

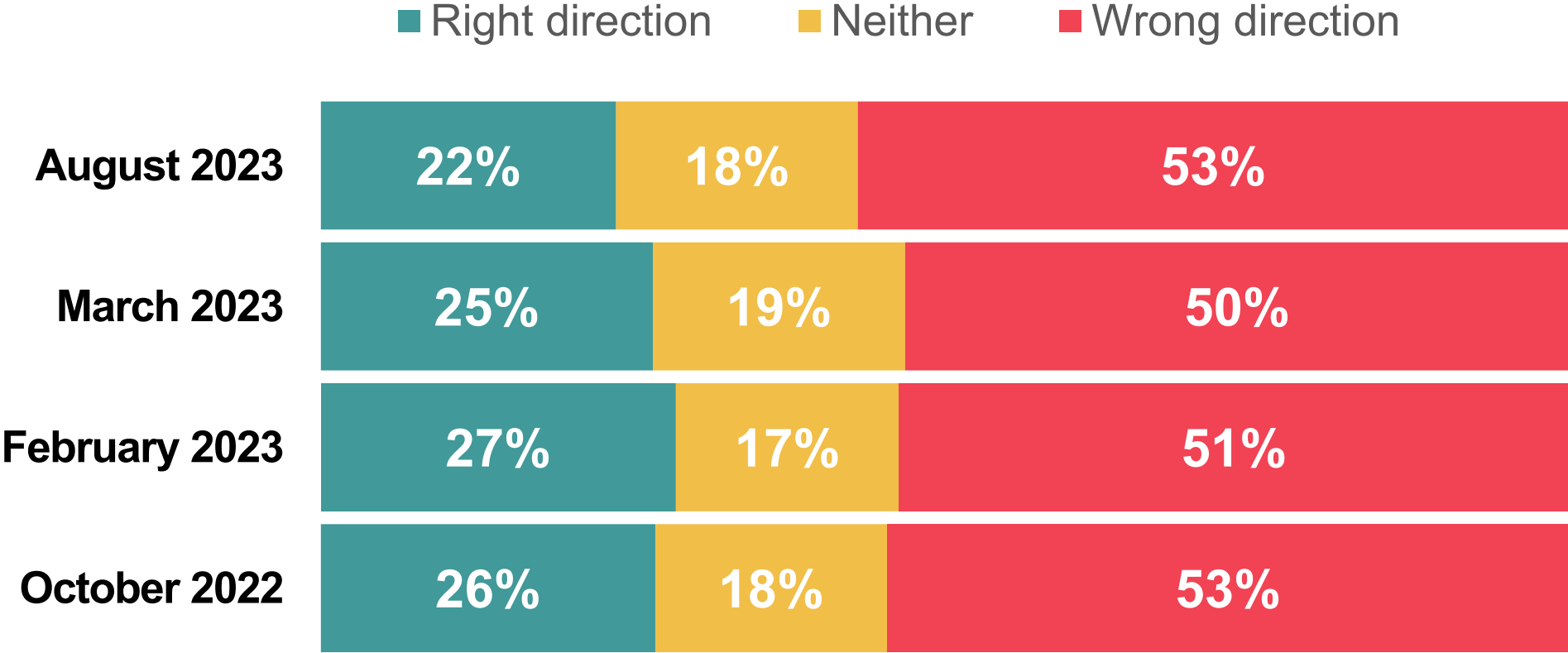
# Scotland Political Pulse

**Ipsos**

September 2023

# Direction of the country

Generally speaking, do you think things in Scotland are heading in the right direction or wrong direction?



Base: 1,019 Scottish adults aged 16+, 18-23 August 2023 | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

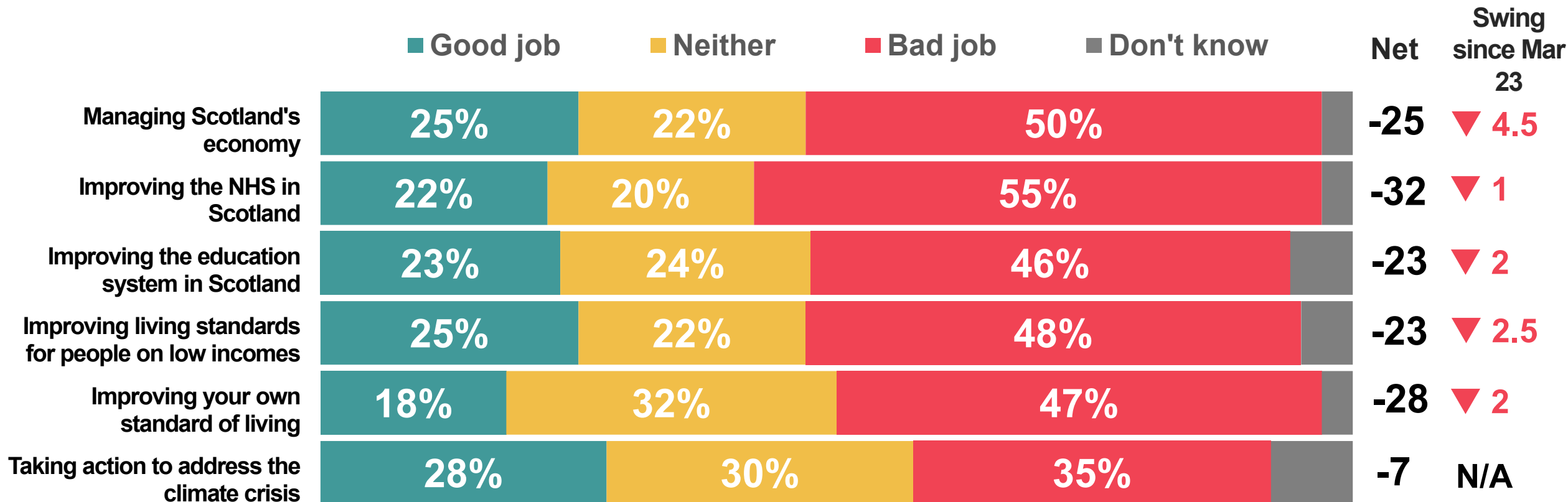
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Source: Ipsos Scotland | Political Pulse



# Scottish Government performance

Since the Scottish Parliament elections in May 2021, to what extent, if at all, do you think the Scottish Government has done a good or bad job at each of the following?



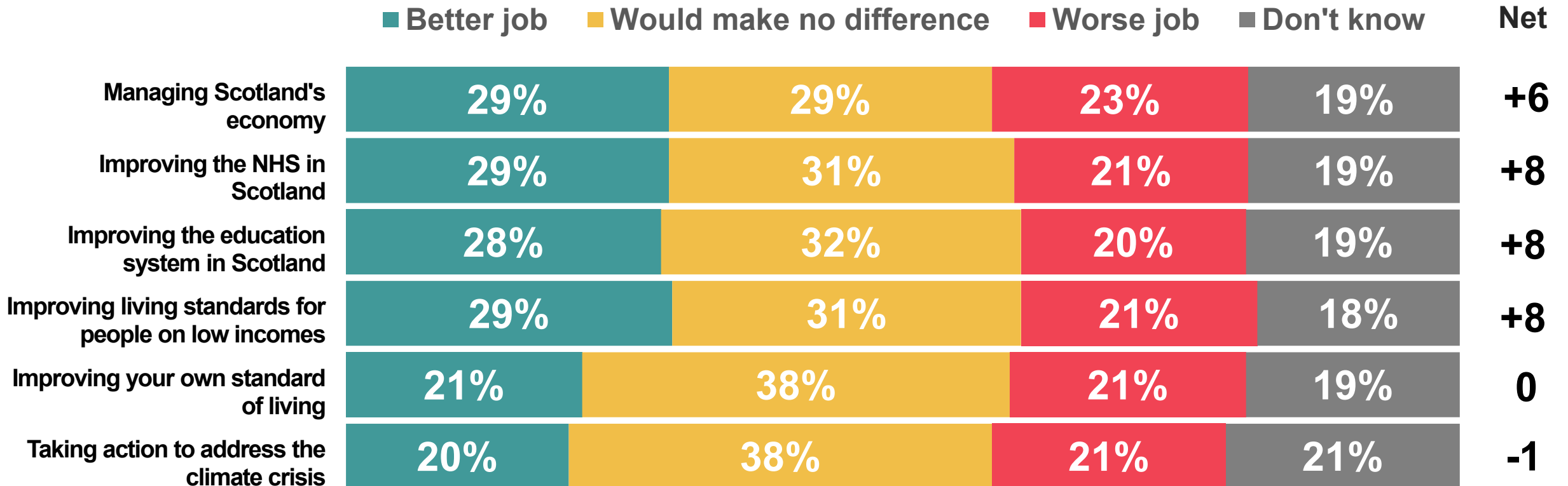
Base: 1,019 Scottish adults aged 16+, 18 – 23 August 2023

Source: Ipsos Scotland | Political Pulse



# Would a Labour Scottish Government do a better job?

Do you think that a Labour Scottish Government would do a better job or a worse job at each of the following than the current Scottish Government, or would it make no difference?



Base: 1,019 Scottish adults aged 16+, 18 – 23 August 2023

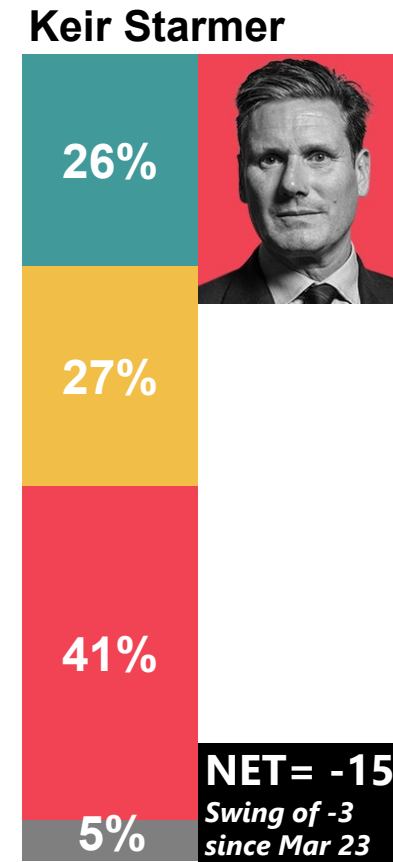
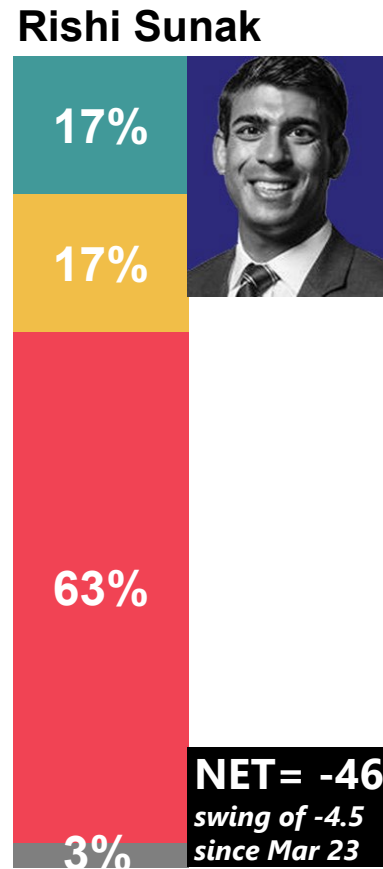
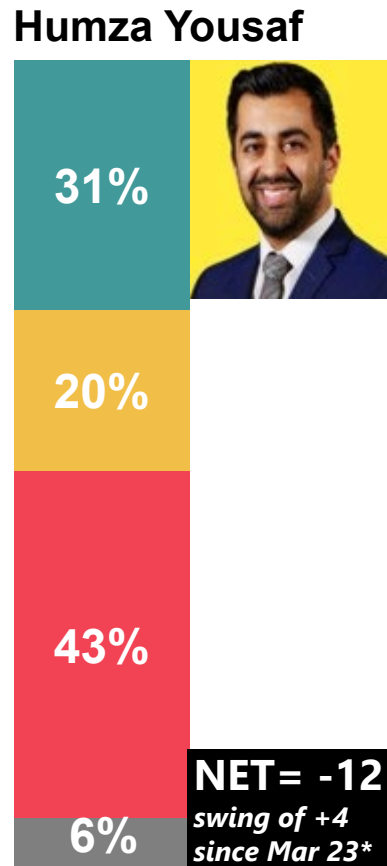
Source: Ipsos Scotland | Political Pulse



# 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



Base: 1,019 Scottish adults aged 16+, 18 – 23 August 2023

\*Last asked about in March as Cabinet Secretary for Health and Social Care, and as a SNP leader candidate

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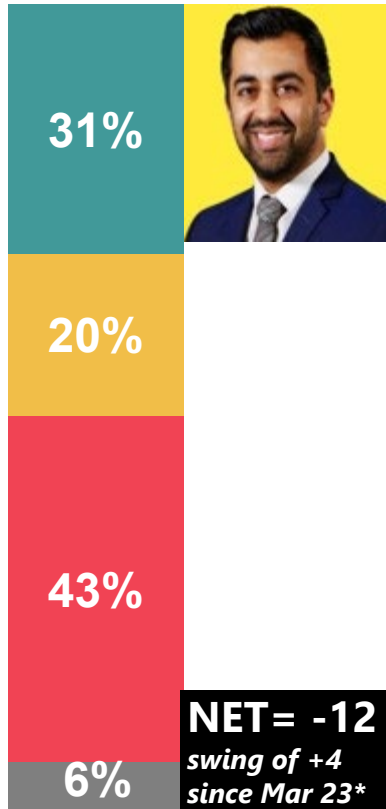
Source: Ipsos Scotland | Political Pulse



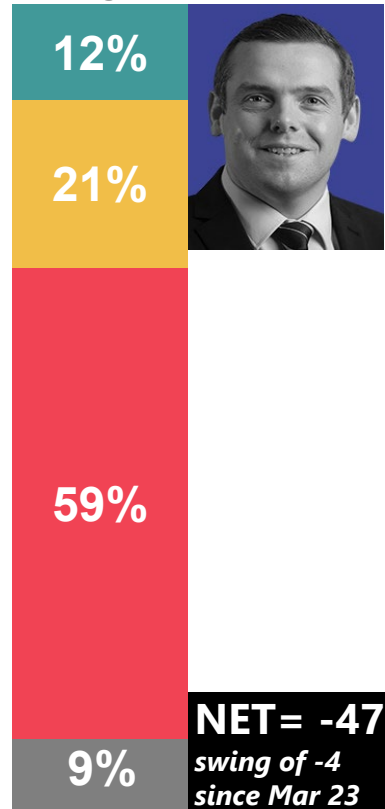
# Favourability towards party leaders

Favourable Neither Unfavourable Don't know

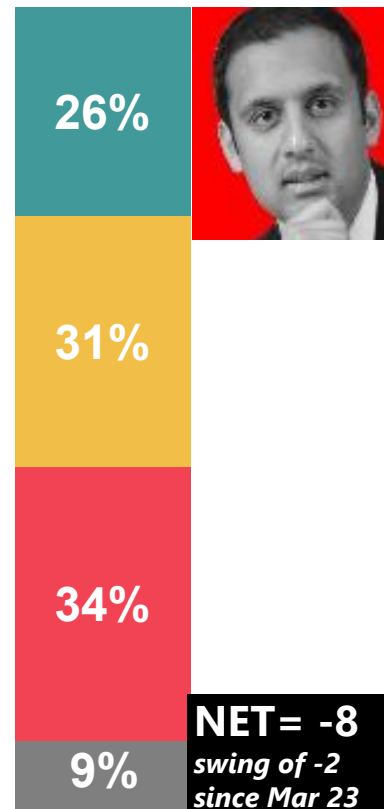
Humza Yousaf



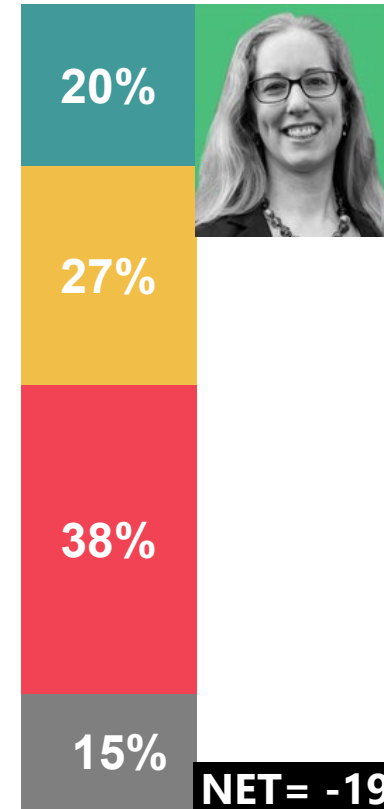
Douglas Ross



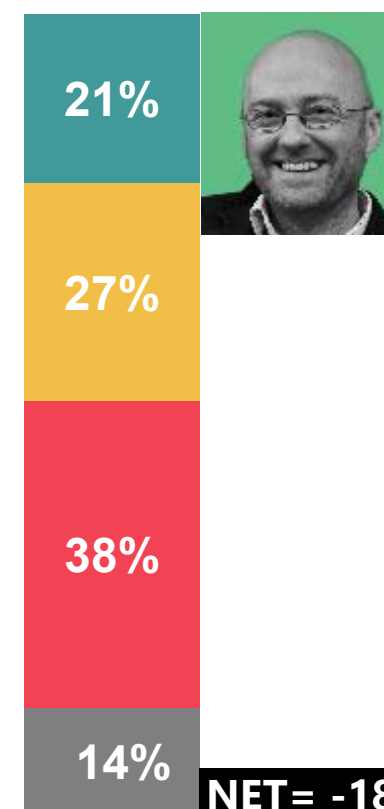
Anas Sarwar



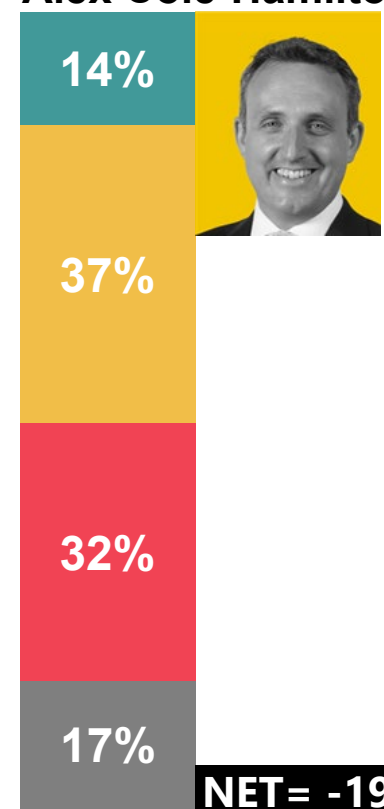
Lorna Slater



Patrick Harvie



Alex Cole-Hamilton



Base: 1,019 Scottish adults aged 16+, 18 – 23 August 2023

\*Last asked about in March as Cabinet Secretary for Health and Social Care, and as a SNP leader candidate

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# 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?

■ Favourable ■ Neither ■ Unfavourable ■ Don't know

Net

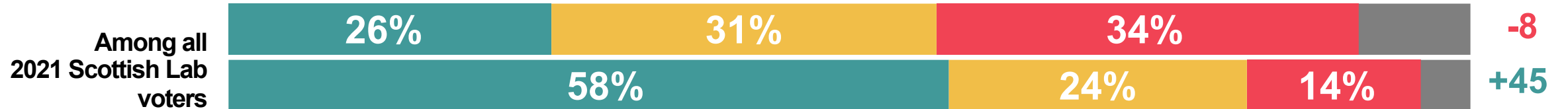
## Humza Yousaf, Leader of the SNP and First Minister



## Douglas Ross, Leader of the Scottish Conservative & Unionist Party



## Anas Sarwar, Leader of the Scottish Labour Party



Base: 1,019 Scottish adults aged 16+, including 439 who voted SNP at the 2021 Scottish Parliament election, 146 who voted Conservative and 158 who voted Labour, fieldwork: 18 -23 August 2023

Source: Ipsos Scotland | Political Pulse

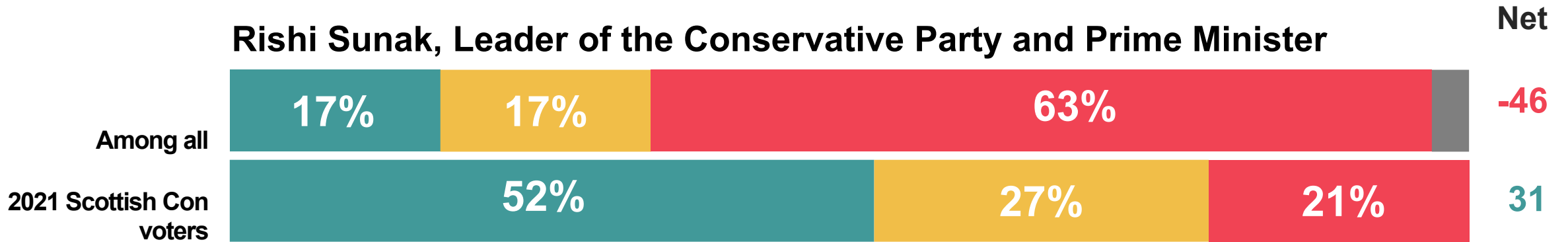


# Favourability towards UK party leaders

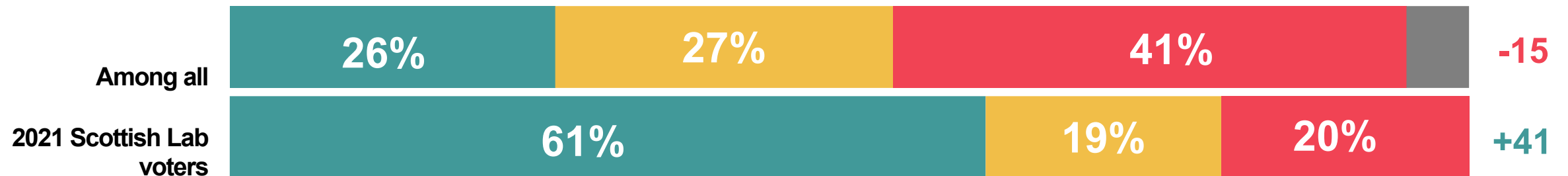
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

■ Favourable ■ Neither ■ Unfavourable ■ Don't know

## Rishi Sunak, Leader of the Conservative Party and Prime Minister



## Keir Starmer, Leader of the Labour Party



Base: 1,019 Scottish adults aged 16+, including 146 who voted Conservative at the 2021 Scottish Parliament election and 158 who voted Labour, fieldwork 18-23 August 2023

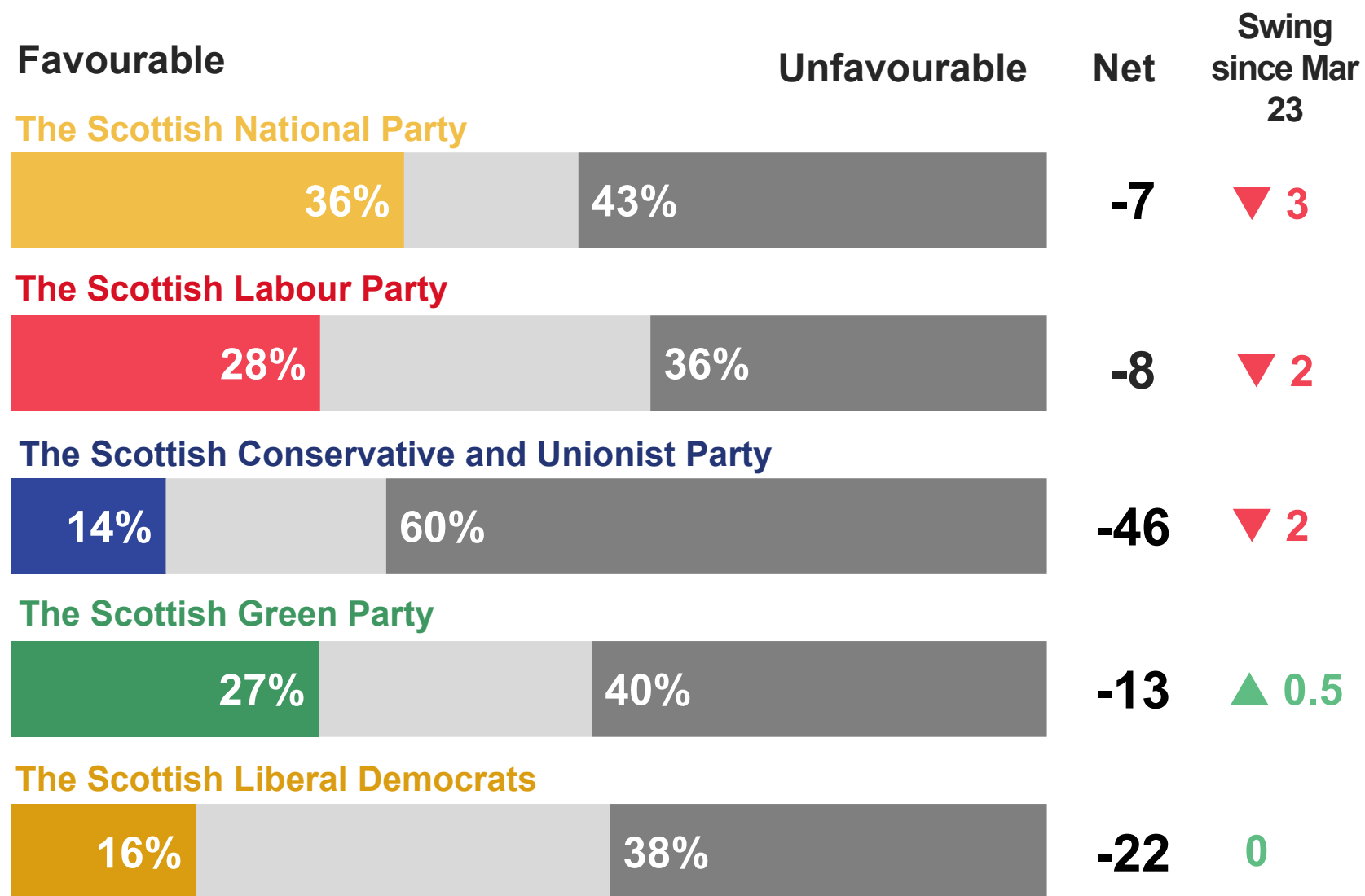
Source: Ipsos Scotland | Political Pulse





# 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?



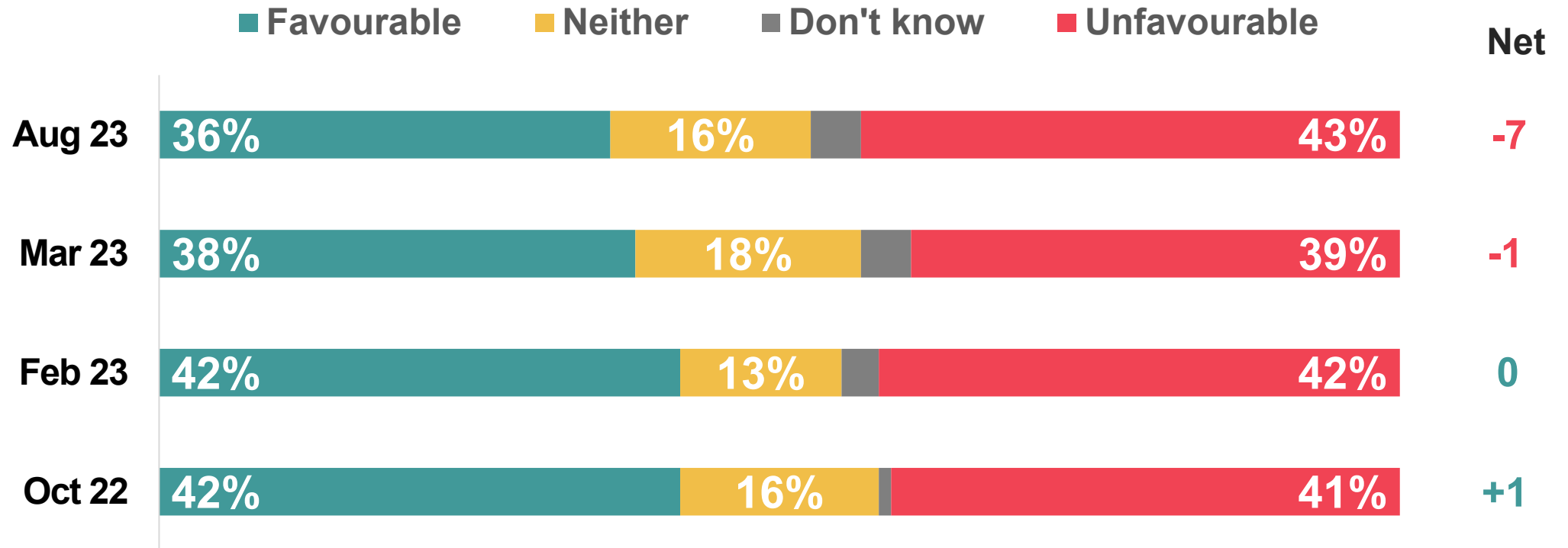
Base: 1,019 Scottish adults aged 16+, 18 – 23 August 2023

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?



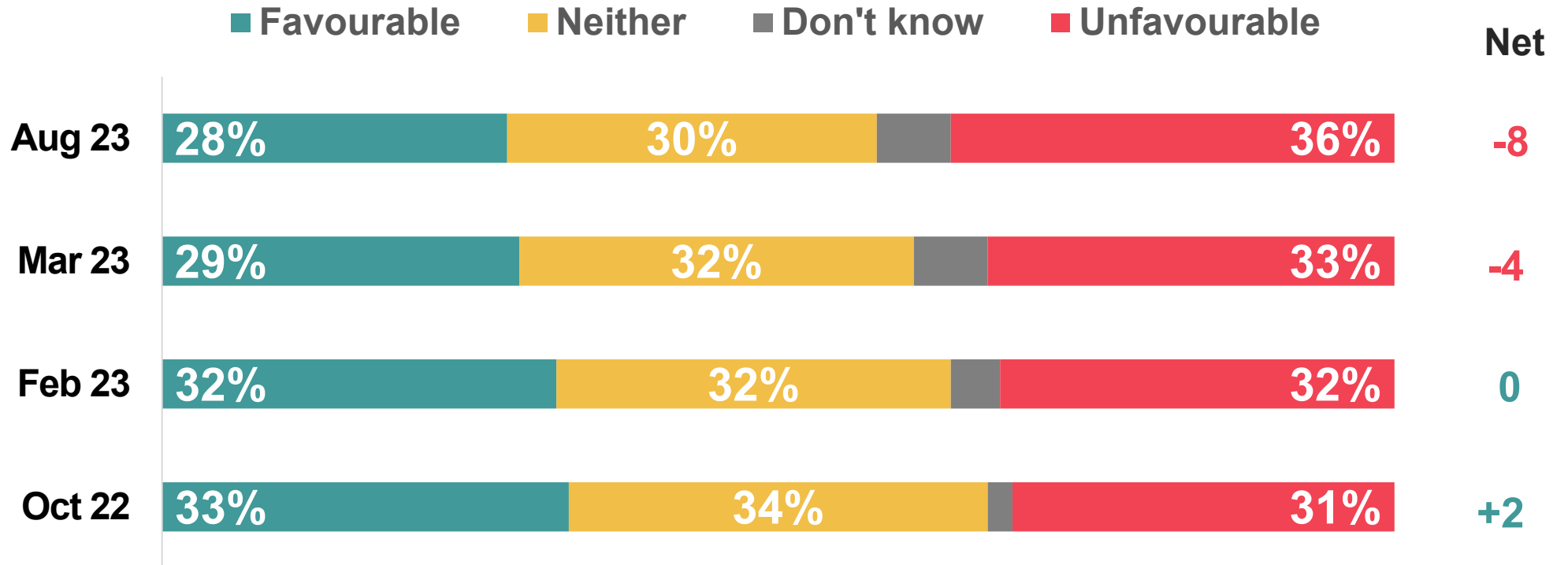
Base: 1,019 Scottish adults aged 16+, 18 – 23 August 2023 | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



# Scottish Labour: favourability trends

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



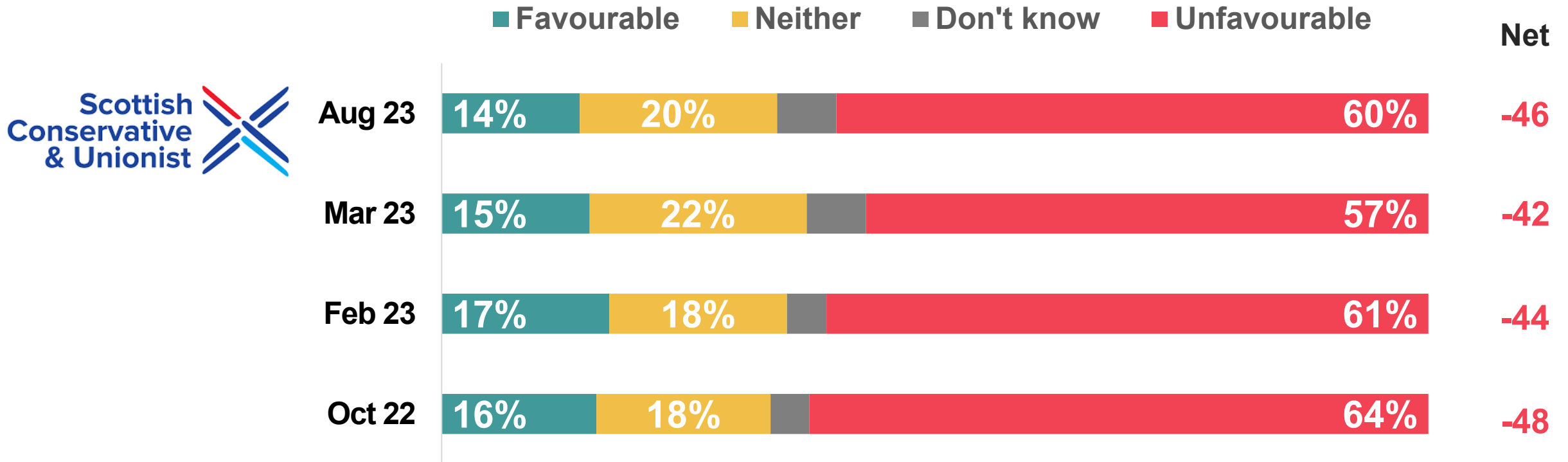
Base: 1,019 Scottish adults aged 16+, 18 – 23 August 2023 | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



# 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: 1,019 Scottish adults aged 16+, 18 – 23 August 2023 | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



# Methods

- Ipsos interviewed a representative quota sample of 1,019 adults aged 16+ in Scotland.
- Interviews took place online between 18<sup>th</sup> and 23<sup>rd</sup> August 2023.
- Data has been weighted to the known offline population proportions on key demographics.
- 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 September 2023

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