



Government Priorities Research - September 2023

Methodology: Whitestone Insight interviewed 1731 Scottish adults online from 4th to 14th August 2023. Data were weighted to be representative of all adults.

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What do you personally think the priorities from the following list should be for the Scottish Government over the next 12 months? Please select up to four of the following:

Total sample size: 1,731

Sample size: 1,005

GB Sample Spec	Percentage	Quota	Completes	% Complete	Reducing NHS waiting lists	Social housing	Social care	Energy security	Public finances	Transport links	Independence	Support for local business	Immigration	Drug and alcohol dependence	Childcare	Net Zero	Support for victims of crime	Pupil attainment	Rural development	Conversion therapy ban																
TOTALS					686 - 68%	346 - 34%	312 - 31%	306 - 30%	292 - 29%	186 - 18%	183 - 18%	182 - 18%	129 - 13%	128 - 13%	116 - 11%	107 - 11%	102 - 10%	76 - 8%	60 - 6%	54 - 5%																
Gender		Quotas	Raw counts		Results																															
Male	49.0%	492	492	100%	322	65%	183	33%	142	29%	157	32%	151	31%	112	23%	109	22%	78	16%	64	13%	70	14%	43	9%	48	10%	45	9%	36	7%	38	8%	25	5%
Female	51.0%	513	513	100%	363	71%	183	36%	170	33%	148	29%	141	27%	73	14%	74	14%	104	20%	65	13%	58	11%	72	14%	59	12%	57	11%	42	8%	22	4%	29	6%
AgeRange		Quotas	Raw counts		Results																															
18-24	10.0%	100	100	100%	61	61%	28	28%	16	16%	23	23%	24	24%	17	17%	24	24%	18	18%	9	9%	18	18%	12	12%	14	14%	11	11%	13	13%	6	6%	16	16%
25-34	16.9%	170	169	99%	92	54%	39	23%	47	28%	39	23%	48	28%	24	14%	42	25%	25	15%	12	7%	20	12%	35	21%	32	19%	16	9%	9	5%	10	6%	14	8%
35-44	16.5%	166	167	101%	95	61%	52	33%	41	26%	43	27%	39	25%	27	17%	26	17%	27	17%	19	12%	20	13%	28	18%	23	15%	15	10%	13	8%	5	3%	9	6%
45-54	16.3%	164	165	101%	119	72%	59	36%	51	31%	53	32%	47	28%	37	22%	25	16%	28	17%	22	13%	23	14%	13	8%	11	7%	12	7%	17	10%	7	4%	4	2%
55-64	17.1%	172	172	100%	127	74%	74	43%	68	40%	60	35%	62	36%	34	20%	28	16%	36	21%	28	16%	18	10%	5	3%	13	8%	17	10%	9	5%	11	6%	6	3%
65+	24.1%	242	242	100%	191	79%	94	39%	89	37%	87	36%	82	34%	46	19%	38	16%	48	20%	39	16%	29	12%	22	9%	14	6%	31	13%	17	7%	21	9%	5	2%
SocialGrade		Quotas	Raw counts		Results																															
AB	18.8%	189	190	101%	121	64%	56	29%	51	27%	51	27%	64	34%	33	17%	28	15%	44	23%	21	11%	25	13%	21	11%	31	16%	17	9%	22	12%	14	7%	14	7%
C1	31.7%	319	318	100%	219	69%	111	35%	115	36%	108	34%	105	33%	54	17%	64	20%	50	16%	29	9%	41	13%	38	12%	44	14%	31	10%	29	9%	19	6%	15	5%
C2	21.9%	219	219	100%	159	73%	75	34%	61	28%	66	30%	50	23%	50	23%	36	16%	39	18%	42	19%	29	13%	26	12%	12	5%	27	12%	11	5%	12	5%	9	4%
DE	27.7%	278	278	100%	186	67%	104	37%	85	31%	80	29%	73	26%	48	17%	55	20%	49	18%	37	13%	33	12%	30	11%	20	7%	27	10%	16	6%	15	5%	16	6%
Region		Quotas	Raw counts		Results																															
Central Scotland	11.8%	119	119	100%	85	71%	47	39%	32	27%	33	28%	37	31%	21	18%	17	14%	20	17%	10	8%	17	14%	10	8%	10	8%	12	10%	13	11%	3	3%	5	4%
Glasgow	13.6%	136	135	99%	87	64%	45	33%	41	30%	37	27%	47	35%	26	19%	36	27%	16	12%	16	12%	17	13%	16	12%	22	16%	11	8%	14	10%	3	2%	10	7%
Highlands and Islands	9.0%	90	90	100%	56	62%	28	31%	29	32%	29	32%	25	28%	24	27%	14	16%	11	12%	10	11%	6	7%	7	8%	6	7%	7	8%	3	3%	17	19%	4	4%
Lothian	16.7%	168	168	101%	115	68%	66	39%	68	40%	52	31%	45	27%	22	13%	36	21%	25	15%	19	11%	20	12%	26	15%	29	17%	16	9%	16	9%	5	3%	9	5%
Mid Scotland and Fife	12.3%	124	124	100%	95	77%	44	35%	41	33%	43	35%	36	29%	20	16%	14	11%	24	19%	15	12%	17	14%	15	12%	10	8%	10	8%	9	7%	10	8%	11	9%
North East Scotland	11.1%	111	112	101%	73	65%	30	27%	26	23%	35	31%	26	23%	21	19%	21	19%	20	18%	21	19%	18	16%	11	10%	9	8%	18	16%	9	8%	9	8%	7	6%
South Scotland	12.9%	130	130	100%	88	68%	40	31%	37	28%	41	32%	33	25%	24	18%	26	20%	32	25%	15	12%	15	12%	17	13%	10	8%	15	12%	6	5%	12	9%	5	4%
West Scotland	12.5%	126	126	100%	86	68%	46	37%	38	30%	35	28%	43	34%	27	21%	19	15%	34	27%	23	18%	18	14%	13	10%	11	9%	13	10%	8	6%	1	1%	3	2%
VoteBrexit		Quotas	Raw counts		Results																															
Leave	23.0%	231	232	100%	180	78%	85	37%	71	31%	79	34%	77	33%	53	23%	31	13%	36	16%	54	23%	35	15%	20	9%	10	4%	27	12%	14	6%	14	6%	11	5%
Remain	37.5%	377	378	100%	258	68%	132	35%	134	35%	126	33%	112	30%	67	18%	93	25%	71	19%	24	6%	41	11%	46	12%	61	16%	26	7%	29	8%	24	6%	20	5%
None	39.5%	397	395	100%	247	63%	129	33%	107	27%	100	25%	103	26%	65	16%	59	15%	75	19%	51	13%	52	13%	49	12%	36	9%	49	12%	35	9%	22	6%	23	6%
Vote2019		Quotas	Raw counts		Results																															
Conservative-party	16.2%	163	163	100%	127	78%	45	28%	48	29%	50	31%	57	35%	51	31%	5	3%	42	26%	33	20%	24	15%	11	7%	10	6%	19	12%	19	12%	12	7%	5	3%
Labour-party	12.0%	121	121	100%	94	78%	54	45%	42	35%	41	34%	41	34%	19	16%	8	7%	27	22%	9	7%	21	17%	23	19%	18	15%	10	8%	15	12%	4	3%	7	6%
Liberal-democrats	6.2%	62	61	98%	45	74%	20	33%	30	48%	25	41%	19	31%	15	25%	5	8%	14	23%	3	5%	5	8%	6	10%	9	15%	6	10%	6	10%	7	11%	6	10%
Scottish-national-party	29.0%	291	292	100%	183	63%	112	38%	87	30%	84	29%	72	25%	38	13%	123	42%	32	11%	23	8%	38	13%	30	10%	44	15%	22	8%	8	3%	14	5%	15	5%
Other-or-no-vote	36.7%	368	368	100%	238	64%	115	31%	105	29%	105	29%	103	28%	62	17%	42	11%	67	18%	61	17%	40	11%	45	12%	26	7%	45	12%	30	8%	23	6%	21	6%