

YouGov Survey Results

Fieldwork - 30th Jan - 2nd Feb

Sample Size - 1021 Scottish Adults

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, by household we mean people you live and share communal finances with (e.g paying bills etc.)**

Thinking about how you generally feel about your household finances now, compared to this time a year ago (i.e February 2014)...

Do you feel more positive, negative, or about the same?

Unweighted base	1021	512	509	84	127	159	219	432	545	476
Base: All Scottish Adults	1021	485	536	125	148	166	211	372	459	562
Much more positive	6%	7%	5%	9%	8%	3%	7%	4%	6%	6%
A little more positive	16%	17%	16%	21%	28%	16%	12%	14%	18%	16%
About the same	43%	47%	39%	47%	29%	43%	39%	48%	43%	42%
A little more negative	22%	18%	26%	11%	23%	24%	27%	22%	22%	22%
Much more negative	11%	9%	13%	7%	9%	10%	14%	11%	12%	10%
Don't know/ can't recall	2%	3%	2%	6%	3%	4%	1%	0%	0%	3%

Do you think your general quality of life has improved or worsened compared to this time last year (i.e. February 2014), or is it about the same?

Unweighted base	1021	512	509	84	127	159	219	432	545	476
Base: All Scottish Adults	1021	485	536	125	148	166	211	372	459	562
Quality of life has improved significantly	4%	6%	1%	6%	6%	4%	4%	2%	3%	4%
Quality of life has improved slightly	15%	16%	14%	31%	20%	15%	10%	12%	16%	15%
Quality of life is about the same	50%	52%	48%	43%	45%	50%	49%	55%	51%	48%
Quality of life has worsened slightly	22%	17%	27%	10%	23%	20%	26%	24%	22%	22%
Quality of life has worsened significantly	7%	6%	7%	3%	3%	7%	11%	7%	6%	7%
Don't know/ can't recall	2%	2%	2%	7%	3%	3%	1%	1%	2%	3%

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Scottish Region								Marital Status				
North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

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Thinking about how you generally feel about your household finances now, compared to this time a year ago (i.e February 2014)...

Do you feel more positive, negative, or about the same?

Unweighted base	140	86	131	91	166	123	177	107	526	114	98	23	260
Base: All Scottish Adults	140	92	143	105	163	117	144	117	497	124	88	21	291
Much more positive	8%	5%	8%	3%	4%	3%	10%	4%	6%	8%	2%	-	7%
A littler more positive	15%	17%	15%	17%	11%	19%	17%	23%	14%	22%	14%	7%	19%
About the same	50%	44%	39%	39%	40%	45%	43%	41%	47%	39%	37%	47%	37%
A little more negative	20%	22%	23%	32%	24%	21%	17%	22%	22%	22%	28%	26%	20%
Much more negative	6%	11%	11%	9%	20%	10%	8%	10%	9%	9%	18%	19%	12%
Don't know/ can't recall	1%	2%	3%	-	2%	3%	5%	-	1%	-	1%	-	5%

Do you think your general quality of life has improved or worsened compared to this time last year (i.e. February 2014), or is it about the same?

Unweighted base	140	86	131	91	166	123	177	107	526	114	98	23	260
Base: All Scottish Adults	140	92	143	105	163	117	144	117	497	124	88	21	291
Quality of life has improved significantly	3%	2%	4%	-	6%	3%	8%	2%	4%	6%	1%	2%	3%
Quality of life has improved slightly	20%	16%	10%	13%	13%	11%	13%	26%	12%	14%	13%	5%	23%
Quality of life is about the same	52%	56%	52%	52%	41%	58%	51%	40%	57%	46%	47%	36%	41%
Quality of life has worsened slightly	21%	20%	22%	27%	28%	15%	20%	23%	20%	26%	26%	44%	22%
Quality of life has worsened significantly	2%	5%	8%	7%	9%	10%	4%	8%	6%	6%	11%	12%	7%
Don't know/ can't recall	2%	1%	4%	-	3%	3%	4%	2%	2%	2%	2%	-	4%

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Working status						Children in Household				
Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other	0	1	2	3+	Refused

For the following question, by household we mean people you live and share communal finances with (e.g paying bills etc.)**

Thinking about how you generally feel about your household finances now, compared to this time a year ago (i.e February 2014)...

Do you feel more positive, negative, or about the same?

Unweighted base	468	113	53	268	27	92	759	129	97	28	8
Base: All Scottish Adults	472	108	70	240	26	104	730	148	108	30	5
Much more positive	8%	0%	12%	4%	-	4%	6%	3%	9%	7%	-
A littler more positive	20%	11%	18%	14%	22%	8%	16%	24%	12%	16%	13%
About the same	41%	45%	44%	48%	25%	37%	44%	42%	36%	31%	28%
A little more negative	21%	25%	16%	21%	36%	30%	22%	18%	28%	33%	40%
Much more negative	9%	18%	4%	11%	9%	19%	11%	9%	13%	13%	20%
Don't know/ can't recall	2%	1%	7%	2%	8%	1%	2%	3%	4%	-	-

Do you think your general quality of life has improved or worsened compared to this time last year (i.e. February 2014), or is it about the same?

Unweighted base	468	113	53	268	27	92	759	129	97	28	8
Base: All Scottish Adults	472	108	70	240	26	104	730	148	108	30	5
Quality of life has improved significantly	5%	2%	9%	1%	4%	-	3%	7%	3%	7%	-
Quality of life has improved slightly	19%	9%	25%	11%	16%	10%	15%	14%	19%	6%	13%
Quality of life is about the same	49%	53%	39%	56%	45%	45%	49%	59%	48%	41%	35%
Quality of life has worsened slightly	19%	28%	22%	23%	27%	27%	24%	13%	20%	28%	53%
Quality of life has worsened significantly	6%	8%	2%	7%	4%	15%	7%	5%	8%	18%	-
Don't know/ can't recall	2%	-	4%	2%	4%	3%	2%	2%	3%	-	-

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Social Media (monthly or more)					
Facebook	LinkedIn	Google+	Twitter	Myspace	None of these

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Thinking about how you generally feel about your household finances now, compared to this time a year ago (i.e February 2014)...

Do you feel more positive, negative, or about the same?

	Unweighted base	752	194	124	324	7	210
Base: All Scottish Adults		776	182	130	336	8	194
Much more positive		6%	9%	8%	4%	-	5%
A littler more positive		17%	24%	16%	19%	40%	16%
About the same		42%	39%	38%	43%	34%	43%
A little more negative		23%	14%	23%	21%	19%	19%
Much more negative		10%	12%	14%	9%	7%	14%
Don't know/ can't recall		2%	2%	1%	3%	-	3%

Do you think your general quality of life has improved or worsened compared to this time last year (i.e. February 2014), or is it about the same?

	Unweighted base	752	194	124	324	7	210
Base: All Scottish Adults		776	182	130	336	8	194
Quality of life has improved significantly		4%	5%	7%	5%	-	3%
Quality of life has improved slightly		16%	21%	9%	18%	16%	14%
Quality of life is about the same		50%	46%	47%	50%	77%	47%
Quality of life has worsened slightly		22%	18%	27%	19%	-	20%
Quality of life has worsened significantly		6%	8%	9%	7%	7%	9%
Don't know/ can't recall		1%	2%	1%	2%	-	6%