

YouGov Survey Results

Sample Size: 999 Scottish Adults
Fieldwork: 10th - 11th October 2016

	Gender		Age				Social Grade		Scottish Region								Urban / Rural Area				
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	Urban	Town and Fringe	Rural	
Weighted Sample	999	475	524	122	408	266	203	566	401	137	90	140	103	160	114	141	115	727	111	161	
Unweighted Sample	999	541	458	50	430	297	222	598	368	107	98	147	113	155	111	155	113	708	111	180	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the best thing about living in Scotland?
(Please type your answer in the box below, giving as much detail as possible)

Natural beauty/countryside/great outdoors/fresh air/wildlife	41	32	49	22	41	49	41	39	31	55	43	40	45	51	34	32	39	41	51
Scottish people/society/attitudes	37	33	40	28	39	35	42	38	35	33	41	32	42	38	37	36	37	39	37
Pace/quality of life	11	12	11	9	11	10	16	13	19	23	7	10	6	10	11	9	10	10	17
Scottish culture, tradition, identity and history	9	9	9	22	7	8	8	10	11	11	12	2	3	17	11	7	9	8	11
Food and drink	5	6	5	10	4	2	9	5	9	2	6	6	5	9	2	2	6	4	3
Public services, free tuition/prescriptions/bus passes	4	3	5	7	5	3	4	4	7	4	2	1	9	4	3	3	3	5	8
Better than England/rest of UK, anti-English sentiment	4	4	4	1	4	3	4	4	5	3	2	2	5	0	7	4	3	4	5
Towns and cities	4	4	4	4	7	2	1	4	3	6	1	1	4	3	11	3	5	2	3
Weather	4	3	4	1	3	4	5	4	3	2	2	6	4	4	4	3	4	2	2
Part of UK/Britain	3	4	1	11	1	3	3	2	4	3	3	4	2	0	1	7	3	1	3
SNP / Scottish government / independence movement / Anti-Tory	3	4	3	1	4	4	2	4	10	1	1	5	2	3	3	2	4	3	2
Small population/not crowded	2	2	2	0	1	2	3	2	0	4	3	0	1	1	4	2	1	3	3
Friends and family	2	2	2	0	3	1	2	3	1	1	0	4	1	5	2	2	2	3	0
Everything	2	1	3	5	2	2	2	0	0	3	0	10	2	2	2	1	3	0	1
Nothing	2	3	1	0	3	1	3	2	0	2	3	1	4	1	0	5	2	3	2
Other	7	7	6	1	6	6	12	8	5	11	13	5	4	6	4	3	6	10	7
Not applicable	4	5	3	13	2	4	1	4	0	1	9	3	4	3	5	4	4	5	2
Don't know	3	4	2	6	2	4	2	2	3	3	4	3	3	2	4	3	4	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

What is the worst thing about living in Scotland?
(Please type your answer in the box below, giving as much detail as possible)

Weather	39	35	44	24	41	44	39	37	42	39	22	33	42	54	43	38	35	40	41	34
SNP/independence/nationalism/Scottish government	14	18	11	23	10	11	22	18	9	10	29	14	16	11	15	13	13	14	12	18
Westminster / the English / UK / Conservatives	10	12	7	9	12	9	6	9	10	16	9	8	12	6	8	8	11	9	8	11
Economic problems	6	5	7	6	7	8	4	6	6	8	9	11	5	4	4	4	7	6	4	8
Infrastructure	5	3	6	1	4	6	6	4	5	3	21	5	2	2	5	2	3	4	3	9
Bigotry, sectarianism, racism, xenophobia	5	6	3	3	5	6	3	5	3	4	8	2	3	6	7	3	3	3	10	7
Substance abuse	4	4	3	0	5	3	3	3	4	4	5	3	4	4	0	2	6	4	3	1
Attitudes of Scots	3	3	2	3	3	2	2	4	1	1	7	1	3	1	2	7	1	3	2	3
Political atmosphere	3	4	2	1	4	2	4	4	2	2	9	2	0	4	0	5	3	2	5	4
People	2	2	1	6	2	1	0	3	0	4	1	0	2	1	1	3	2	2	1	0
Crime and anti-social behaviour	2	1	3	1	2	3	3	2	2	0	4	4	3	2	0	2	1	2	2	1
Midges	2	1	3	0	2	2	3	1	2	0	6	2	2	3	1	1	0	1	2	4
Nothing	6	5	8	0	5	9	9	4	10	7	6	9	8	7	4	3	7	7	6	5
Other	9	7	10	10	7	8	13	9	8	5	17	10	8	5	12	11	6	8	15	8
Not applicable	3	2	4	10	3	2	1	3	3	2	0	3	0	4	6	4	5	3	3	3
Don't know	3	2	4	12	3	1	2	4	3	1	2	10	2	3	3	3	2	3	3	3