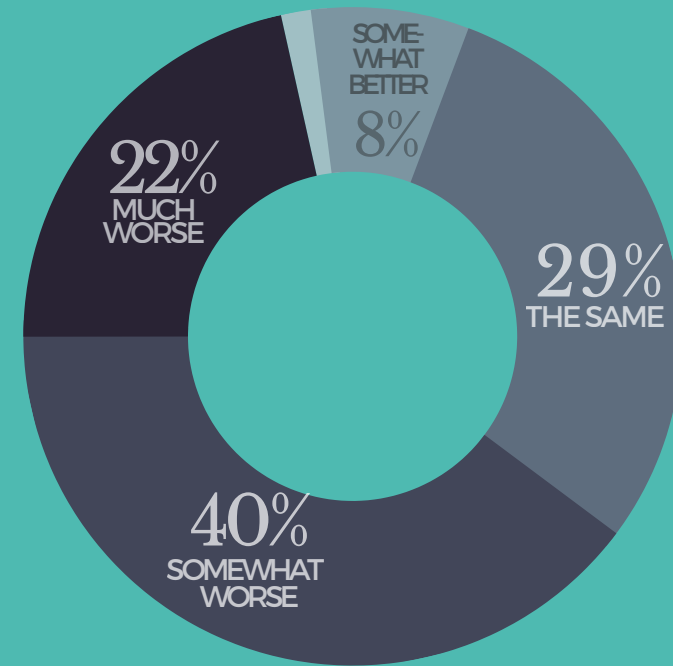
Compared to the past 12 months, do you believe that general economic conditions are better or worse now?



Compared to the past 12 months, do you believe that your own financial situation/circumstances are better or worse now?



Compared to now, do you believe that general economic conditions will be better or worse over the next 12 months?



Compared to now, do you believe that your own financial circumstances will be better or worse over the next 12 months?

'Don't know' answers excluded.

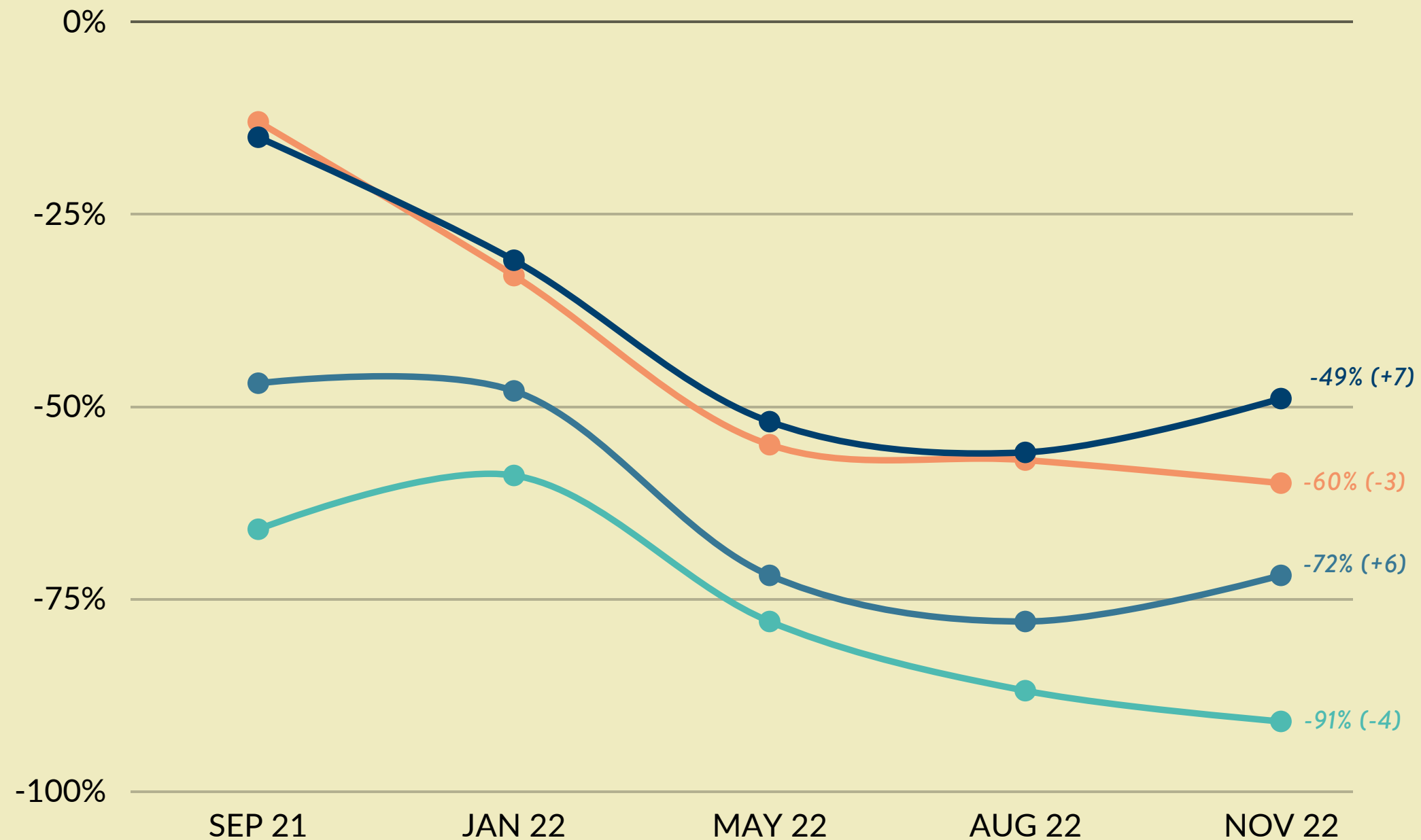
THERE IS A NEAR UNIVERSAL VIEW THAT ECONOMIC CONDITIONS ARE GETTING WORSE...



ECONOMIC & FINANCIAL OPTIMISM OVER TIME

'Net' proportion of people reporting/predicting an improvement in financial and economic conditions minus the proportion reporting/predicting a deterioration.

- Compared to the past 12 months, do you believe that general economic conditions are better or worse now?
- Compared to the past 12 months, do you believe that your own financial situation/circumstances are better or worse now?
- Compared to now, do you believe that general economic conditions will be better or worse over the next 12 months?
- Compared to now, do you believe that your own financial circumstances will be better or worse over the next 12 months?

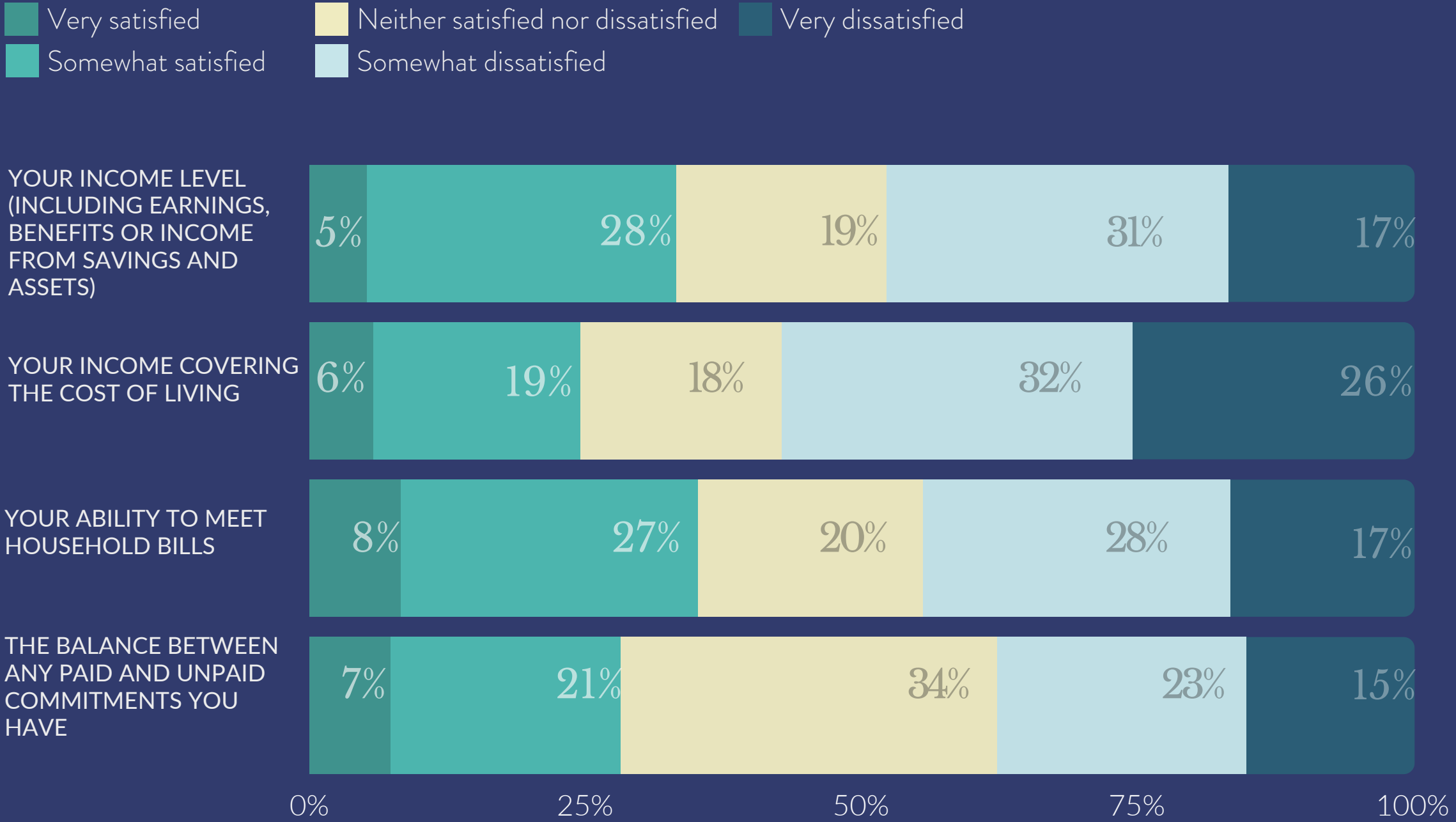


Changes in brackets since the previous quarter

THE PUBLIC MOOD ON THE ECONOMY HAS MOVED DRAMATICALLY IN THE LAST 12 MONTHS

WORK AND INCOME SATISFACTION

Proportions of respondents reporting satisfaction and dissatisfaction with their income levels and adequacy, and their work-life balance (excluding those answering 'Don't know' or 'Not applicable')

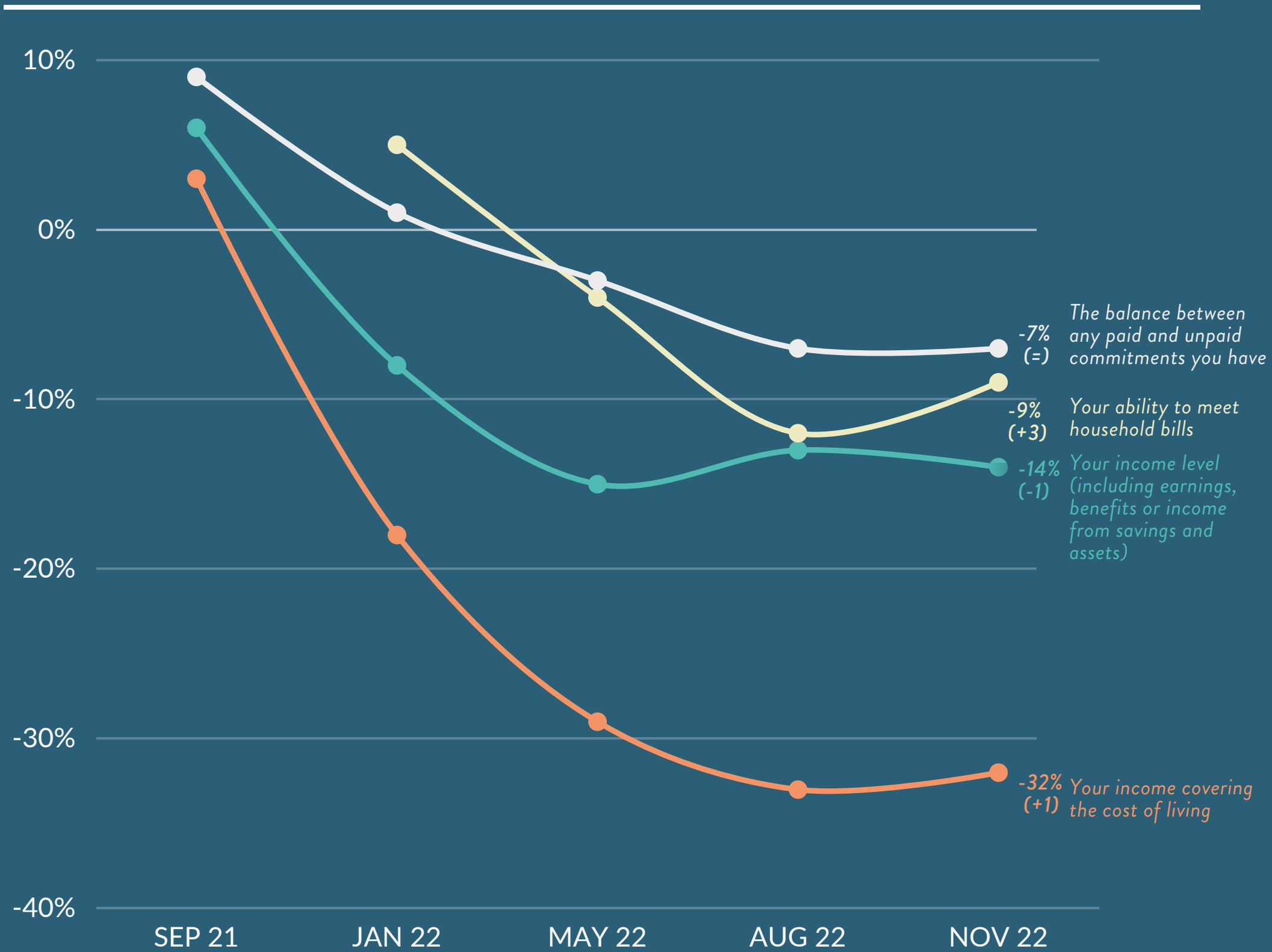


DISSATISFACTION WITH INCOME LEVELS REMAINS HIGH

How satisfied are you with the following?

INCOME ADEQUACY OVER TIME

Net satisfaction with income levels/adequacy and work-life balance. ('Net' proportion of people reporting satisfaction minus the proportion reporting dissatisfaction)

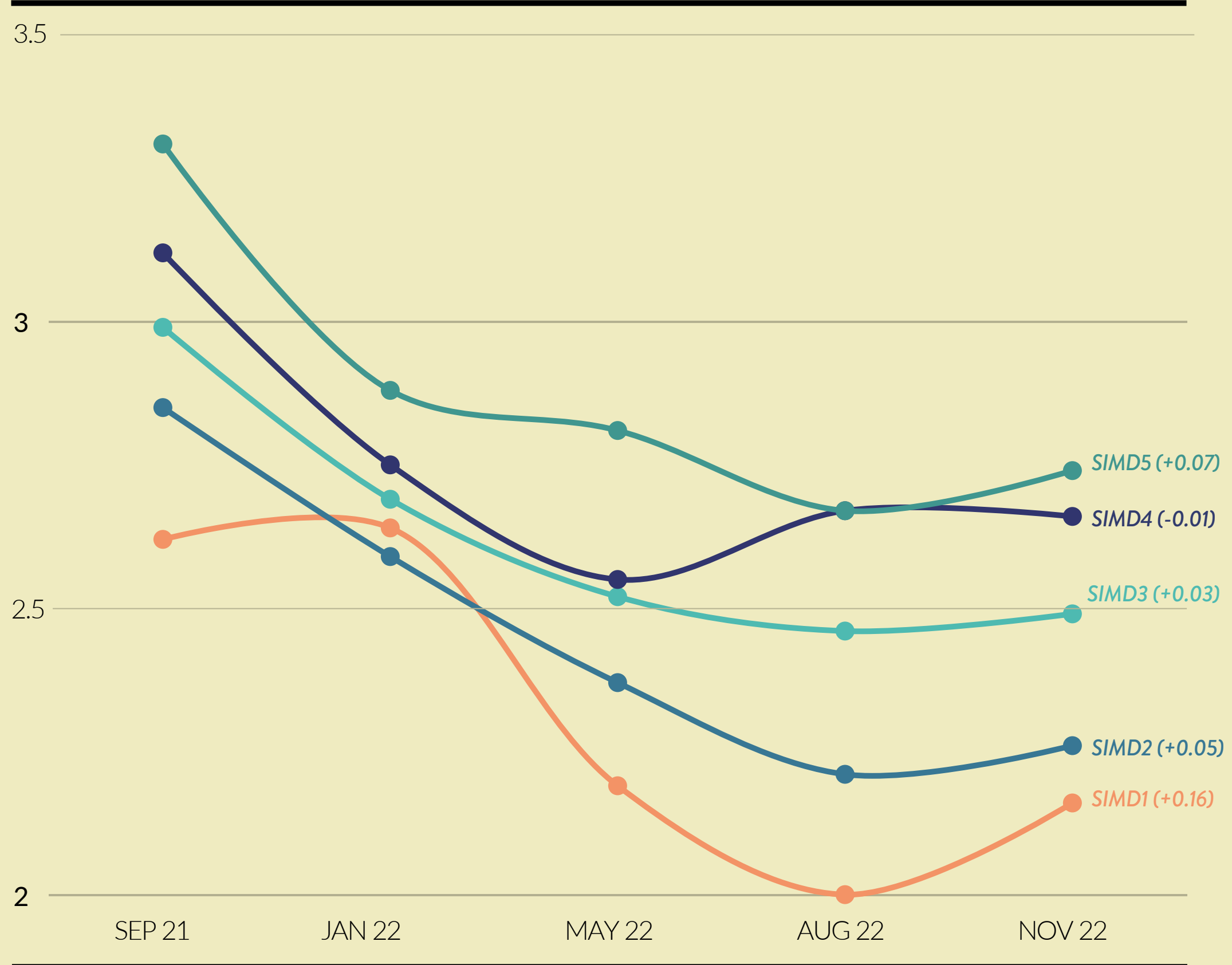


How satisfied are you with the following? Changes in brackets since the previous quarter

DISSATISFACTION WITH INCOME LEVELS REMAINS HIGH

INCOME ADEQUACY OVER TIME BY SIMD QUINTILE

Weighted average* of the extent to which income satisfactorily covers living costs, shown over time by SIMD quintile, where SIMD1 is the most deprived



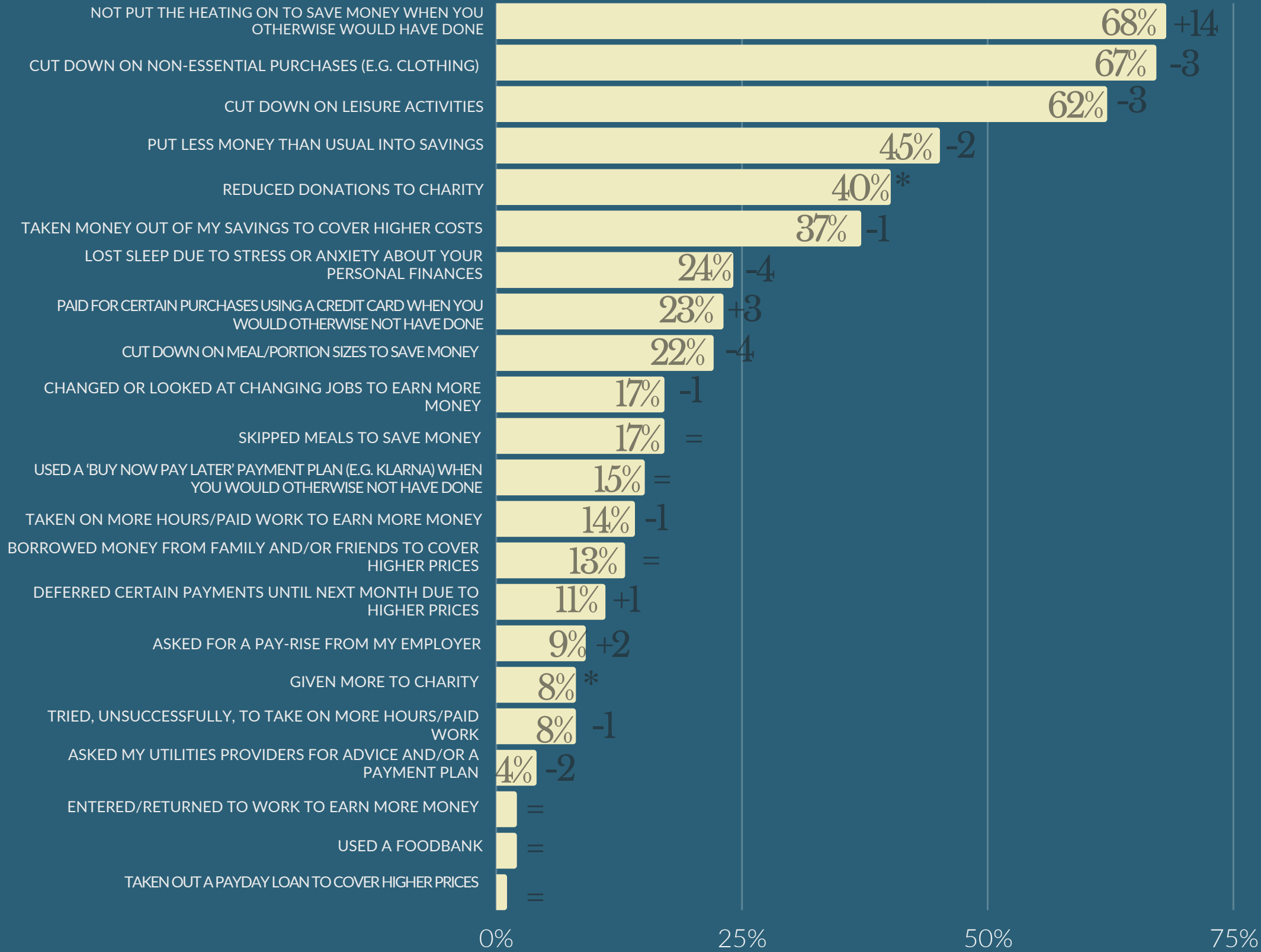
How satisfied are you with the following: Your income covering the cost of living
*Numerical average scaled from 1 ('Very dissatisfied') to 5 ('Very satisfied'). Changes in brackets since August 2022.



BUT IT IS NOT FELT EVENLY
ACROSS THE POPULATION

RESPONSES TO THE COST OF LIVING CRISIS

Proportions of respondents saying that they have done each of the following in response to rising prices and inflation

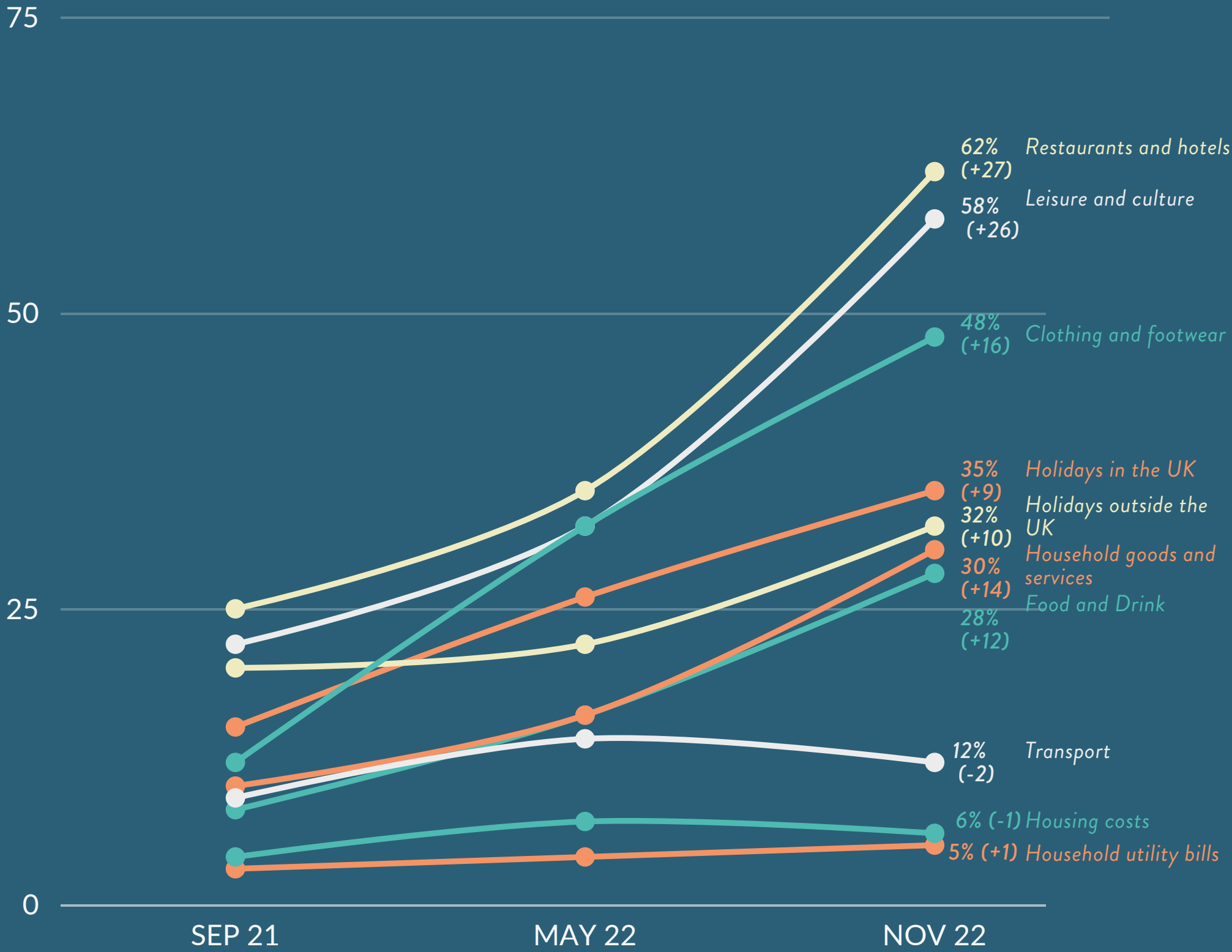


MANY PEOPLE ARE
TIGHTENING THEIR BELTS
AND EVEN FOREGOING
NECESSITIES

Which of the following have you done in response to rising prices and inflation?
Changes from most recent data point displayed outside bar (*Has not previously been asked)

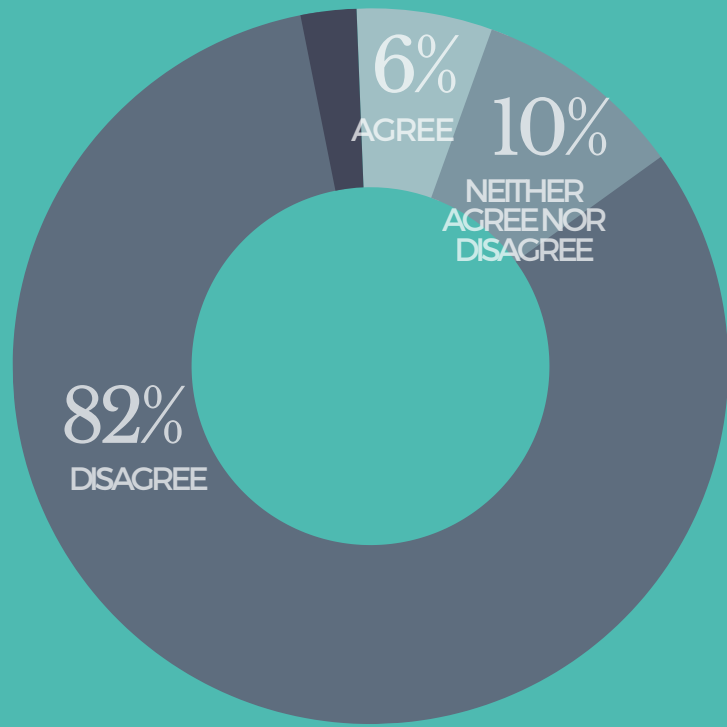
BUYING INTENTIONS OVER TIME

Proportion of respondents who expect to spend less money over the next 12 months compared to the last 12 months on certain goods and services.

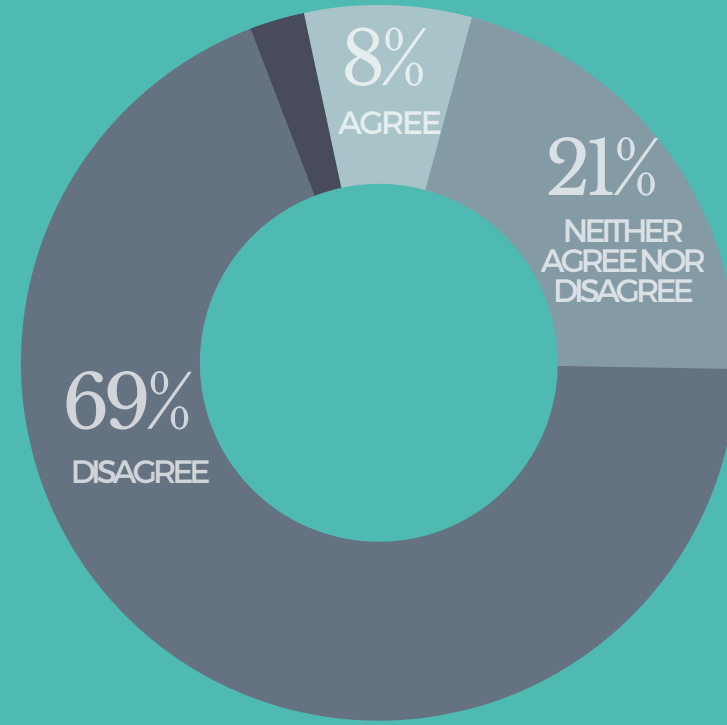


WE CAN EXPECT TO SEE SPENDING ON ANY LUXURIES FURTHER REDUCED IN THE COMING YEAR

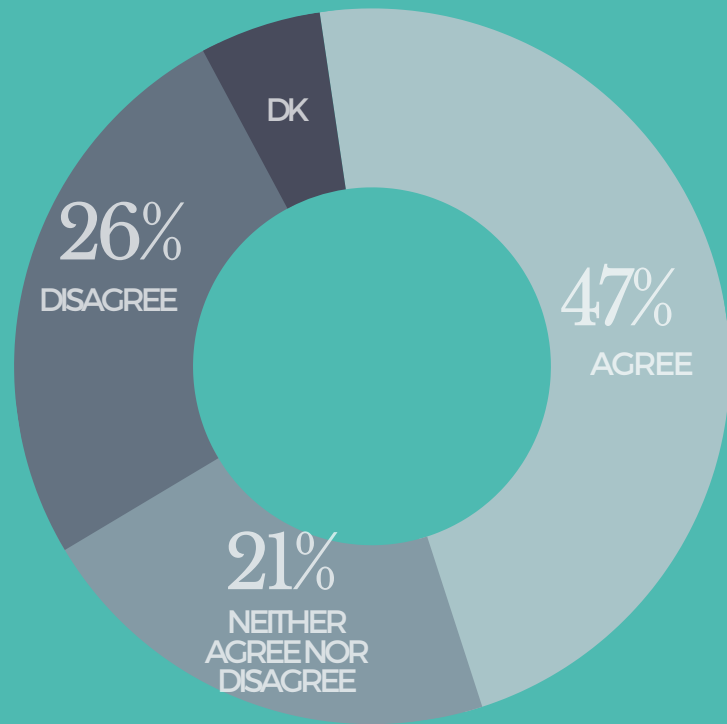
Do you expect to spend more money or less money over the next 12 months compared to the last 12 months on:
*Brackets show change from last data point



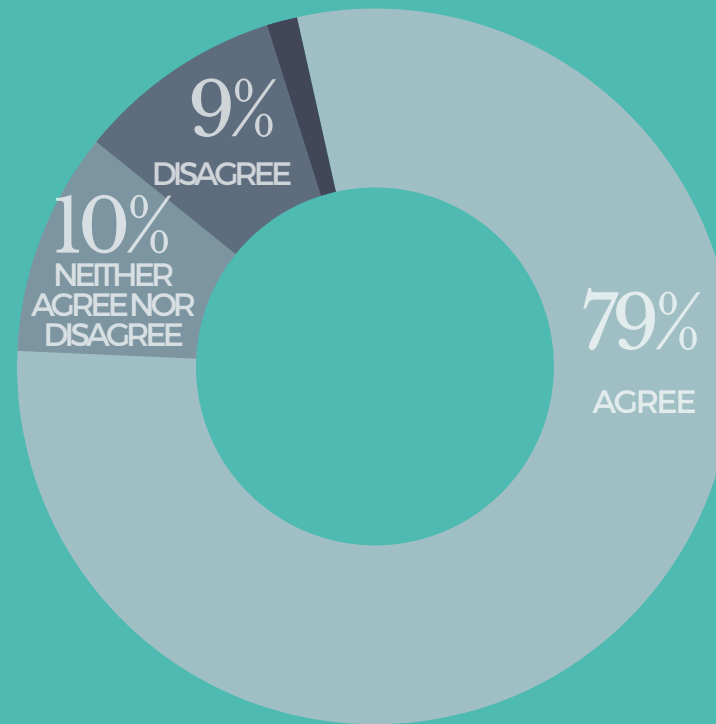
The economy, as it is currently organised, works in the interests of most people



The economy, as it is currently organised, works in my own interests



The economy, as it is currently organised, works primarily in the interests of business



The economy, as it is currently organised, works primarily in the interests of wealthy people

THE VAST MAJORITY OF US DO NOT THINK THAT THE ECONOMY WORKS IN THE INTERESTS OF MOST PEOPLE...