

Scotland and New England



Agenda

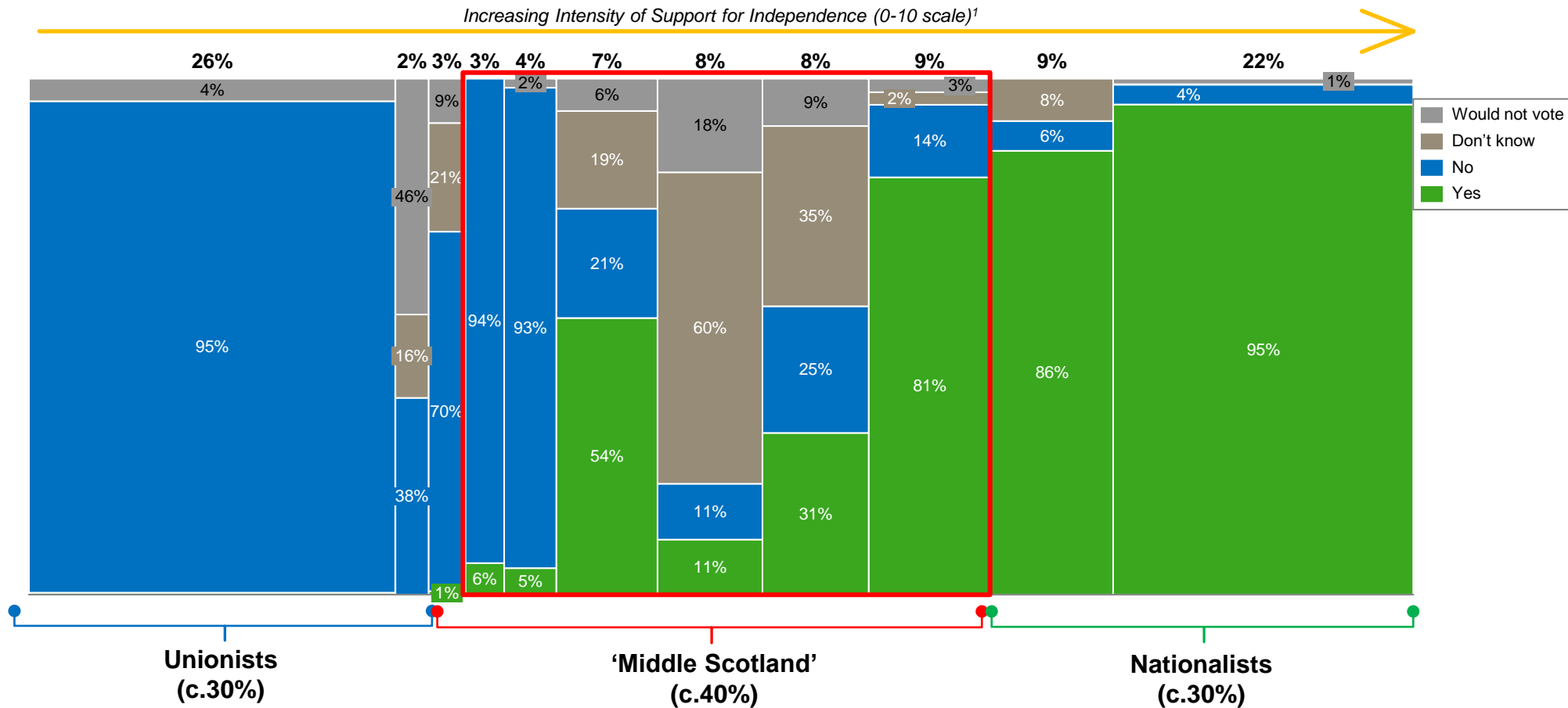
Scottish Values

New England and Scotland

New Britain?

When placed on a scale, a large 'Middle Scotland' that sits between the two equally sized Unionist and Nationalist camps comes into focus

How would you vote if there was a referendum tomorrow with the question 'Should Scotland be an independent country?'^{1,2}
 % of All Scots



1. 1,000 Scots were polled between the 7th and 8th of May 2021. Responses were weighted to census figures on age, gender, education level, and recorded 2021 vote in the Scottish Parliamentary elections

2. Polling Question: 'How would you vote if there was a referendum tomorrow with the question 'Should Scotland be an independent country?' Cross cut with 'On a scale of 0-10 where 0 is 'strongly against' and 10 is 'strongly in favour', what is your view on whether Scotland should be an independent country?'. Unionists = responses 0-1, Middle Scotland = responses 2-8, Nationalists = 9-10

Source: OSF Exit Poll May 2021, OSF Analysis

'Middle Scotland' is young, female, and progressive/Remain; she identifies both as patriotically Scottish and meaningfully British

Segments Overview^{1,2}

		Unionists	Middle Scotland	Nationalists
Demography	Average HH Income	£38k	£36k	£48k
	% Graduates	20%	27%	30%
	% Under 35	14%	51%	25%
	% Female	56%	56%	39%
Identity (/10)	Scottish ³	6.4	7.6	9.0
	British ³	8.1	5.6	3.8
	European ³	3.1	3.9	5.8
Voting History	2014 % Yes ⁴	4%	46%	86%
	2016 Remain ⁵	48%	68%	75%
	2021 Turnout ⁶	84%	52%	86%

1. 1,000 Scots were polled between the 7th and 8th of May 2021. Responses were weighted to census figures on age, gender, education level, and recorded 2021 vote in the Scottish Parliamentary elections

2. Segments based on following 'On a scale of 0-10 where 0 is 'strongly against' and 10 is 'strongly in favour', what is your view on whether Scotland should be an independent country?'. Unionists = responses 0-1, Middle Scotland = responses 2-8, Nationalists = 9-10

3. Cross Cut Polling Question: On a scale of 0-10, how strongly do you identify with the following personal identities? A) Scottish, B) British, C) European; average taken for each segment

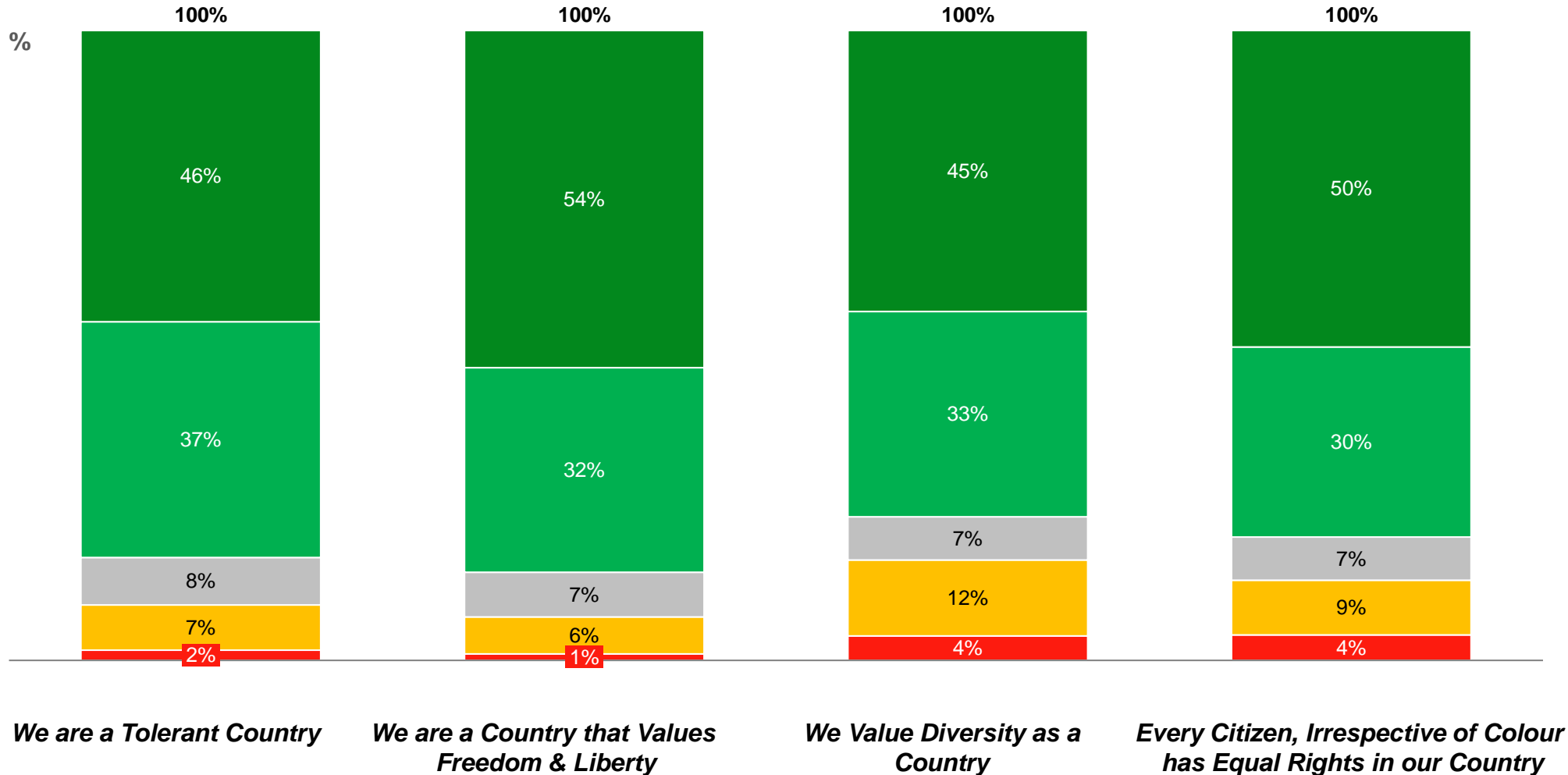
4. Cross Cut Polling Question: Thinking back to the 2014 Scottish Independence Referendum, how did you vote? Asked to all in segment that voted in the 2014 referendum; % that voted Yes to become independent

5. Cross Cut Polling Question: Thinking back to the 2016 EU referendum, how did you vote? Asked to all in segment that voted in the 2016 EU referendum; % that voted to remain in EU

6. Cross Cut Polling Question: Did you vote in the Scottish Election held on Thursday May 6th across Scotland? % of segment that voted

Scots of all persuasions strongly believe in diversity, tolerance and equality

Below are a number of statements. For each, please say how important or unimportant those statements are to you feeling proud to be Scottish



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In his 'letter to England', Gareth Southgate set out a similar take on the state of the English nation...

The 'Southgate Values' of Englishness



"In England we've spent a bit of time being a bit lost as to what our modern identity is and hopefully people can connect with us. We have the chance to affect something bigger than ourselves."

"I understand that on this island, we have a desire to protect our values and traditions — as we should — but that shouldn't come at the expense of introspection and progress."

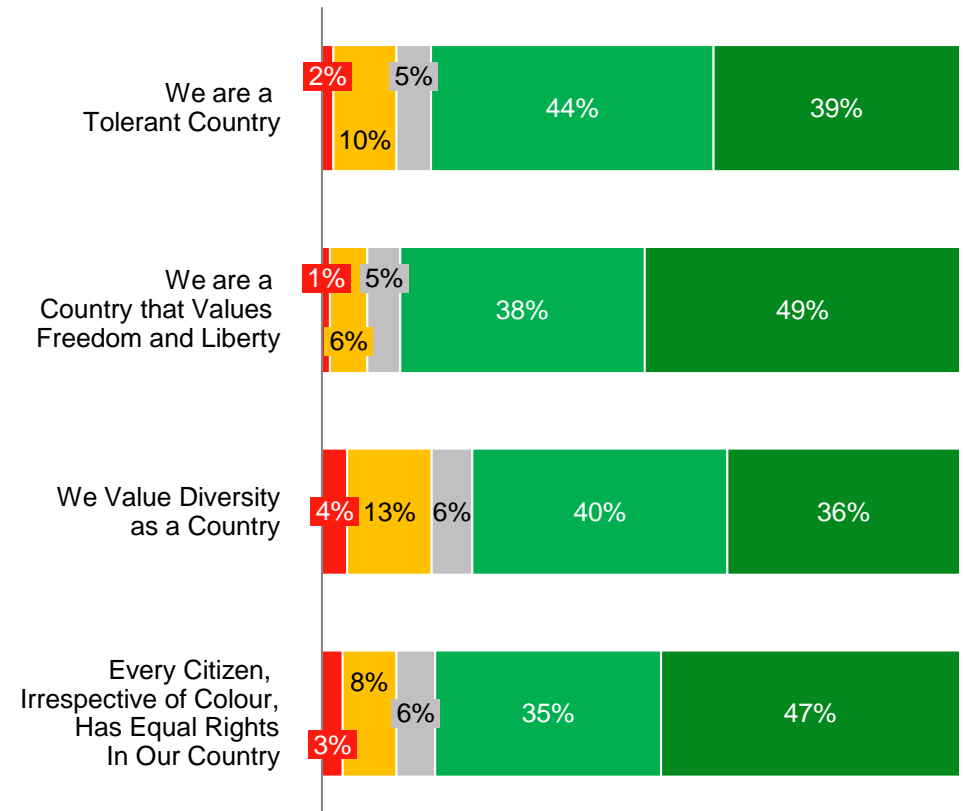
I have a responsibility to the wider community to use my voice, and so do the players. It's their duty to continue to interact with the public on matters such as equality, inclusivity and racial injustice, while using the power of their voices to help put debates on the table, raise awareness and educate.

...And is supported by a vast majority of English people

The 'Southgate Values' of Englishness

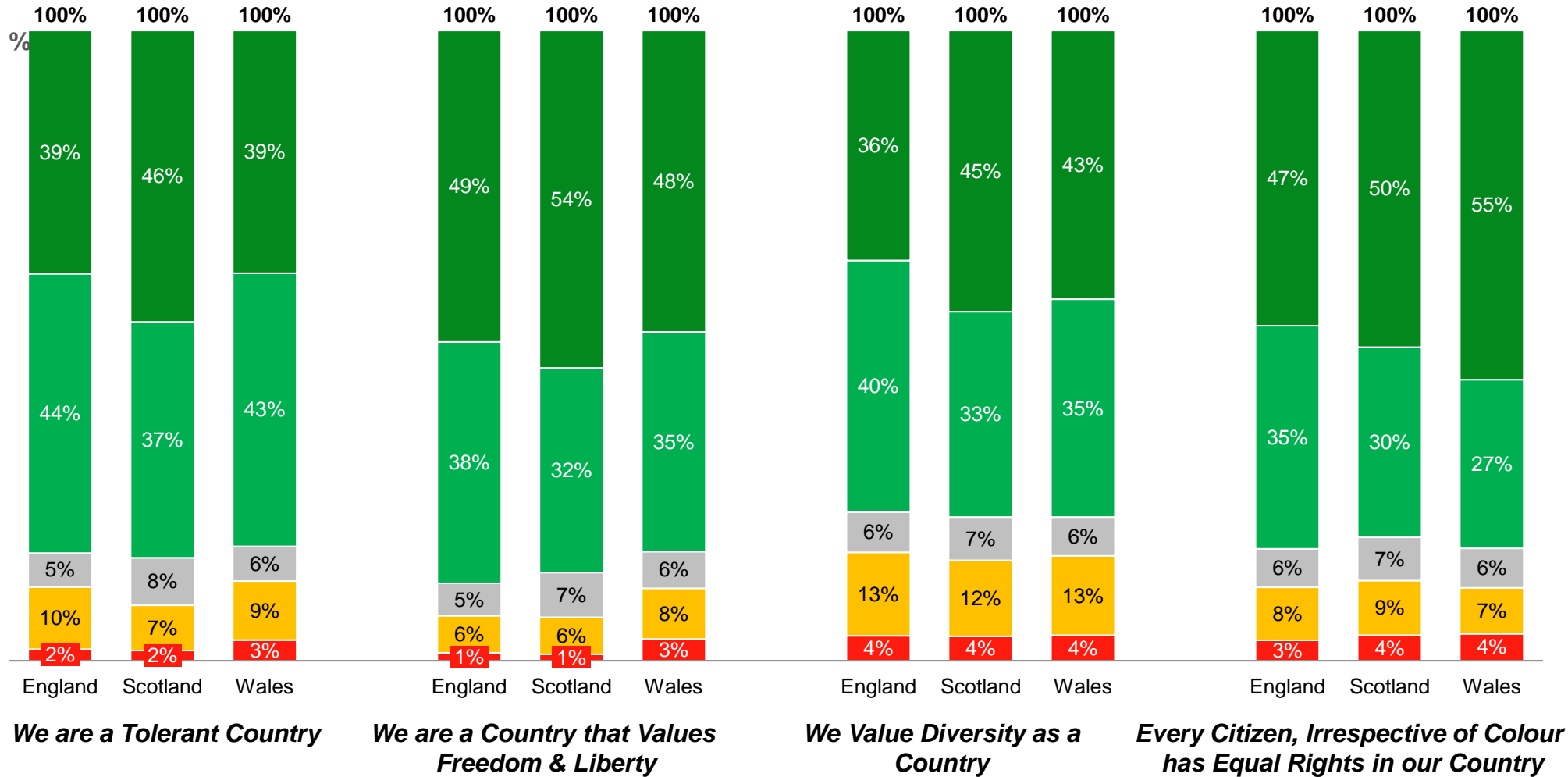


Below are a number of statements. For each, please say how important or unimportant those statements are to you feeling proud to be English



The Southgate Values of Englishness are equally applicable to Welsh- and Scottish-ness

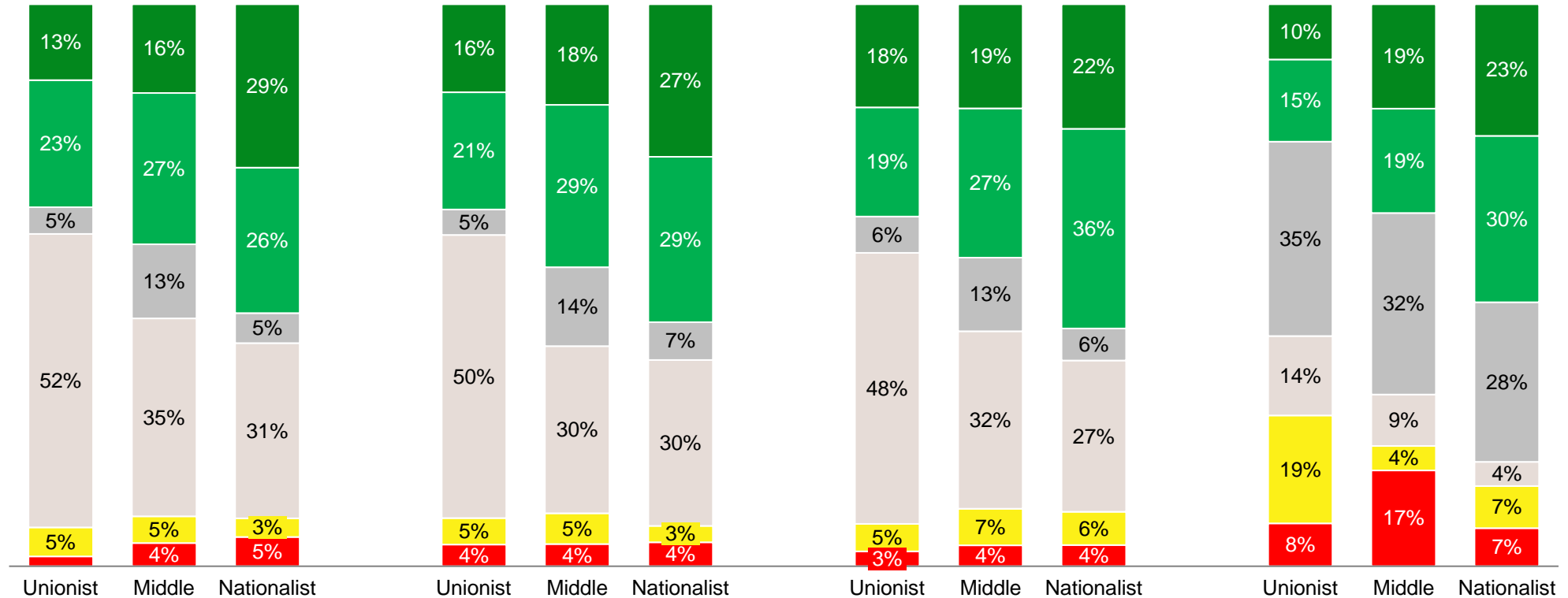
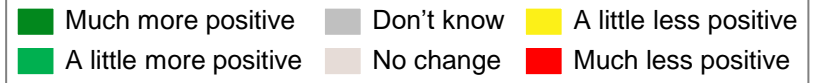
Below are a number of statements. For each, please say how important or unimportant those statements are to you feeling proud to be [English/Scottish/Welsh]



An Englishness manifested with 'Southgate's Values' is far more likely to be positively received by 'Nationalists' and 'Middle Scotland'

Below are a number of scenarios about England. For each, could you say whether, if that scenario happened, you would feel more or less warm towards England?

% By 'Scotland'



England was perceived as being more tolerant

England was perceived as being more respectful of diversity

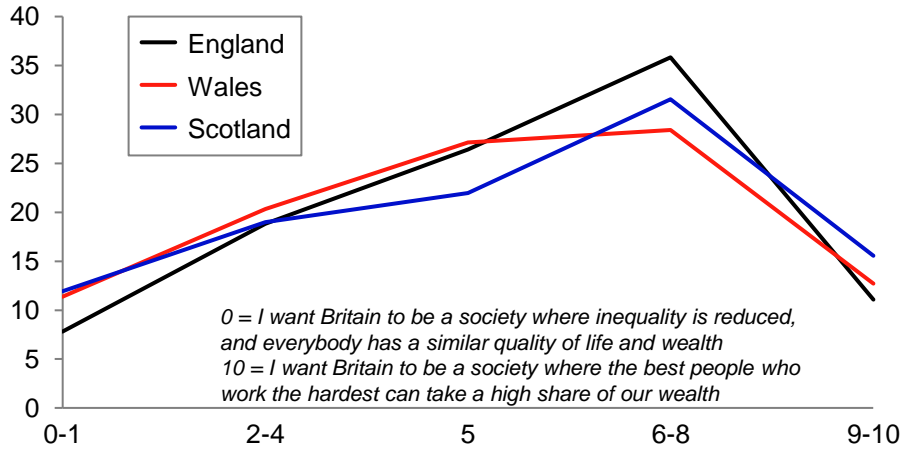
England was perceived as doing more to offer equal rights to all citizens irrespective of their race

England was represented by people like Gareth Southgate and Marcus Rashford, instead of the current U.K Government

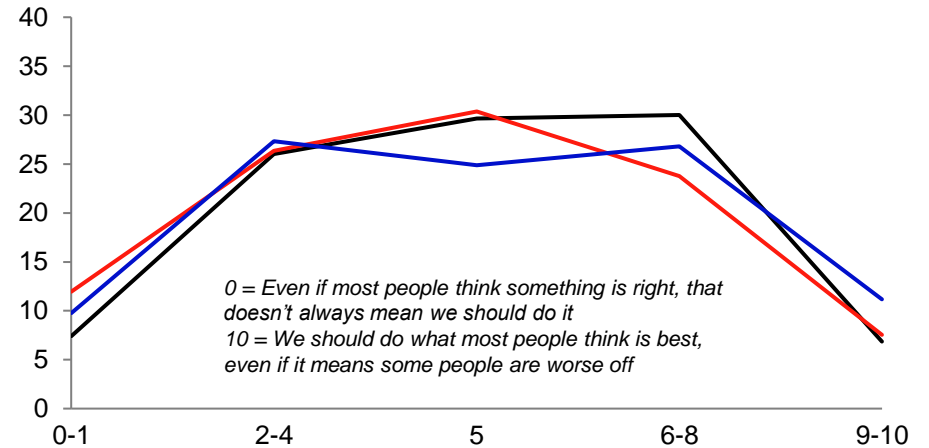
When placed on a 10 point scale, the English, Welsh and Scottish electorates have remarkably similar values

The UK's 'Ethos' (0=Left; 10 = Right)

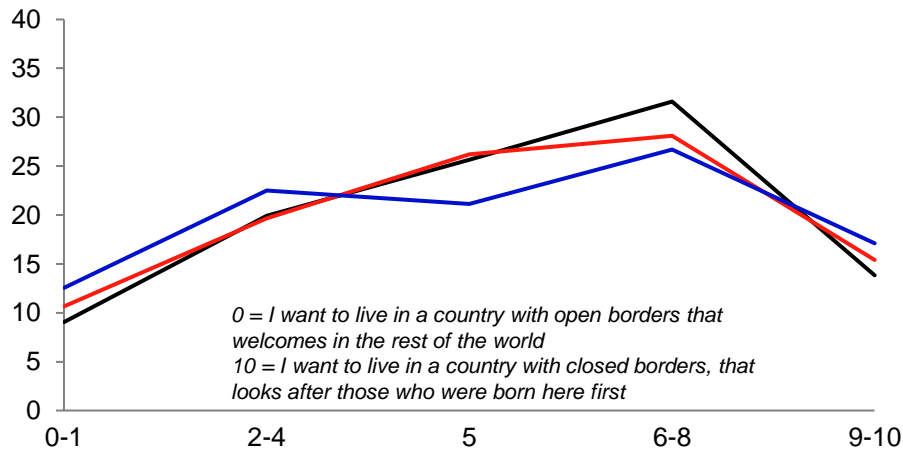
Equality vs Meritocracy



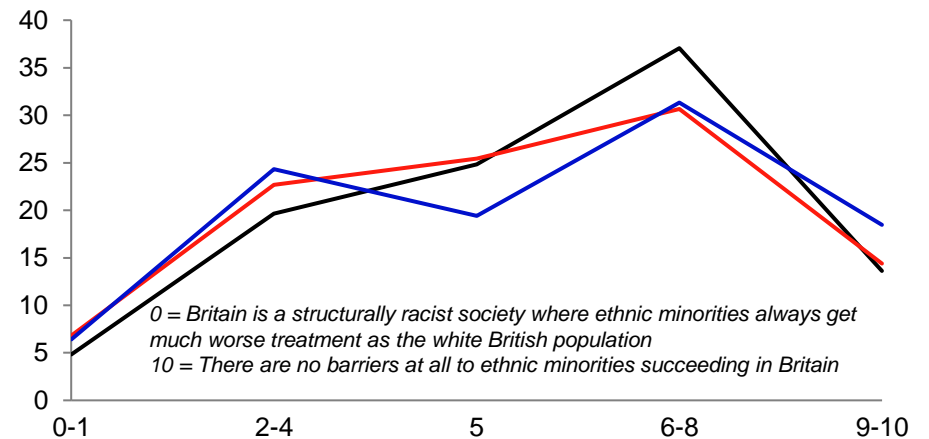
Pluralism



Borders

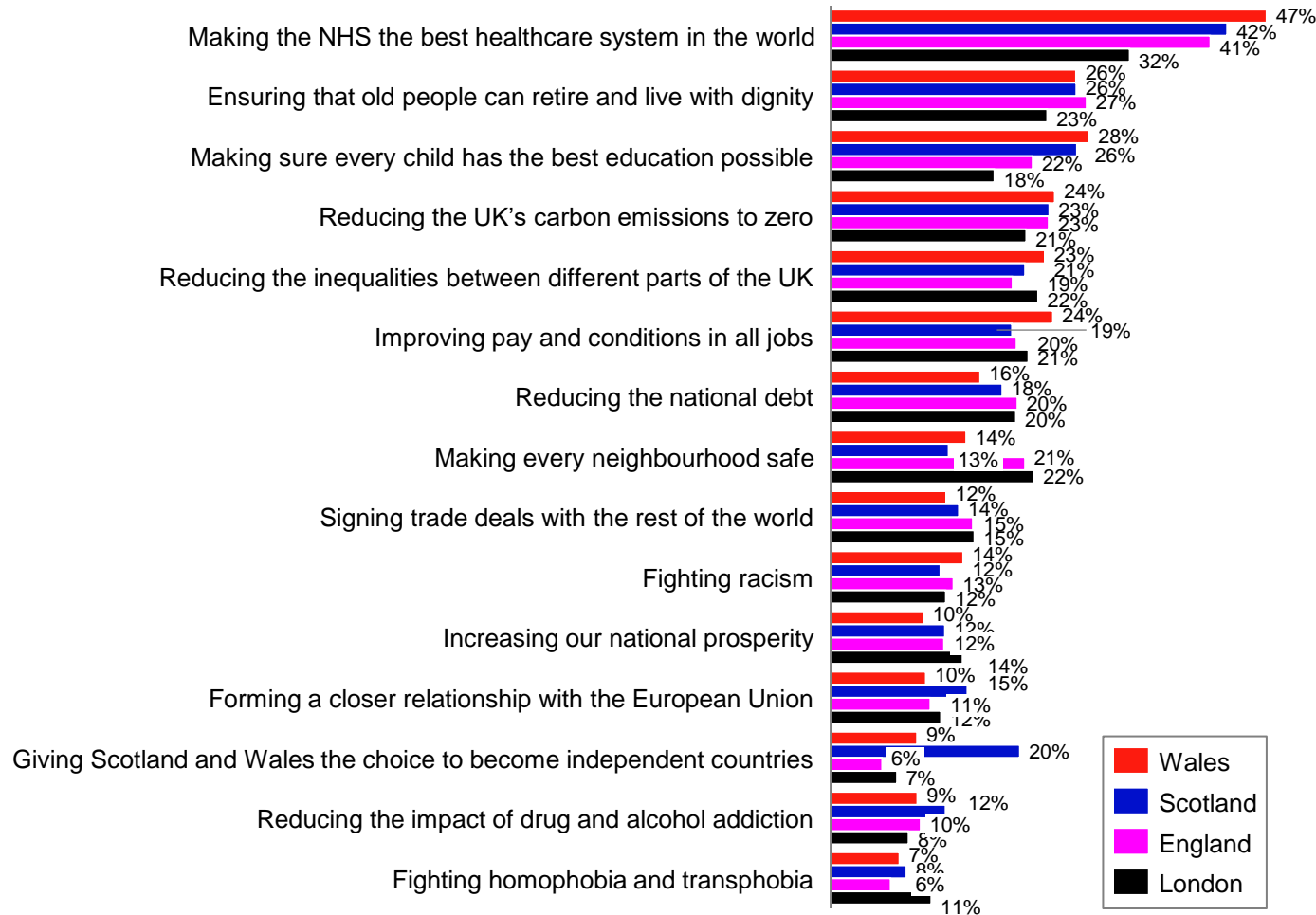


Race



Each of the regions and nations share common priorities of supporting the NHS, managing an aging population, educating the next generation, and fighting climate change...

Which of the following things do you think are the most important for Britain to focus on over the next decade?



Common Telos across the UK

- There are strong 'lowest common denominators' across all the regions and groups of the UK
 - Investment in the NHS
 - Dignified Retirement for Old People
 - Fighting Climate Change
 - Reducing inequality of opportunity and improving pay
- Whilst this could be true for all countries, the UK has several institutions that it can use to achieve these together – eg the NHS, the Pound, the Law Courts

Each of the regions and nations share common priorities of supporting the NHS, managing an aging population, educating the next generation, and fighting climate change...

Which of the following things do you think are the most important for Britain to focus on over the next decade? (% in Top 3)¹

	Wales	Scotland	England	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire and the Humber
1	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world	Making the NHS the best healthcare system in the world
2	Making sure every child has the best education possible	Making sure every child has the best education possible	Ensuring that old people can retire and live with dignity	Reducing the UK's carbon emissions to zero	Ensuring that old people can retire and live with dignity	Ensuring that old people can retire and live with dignity	Ensuring that old people can retire and live with dignity	Ensuring that old people can retire and live with dignity	Ensuring that old people can retire and live with dignity	Ensuring that old people can retire and live with dignity	Reducing the UK's carbon emissions to zero	Ensuring that old people can retire and live with dignity
3	Ensuring that old people can retire and live with dignity	Ensuring that old people can retire and live with dignity	Reducing the UK's carbon emissions to zero	Ensuring that old people can retire and live with dignity	Reducing the UK's carbon emissions to zero	Reducing the inequalities between different parts of the UK	Improving pay and conditions in all jobs	Making every neighbourhood safe	Reducing the UK's carbon emissions to zero	Reducing the UK's carbon emissions to zero	Making sure every child has the best education possible	Making sure every child has the best education possible
4	Reducing the UK's carbon emissions to zero	Reducing the UK's carbon emissions to zero	Making sure every child has the best education possible	Making every neighbourhood safe	Improving pay and conditions in all jobs	Making every neighbourhood safe	Reducing the national debt	Making sure every child has the best education possible	Making sure every child has the best education possible	Making sure every child has the best education possible	Ensuring that old people can retire and live with dignity	Reducing the inequalities between different parts of the UK
5	Improving pay and conditions in all jobs	Reducing the inequalities between different parts of the UK	Making every neighbourhood safe	Reducing the national debt	Making sure every child has the best education possible	Improving pay and conditions in all jobs	Making sure every child has the best education possible	Reducing the UK's carbon emissions to zero	Making every neighbourhood safe	Reducing the national debt	Reducing the inequalities between different parts of the UK	Making every neighbourhood safe

Issues not in Top 5 anywhere include: Forming a closer relationship with the EU, signing trade deals, Fighting racism, fighting homophobia and transphobia, Increasing national prosperity, Reducing the impact of drug and alcohol addition, Giving Scotland and Wales the choice to become independent

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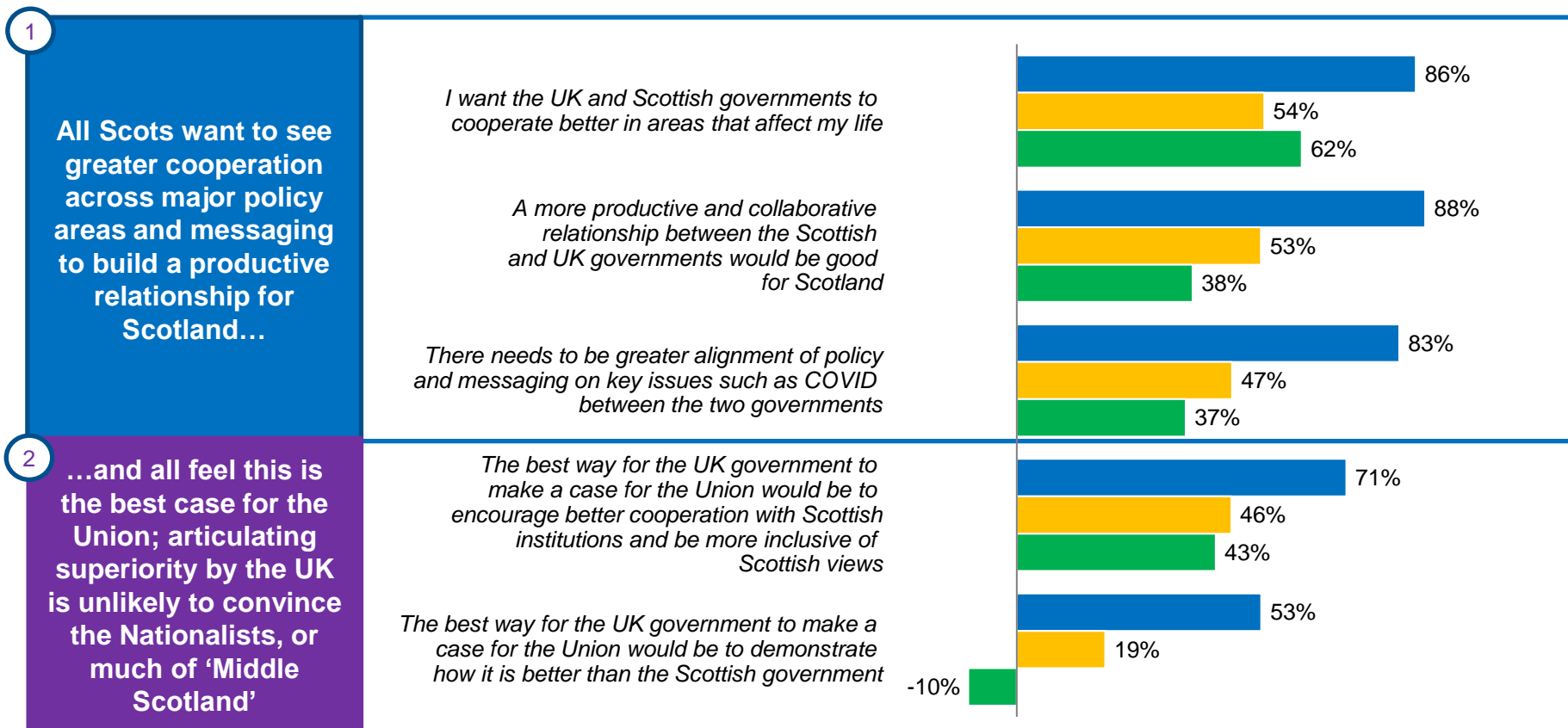
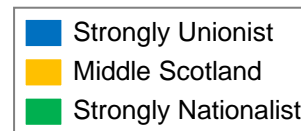
New England and Scotland

New Britain?

Scots want co-operation, not confrontation between UK and Scottish institutions

To what extent do you agree with the following statement on cooperation?

Net score (agree / disagree) with option, All Scots, %^{1,2}



1. 1,000 Scots were polled between the 7th and 8th of May 2021. Responses were weighted to census figures on age, gender, education level, and recorded 2021 vote in the Scottish Parliamentary elections¹

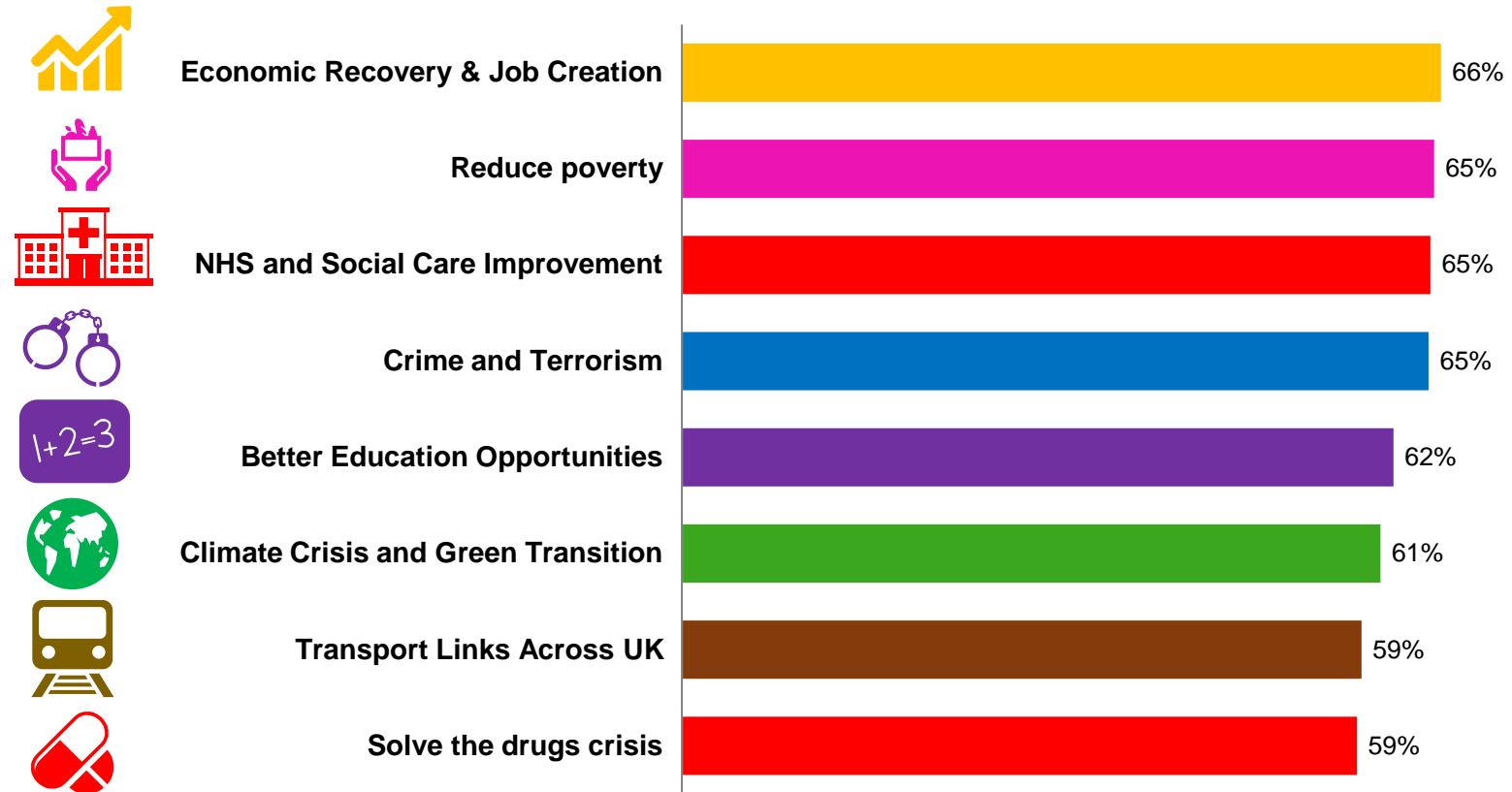
2. Polling Question: To what extent do you agree with the following statement on cooperation; cross cut by Polling Question: 'On a scale of 0-10 where 0 is 'strongly against' and 10 is 'strongly in favour' what is your view on whether Scotland should be an independent country?'; Unionists = responses 0-1, Middle Scotland = responses 2-8, Nationalists = 9-10, excludes non respondents.

Source: OSF Exit Poll May 2021, OSF Analysis

...Across all major policy areas

I want more cooperation to/for...

Net score (agree / disagree) with option, All Scots,^{1,2}



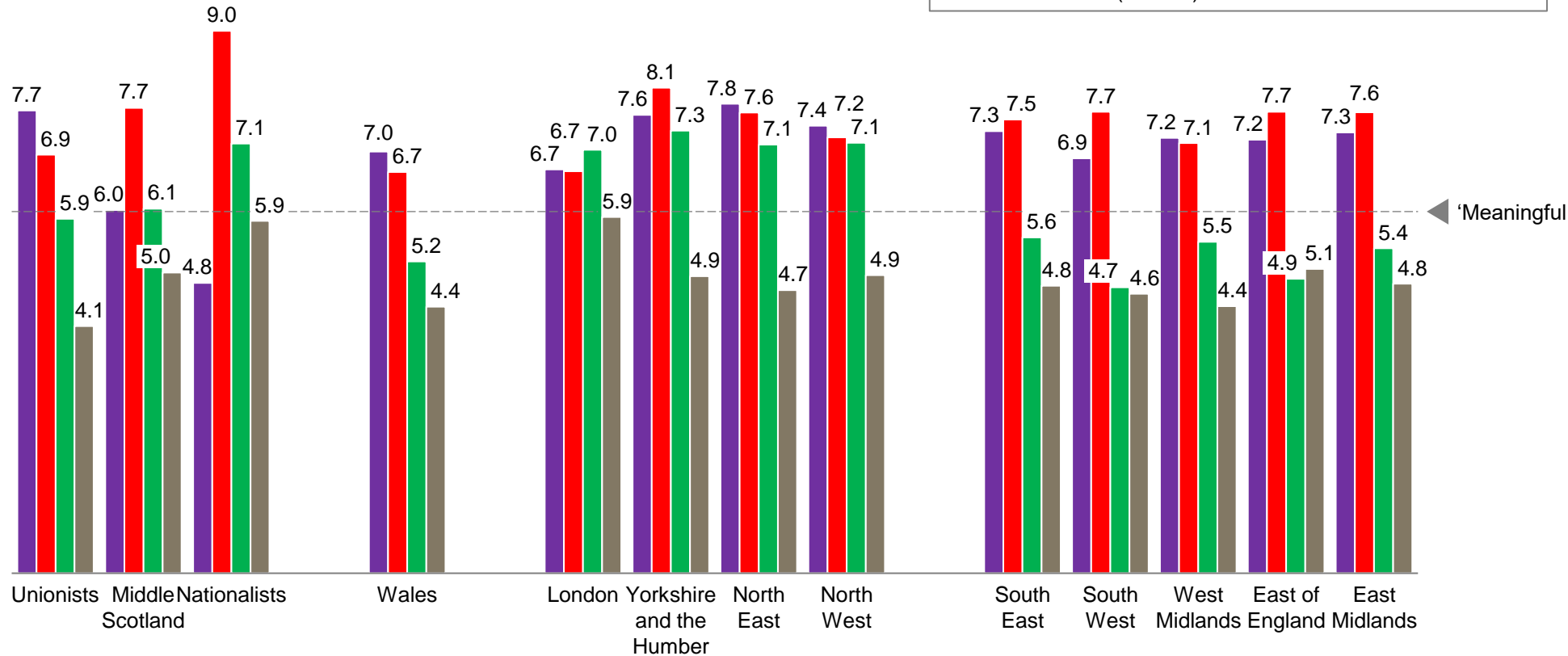
1. 1,000 Scots were polled between the 7th and 8th of May 2021. Responses were weighted to census figures on age, gender, education level, and recorded 2021 vote in the Scottish Parliamentary elections'

2. Polling Question: To what extent do you agree with the following statement that 'I want more cooperation for'; net score calculated as difference between % that agree and % that disagree

Source: OSF Exit Poll May 2021, OSF Analysis

We are seeing a far more plural sense of geographic identity right across the UK – not just in Scotland

Below is a list of different ways that someone might identify themselves. For each, could you give a score from 0 to 10 based on how you personally identify, where 0 = 'I do not identify with this at all', and 10 = 'This is an important part of my identity'



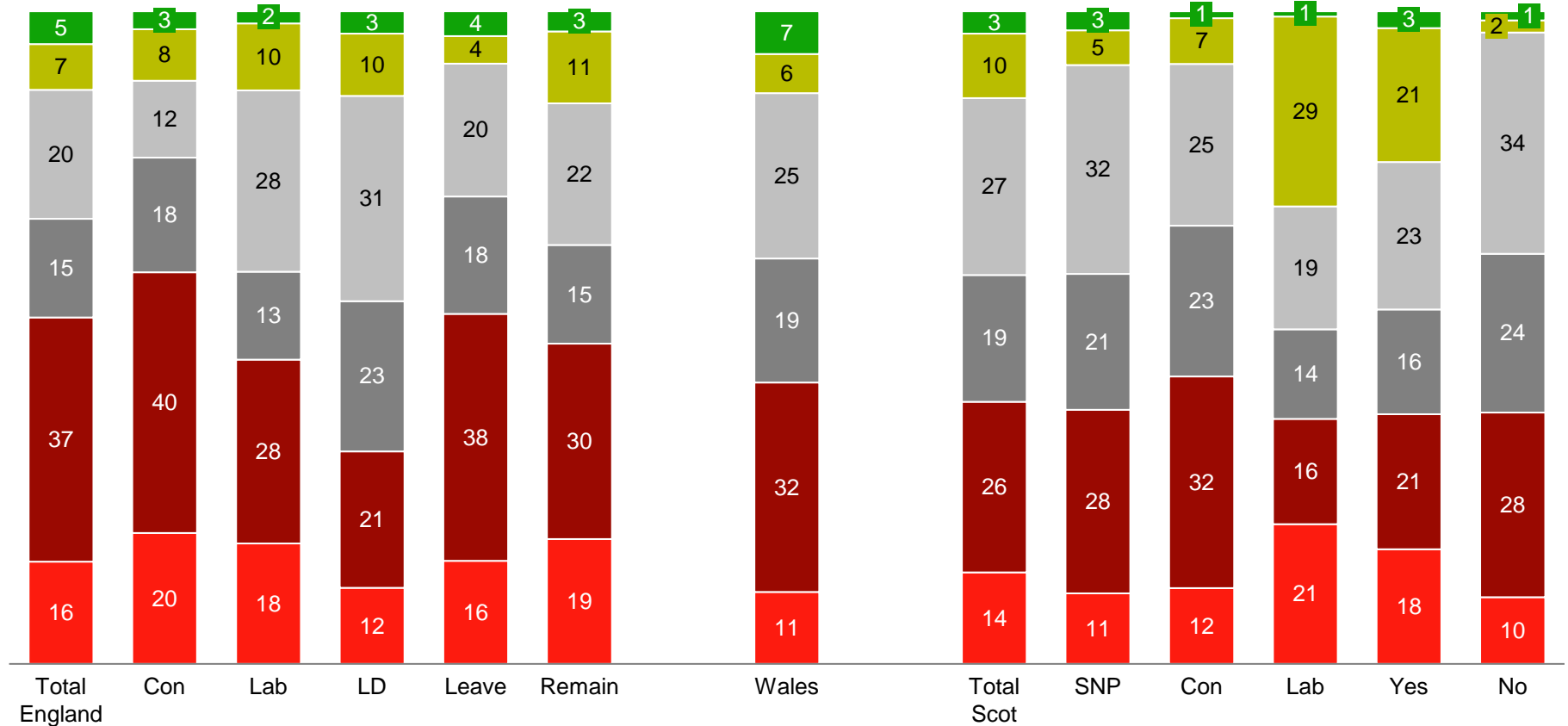
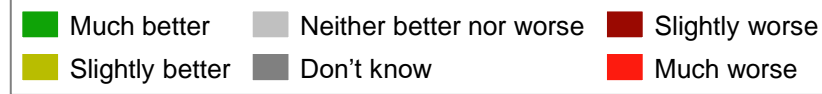
Middle Scotland has meaningful British, Scottish and Local Identity

In the North of England and London 'Tridentity' of 'Northern/Londoner + English + British' is common

Regions with less clear historical identity still see themselves as equally English and British (common across Brexit divide)

Voters across the UK share grievances about Westminster government...

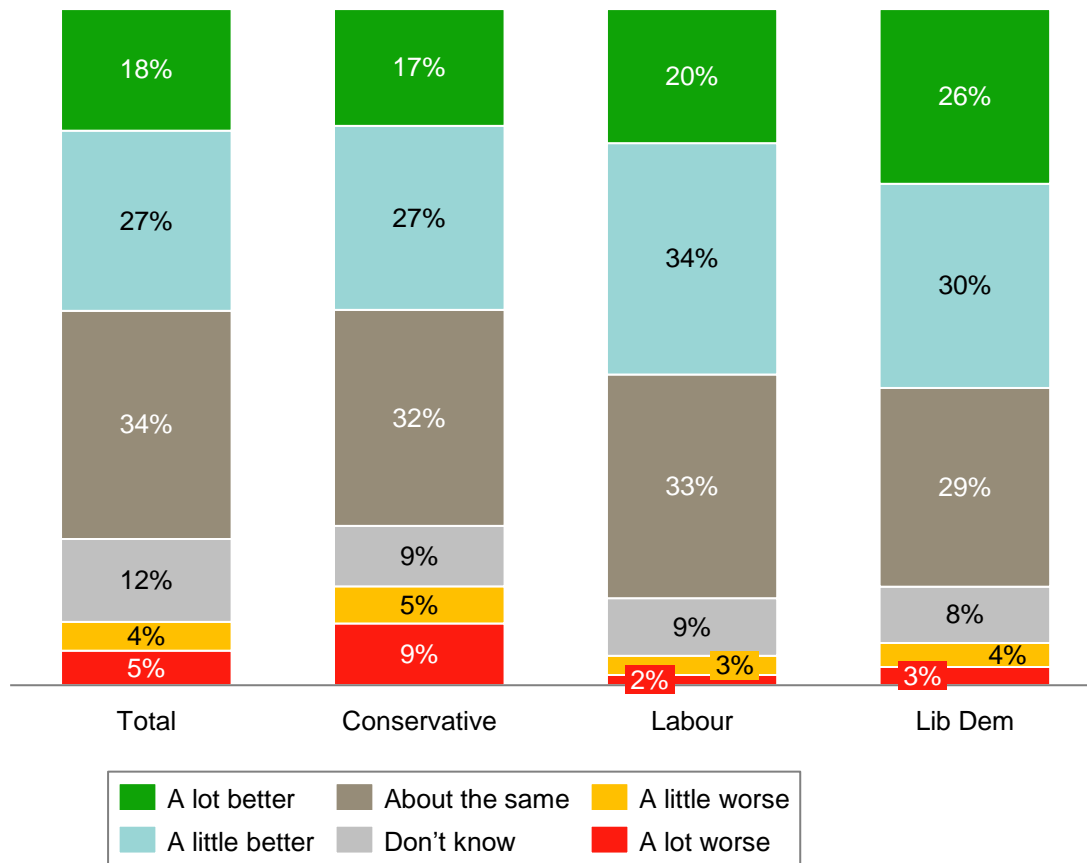
Thinking about politics in the UK. Would you say that politicians and political parties now do a better or worse or job at representing you than politicians and political parties in the past used to?



...And there is strong agreement – from all voters – that devolved Leaders understand and can represent them better than Westminster

And would you say that your elected mayor understands you better or worse than national Members of Parliament in Westminster?

English Voters with an elected mayor, %



The Ingredients of 'New Britain'

- **Economically Progressive:** Most voters – across political and national divides – are against austerity and in favour of the wealthy paying a fairer share towards a more equal economy
- **Egalitarian on race, religion, sex & gender:** The UK has the most tolerance for diversity across Western OECD nations
- **Culturally centrist:** on law & order, defence and our history and traditions
- **Locally Manifested:** insistent that local communities be empowered with the control and resources to make levelling up a reality