

Scotland Political Pulse

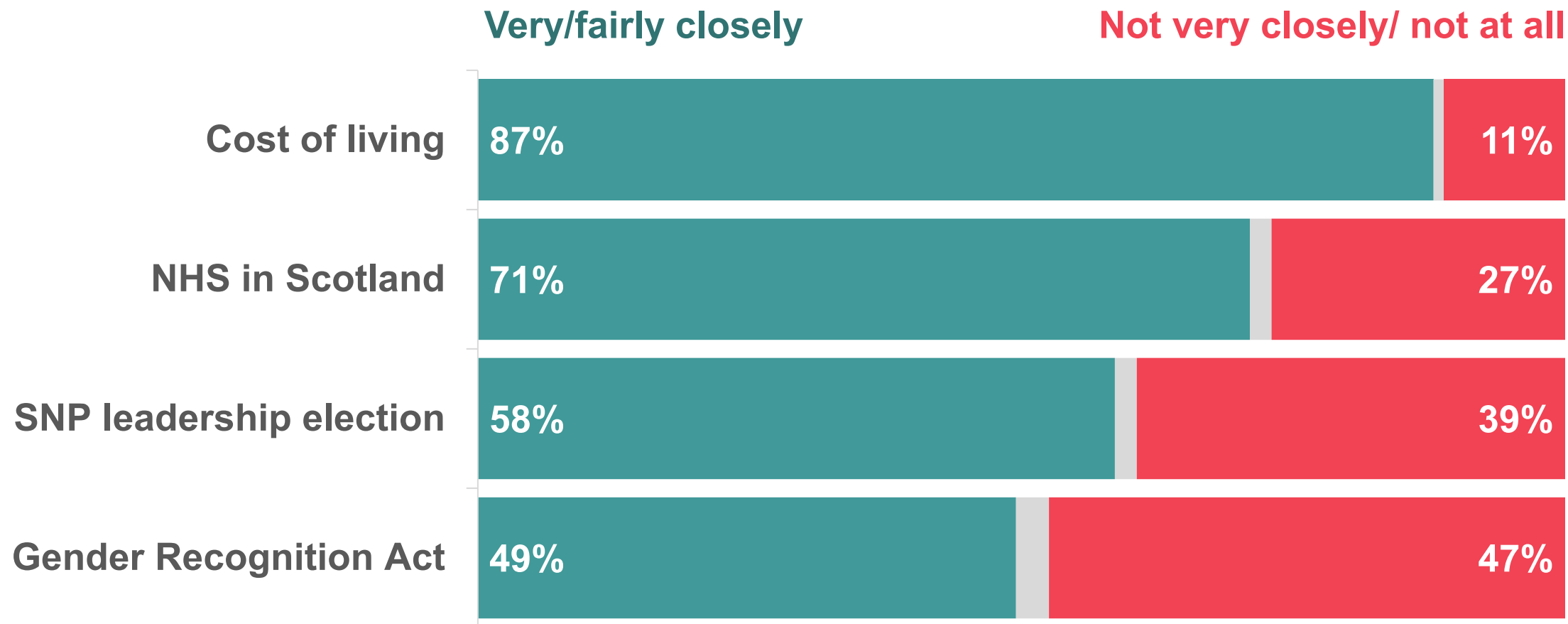
Ipsos

March 2023



Following news stories

How closely, if at all, have you been following news about ...



Base: 1,023 Scottish adults aged 16+, 17 – 21 March 2023

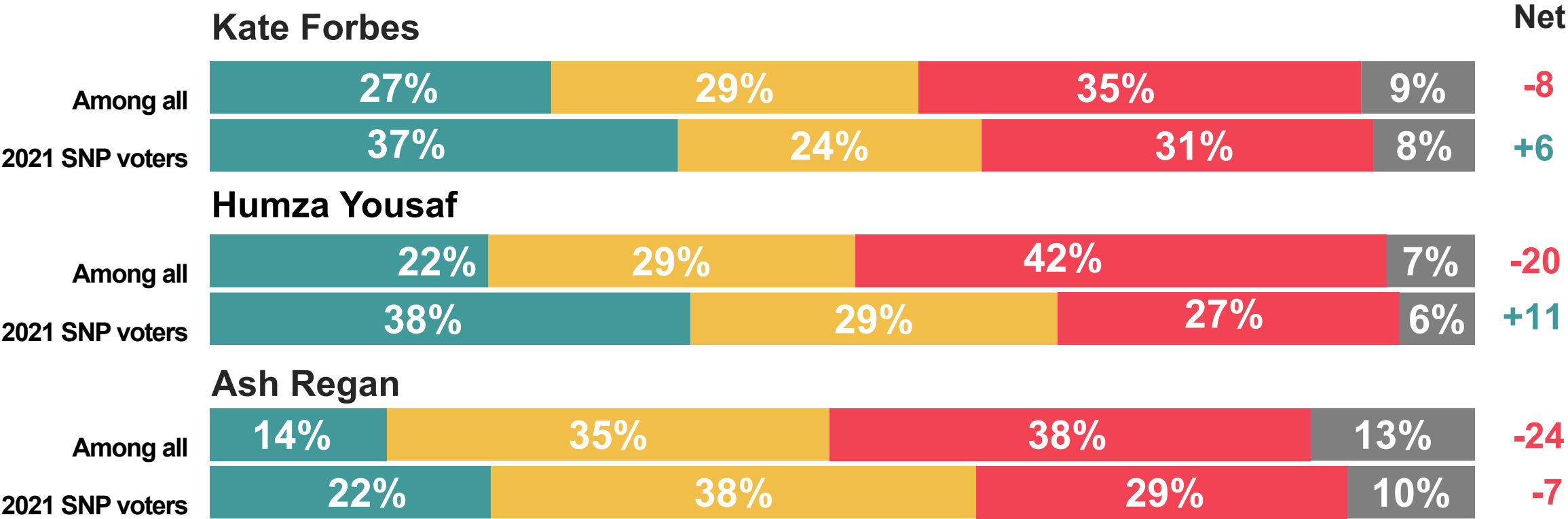
Source: Ipsos Scotland | Political Pulse



Views of SNP leadership candidates

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

Favourable Neither Unfavourable Don't know



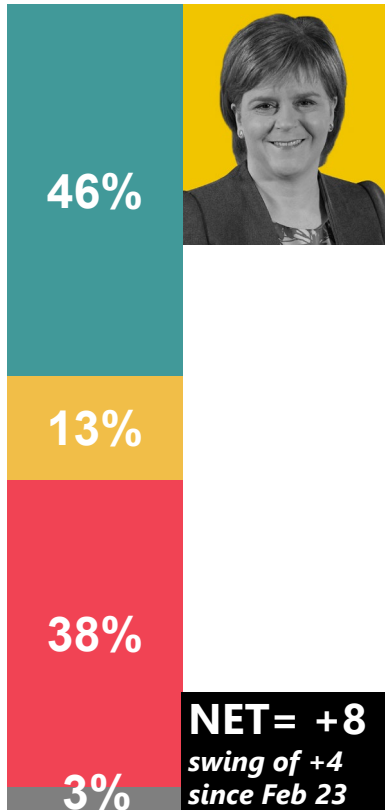
Base: 1,023 Scottish adults aged 16+, including 427 who voted SNP at the 2021 Scottish Parliament election, fieldwork 17 – 21 March 2023

Favourability towards party leaders

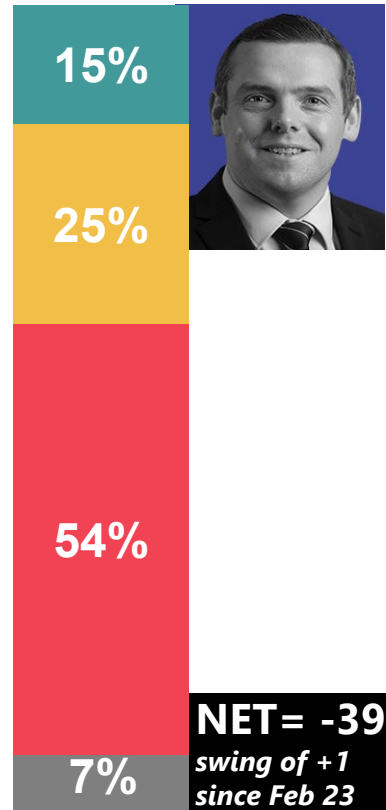
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

Favourable Neither Unfavourable Don't know

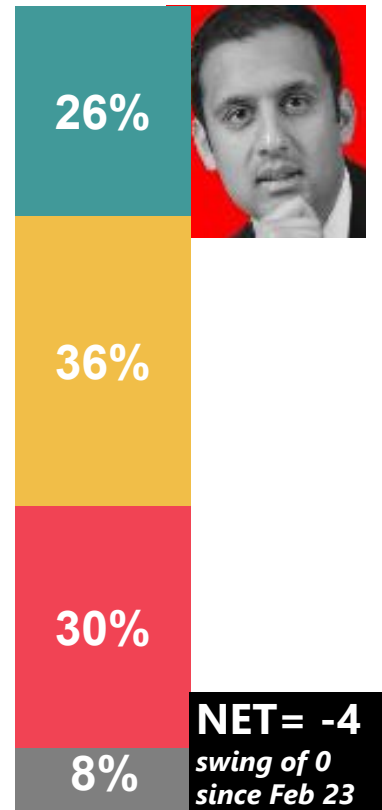
Nicola Sturgeon



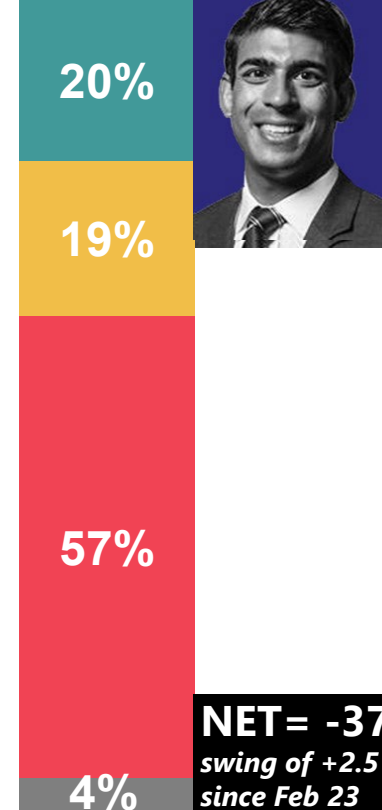
Douglas Ross



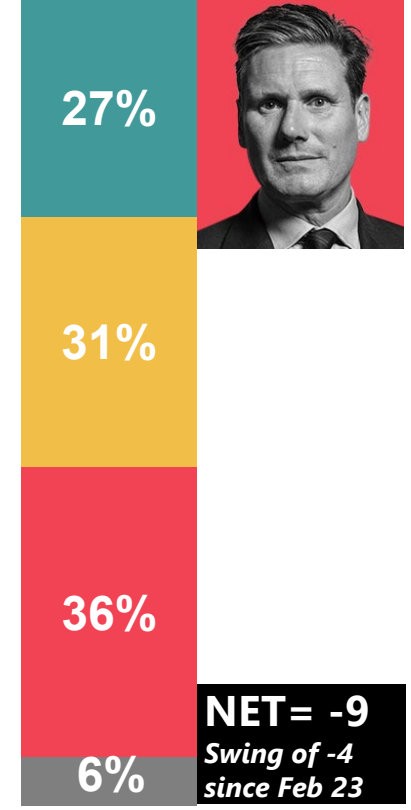
Anas Sarwar



Rishi Sunak



Keir Starmer



Base: 1,023 Scottish adults aged 16+, 17 – 21 March 2023

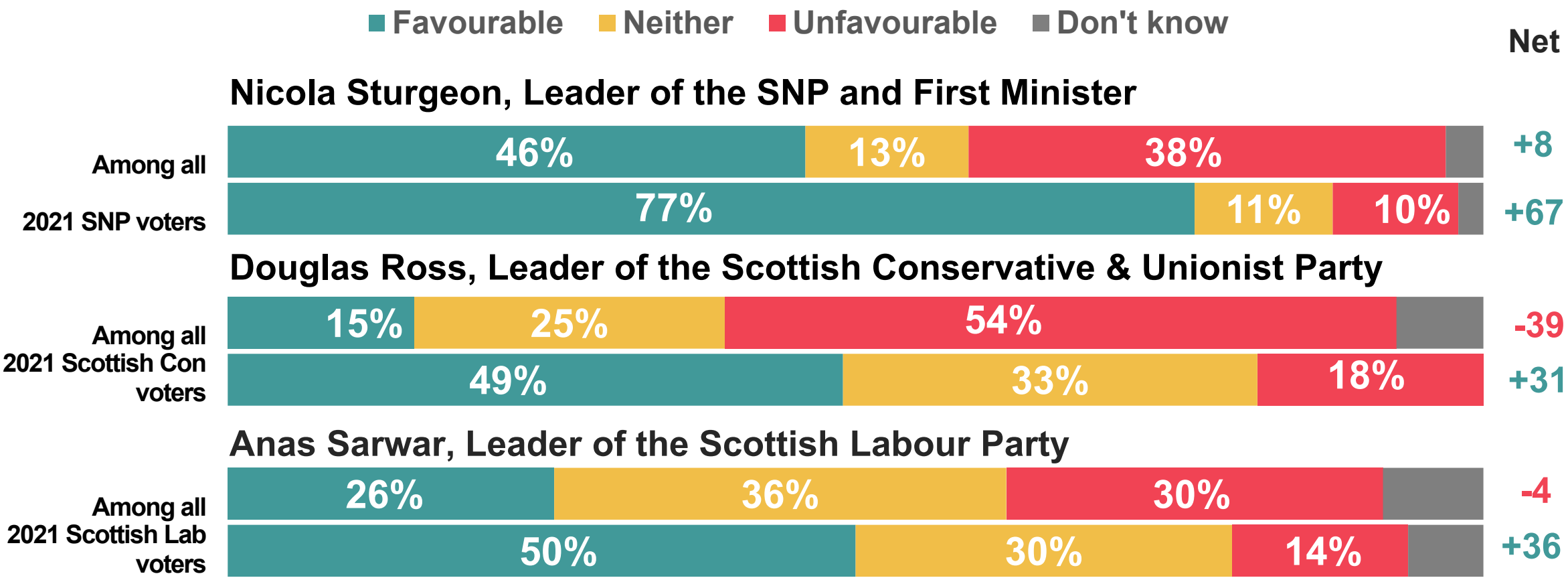
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Source: Ipsos Scotland | Political Pulse



Favourability towards Scottish party leaders

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



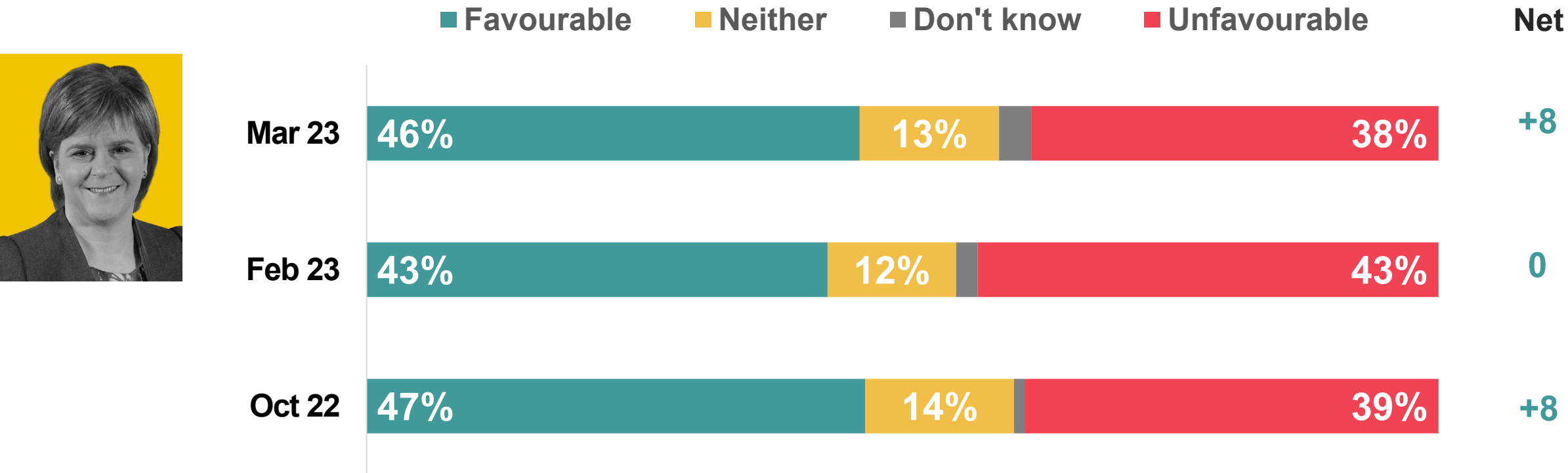
Base: 1,023 Scottish adults aged 16+, including 427 who voted SNP at the 2021 Scottish Parliament election, 152 who voted Conservative and 164 who voted Labour, fieldwork 17 – 21 March 2023

Source: Ipsos Scotland | Political Pulse



Nicola Sturgeon: favourability trends

To what extent, if at all, do you have a favourable or unfavourable opinion of Nicola Sturgeon?



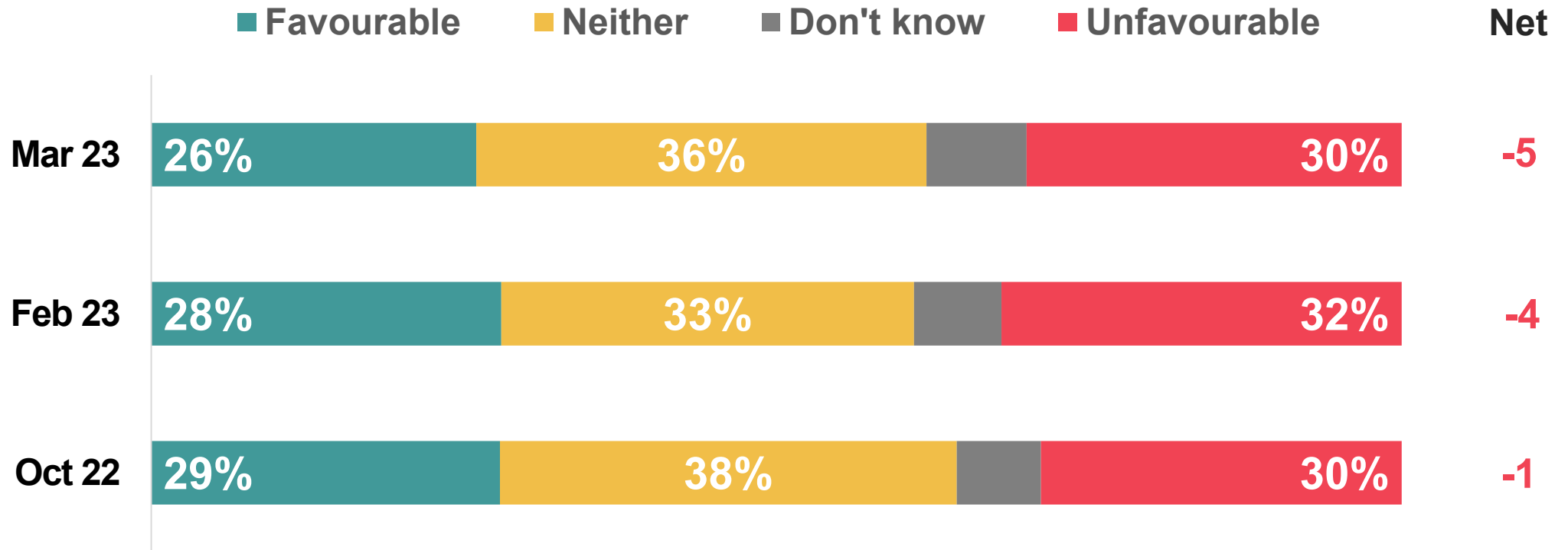
Base: 1,023 Scottish adults aged 16+ (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



Anas Sarwar: favourability trends

To what extent, if at all, do you have a favourable or unfavourable opinion of Anas Sarwar?

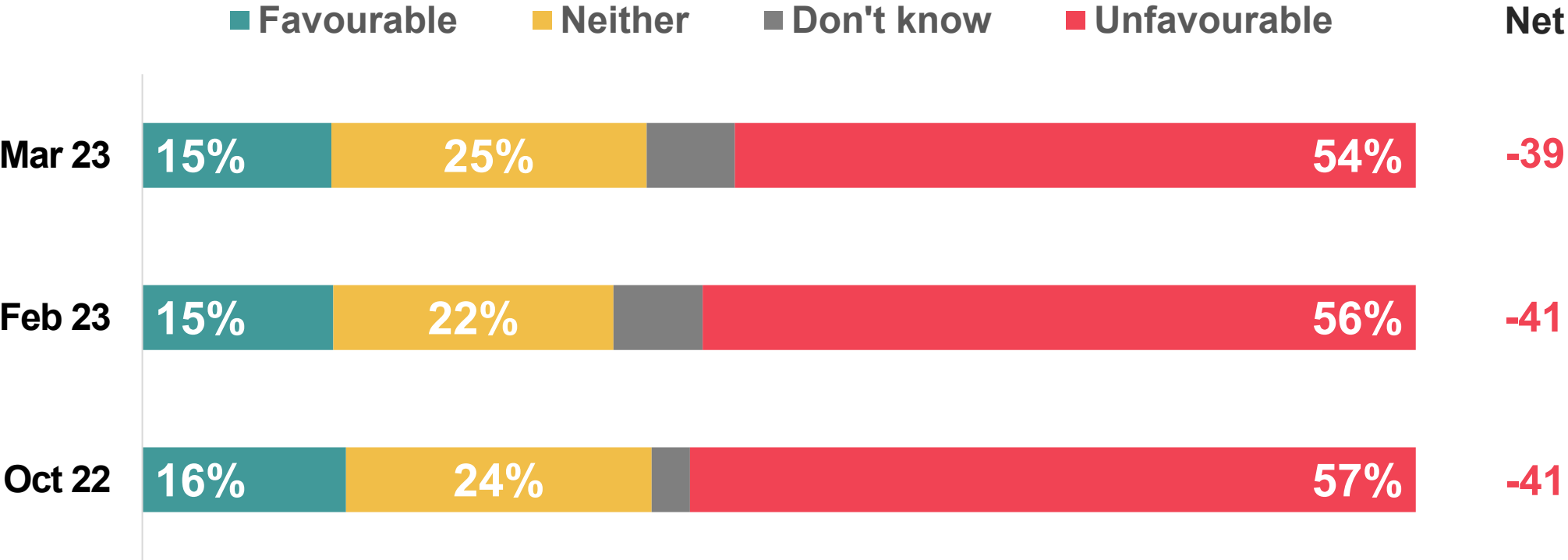


Base: 1,023 Scottish adults aged 16+ (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse

Douglas Ross: favourability trends

To what extent, if at all, do you have a favourable or unfavourable opinion of Douglas Ross?



Base: 1,023 Scottish adults aged 16+ (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse

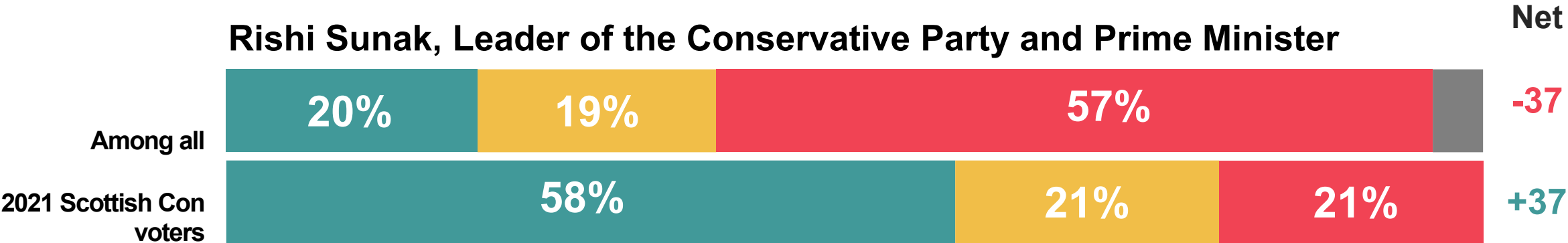


Favourability towards UK party leaders

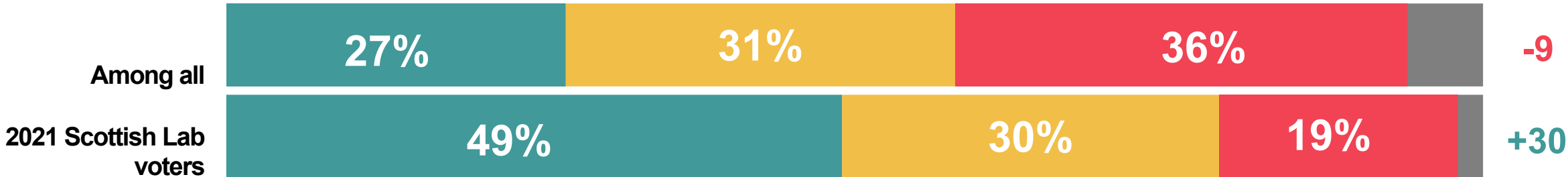
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

Favourable Neither Unfavourable Don't know

Rishi Sunak, Leader of the Conservative Party and Prime Minister



Keir Starmer, Leader of the Labour Party



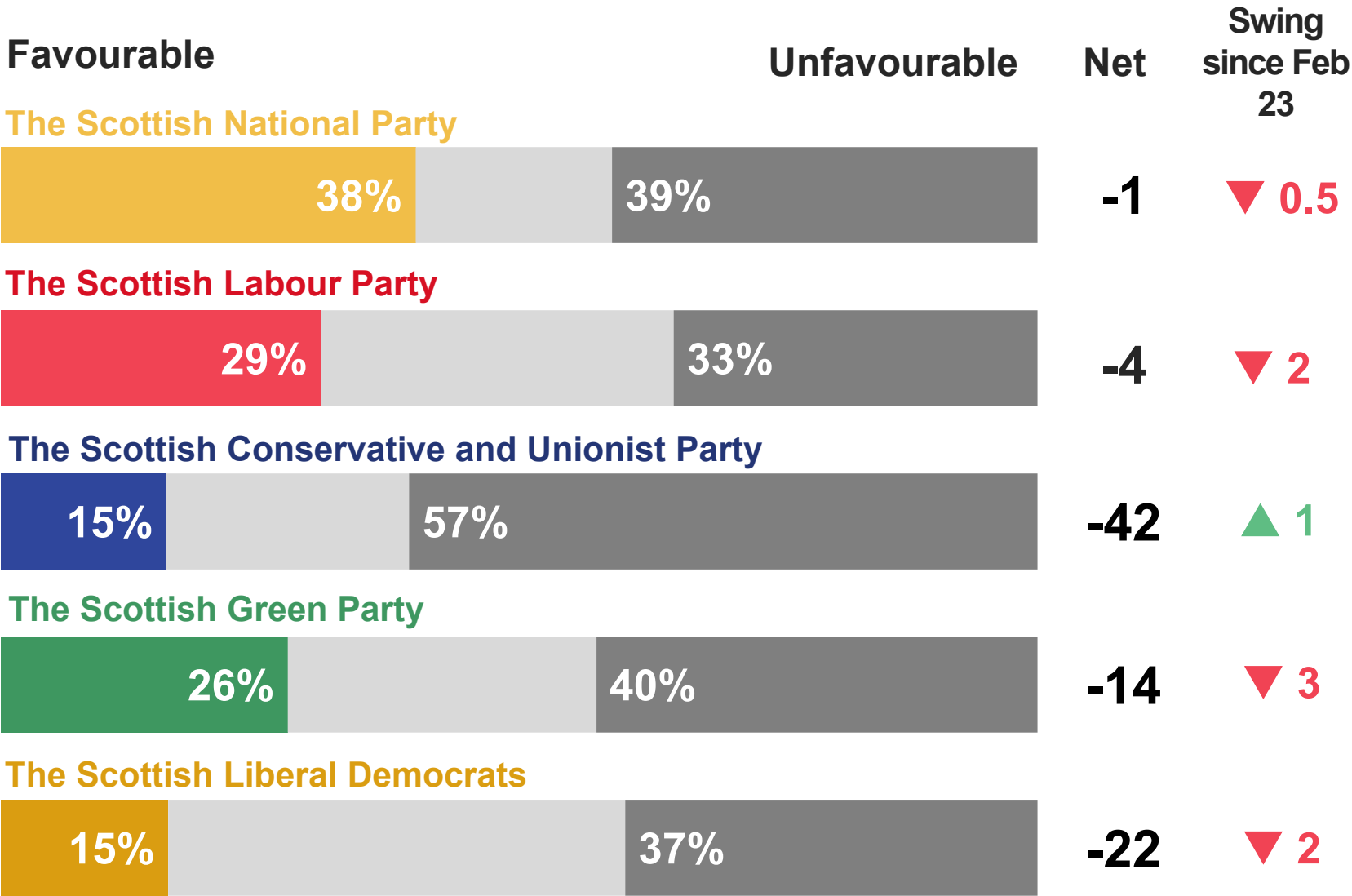
Base: 1,023 Scottish adults aged 16+, including 152 who voted Conservative at the 2021 Scottish Parliament election and 164 who voted Labour, fieldwork 17 – 21 March 2023

Source: Ipsos Scotland | Political Pulse



Favourability towards political parties

To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?



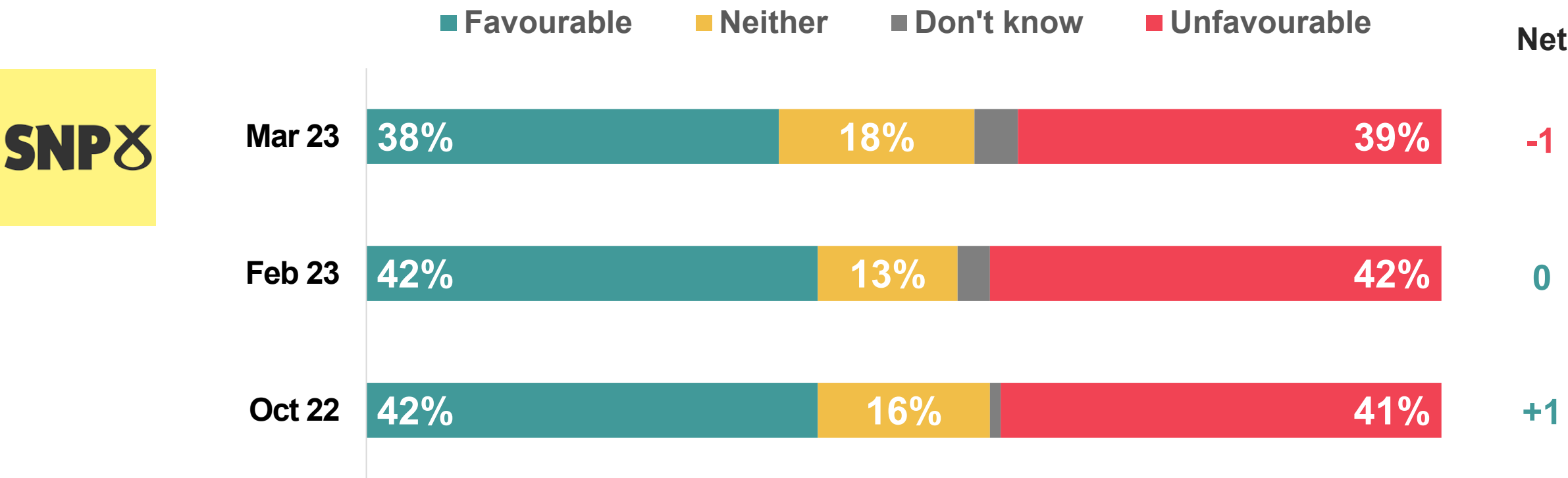
Base: 1,023 Scottish adults aged 16+, 17 – 21 March 2023

Source: Ipsos Scotland | Political Pulse



SNP: favourability trends

To what extent, if at all, do you have a favourable or unfavourable opinion of the Scottish National Party?

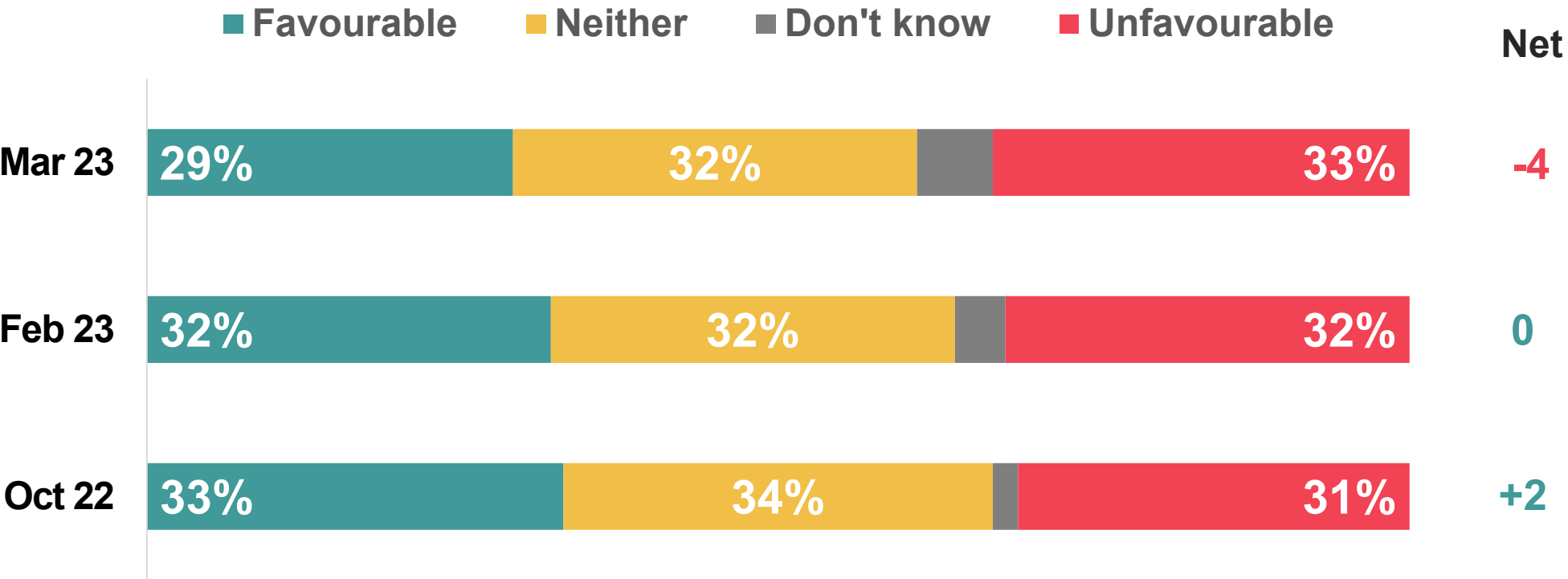


Base: 1,023 Scottish adults aged 16+ (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)



Scottish Labour: favourability trends

To what extent, if at all, do you have a favourable or unfavourable opinion of the Scottish Labour Party?

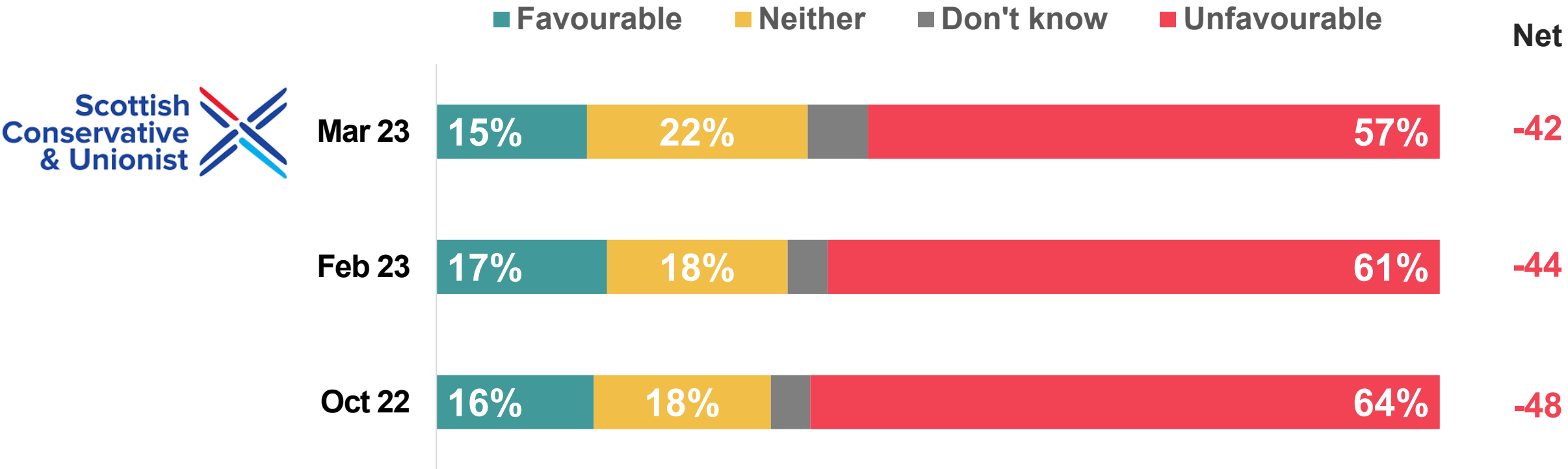


Base: 1,023 Scottish adults aged 16+ (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)



Scottish Conservatives: favourability trends

To what extent, if at all, do you have a favourable or unfavourable opinion of the Scottish Conservative and Unionist Party?



Base: 1,023 Scottish adults aged 16+ (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



Methods

- Ipsos interviewed a representative quota sample of 1,023 adults aged 16+ in Scotland.
- Interviews took place online between 17th and 21st March 2023.
- Data has been weighted to the known offline population proportions.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories.
- All polls are subject to a wide range of potential sources of error.



Scotland Political Pulse March 2023

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