

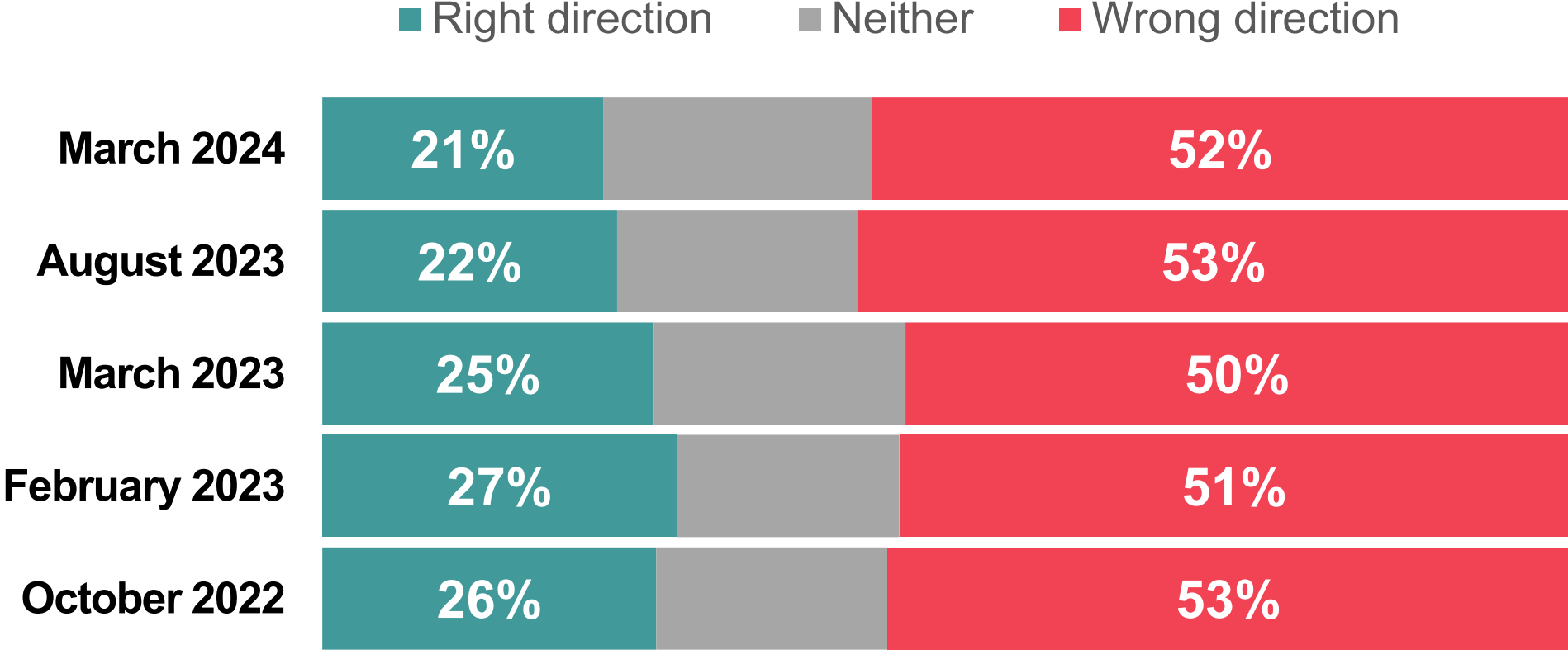
Scotland Political Pulse

Ipsos

March 2024

Direction of the country

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

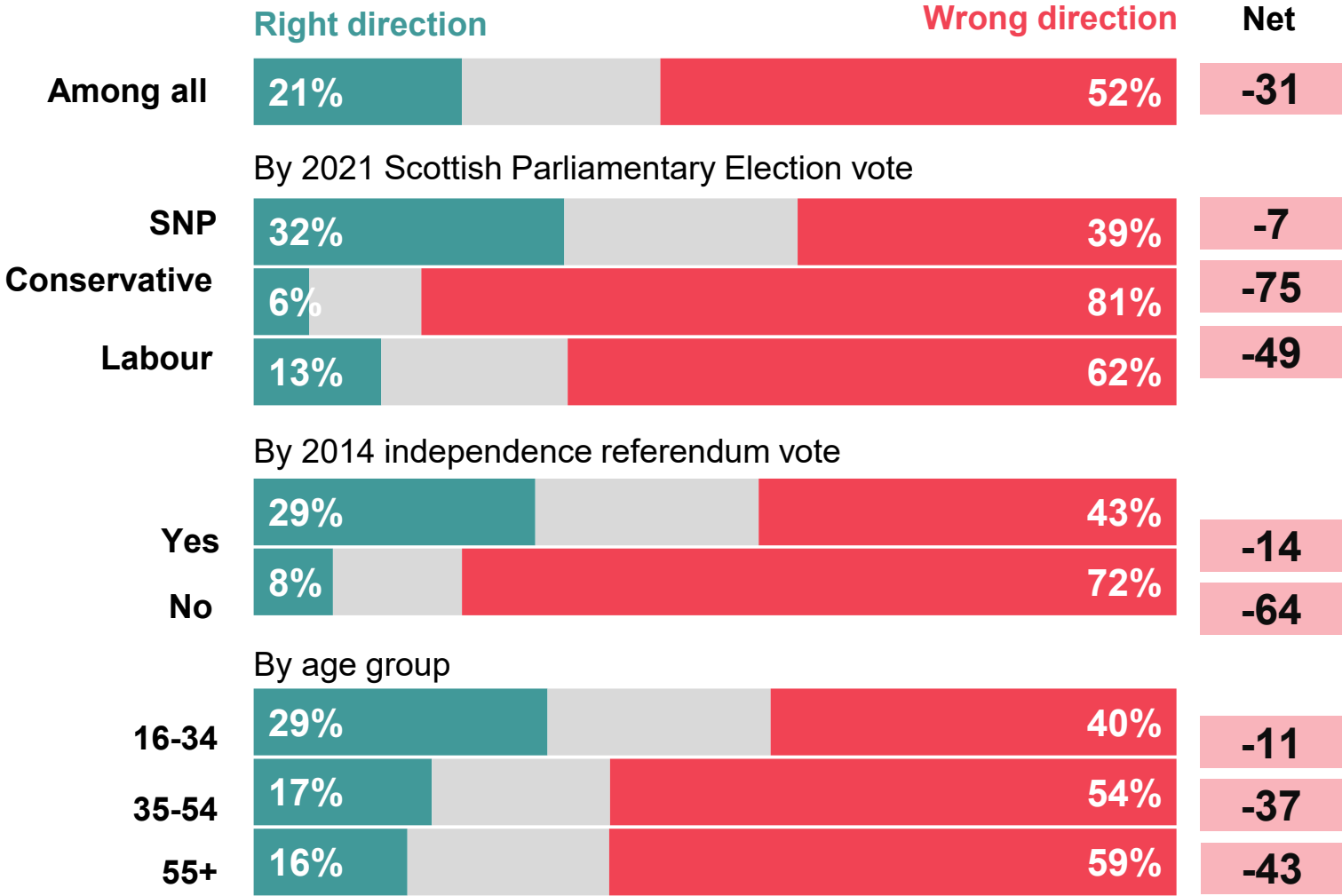


Base: 1,040 Scottish adults aged 16+, 15 – 26 March 2024 | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)



Direction of the country

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



Base: 1,040 Scottish adults aged 16+, 15 – 26 March 2024, including 2021 Scottish Parliament Election SNP voters (404), Conservative Party voters (142), Labour Party voters (177; 2014 Independence referendum Yes voters (393), No voters (402); 16-34 year olds (244), 35-54 year olds (360), 55+ year olds (436).

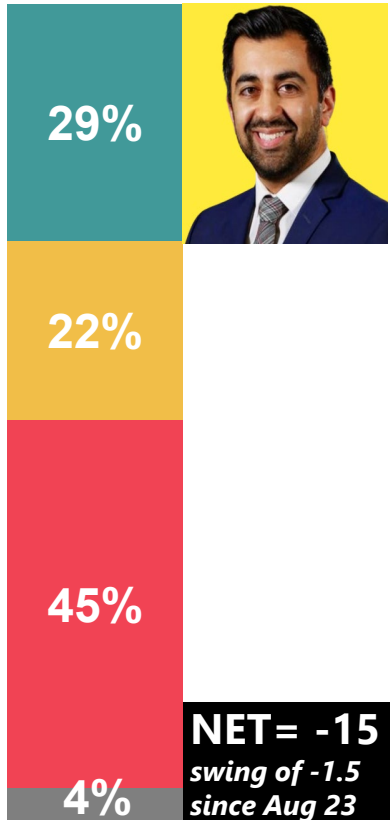


Favourability towards party leaders

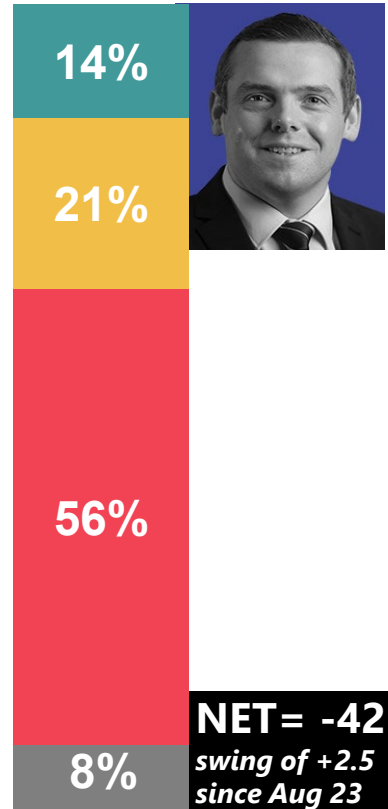
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

Favourable Neither Unfavourable Don't know

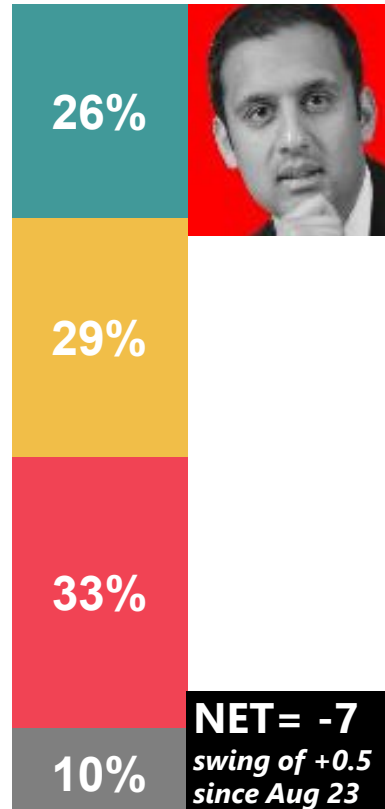
Humza Yousaf



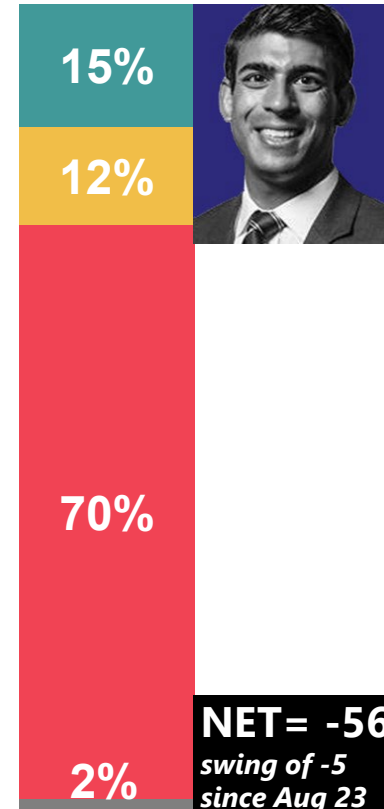
Douglas Ross



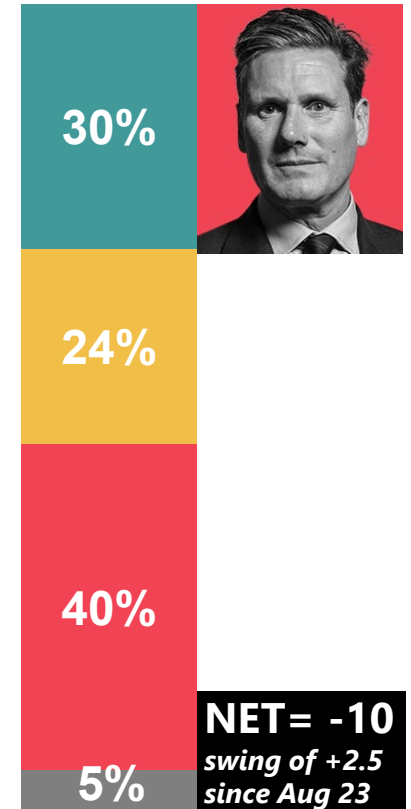
Anas Sarwar



Rishi Sunak



Keir Starmer



Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

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Source: Ipsos Scotland | Political Pulse

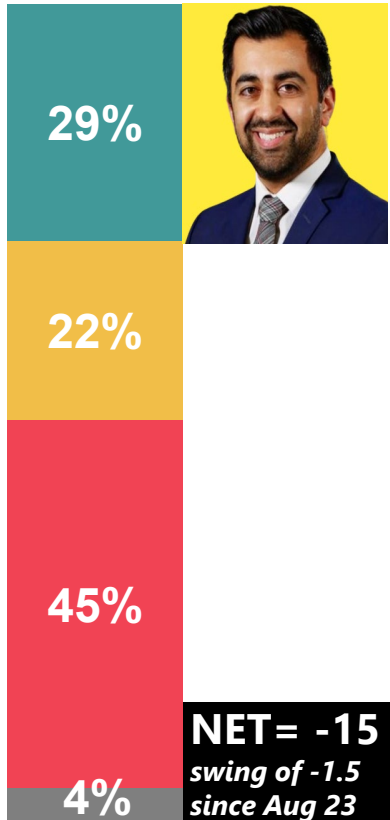


Favourability towards Scottish politicians

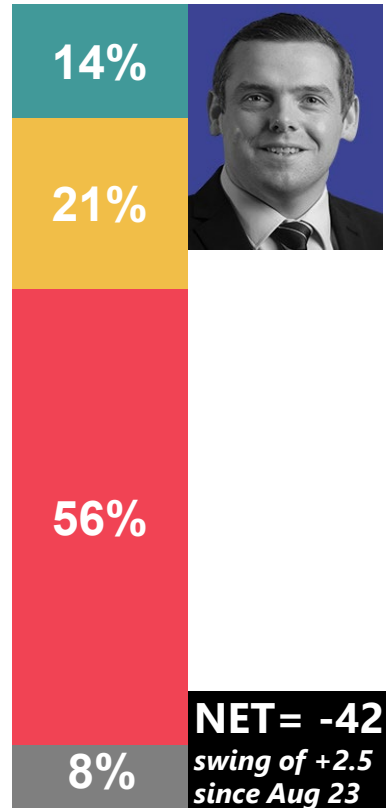
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

Favourable Neither Unfavourable Don't know

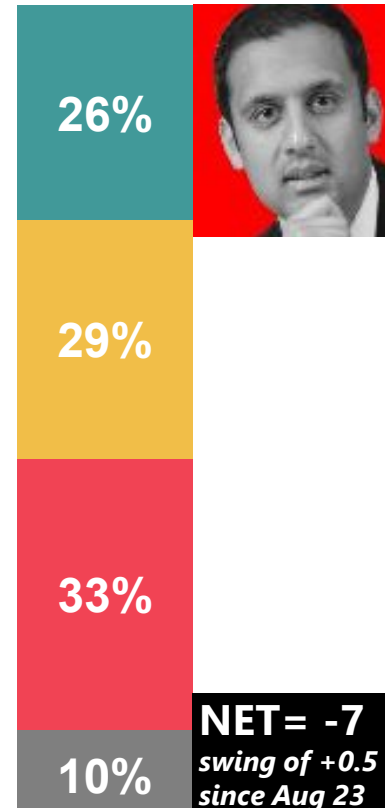
Humza Yousaf



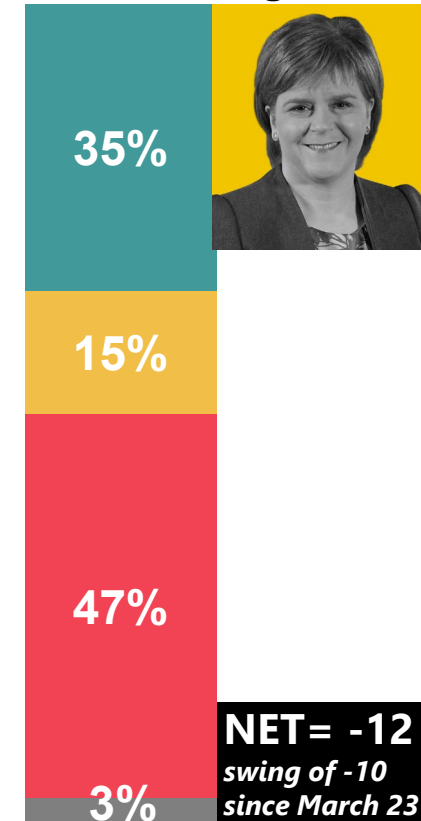
Douglas Ross



Anas Sarwar



Nicola Sturgeon



Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

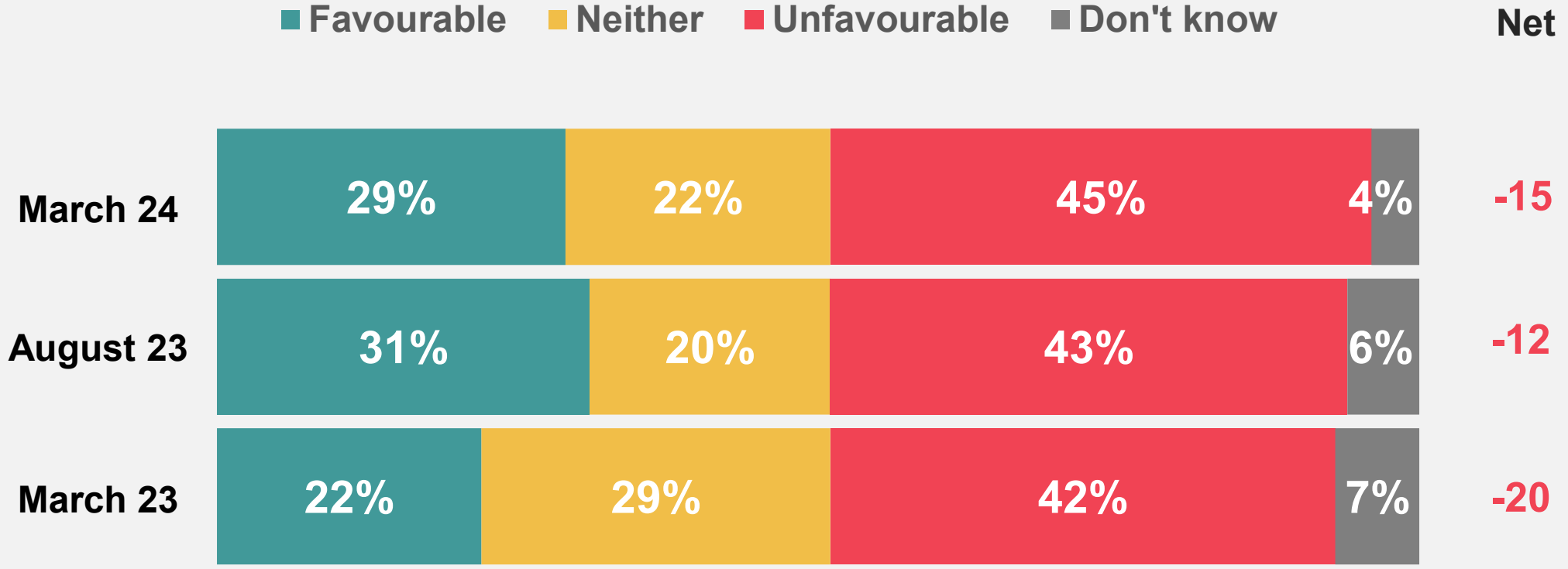
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Source: Ipsos Scotland | Political Pulse



Humza Yousaf: Favourability trend

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



Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024 | 1,019 (Aug 2023) | 1,023 (Mar 2023)

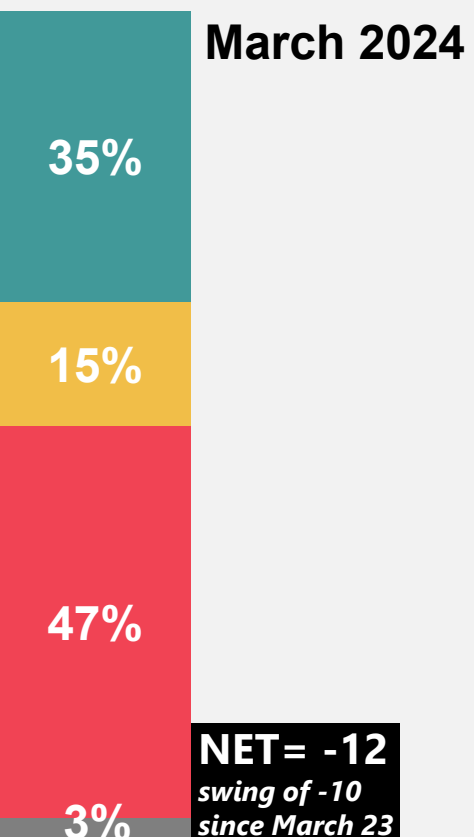
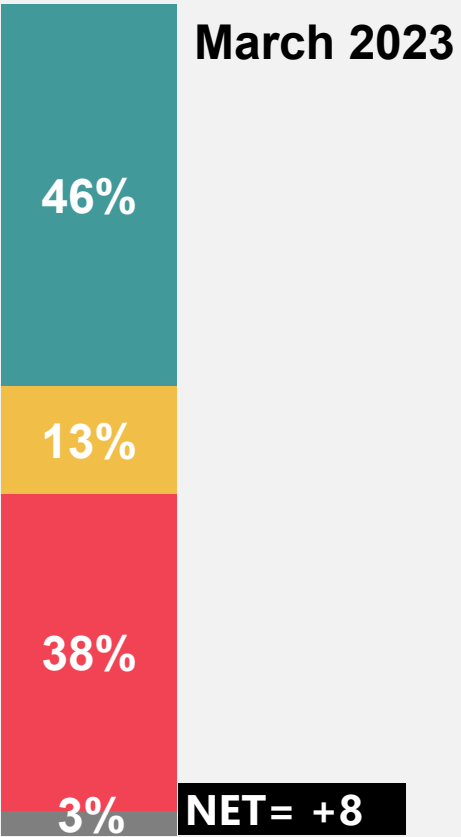


Nicola Sturgeon: Favourability trend

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

Leader of the SNP and First Minister

Former SNP First Minister



- Favourable
- Neither
- Unfavourable
- Don't know

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

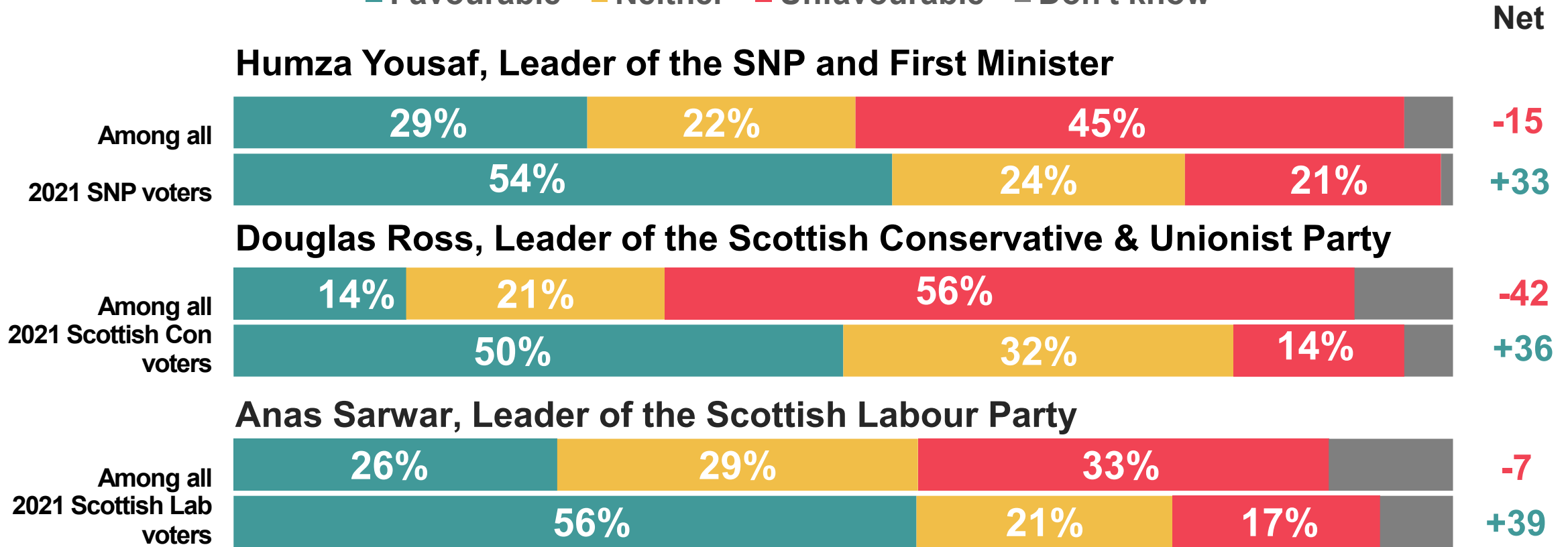
Base: 1,040 Scottish adults 16+, 15 - 26 March 2024



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



Base: 1,040 Scottish adults aged 16+, including 404 who voted SNP at the 2021 Scottish Parliament election, 142 who voted Conservative and 177 who voted Labour, fieldwork 15 March – 26 March 2024

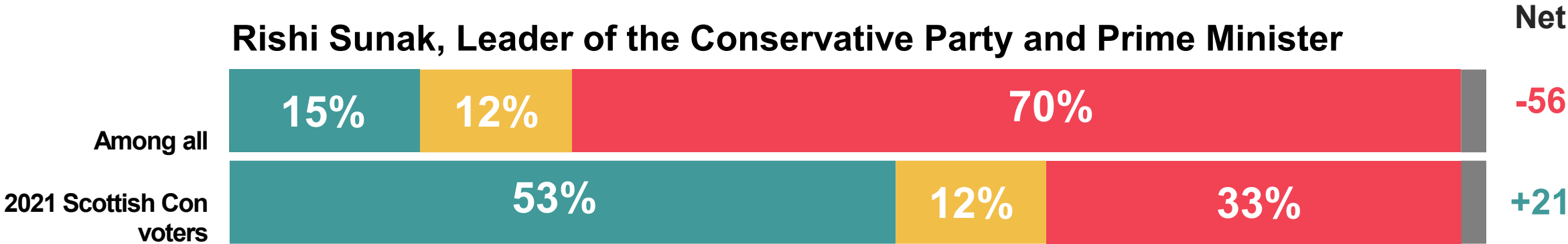
Source: Ipsos Scotland | Political Pulse

Favourability towards UK party leaders

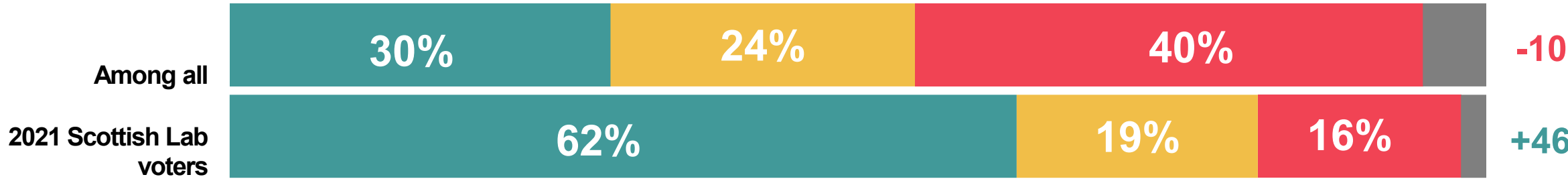
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

■ Favourable ■ Neither ■ Unfavourable ■ Don't know

Rishi Sunak, Leader of the Conservative Party and Prime Minister



Keir Starmer, Leader of the Labour Party



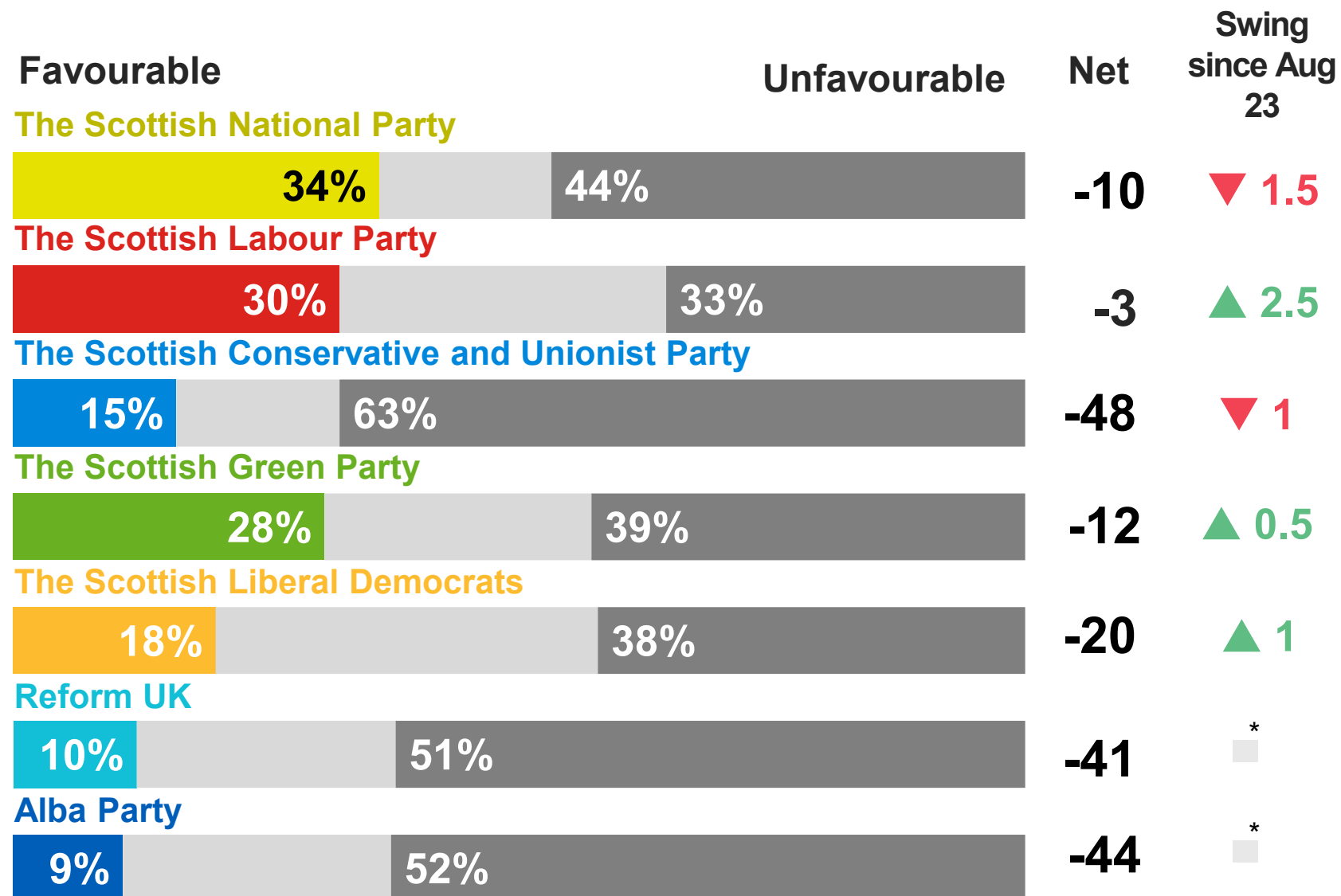
Base: 1,040 Scottish adults aged 16+, including 142 who voted Conservative at the 2021 Scottish Parliament election and 177 who voted Labour, fieldwork 15 March – 26 March 2024

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?



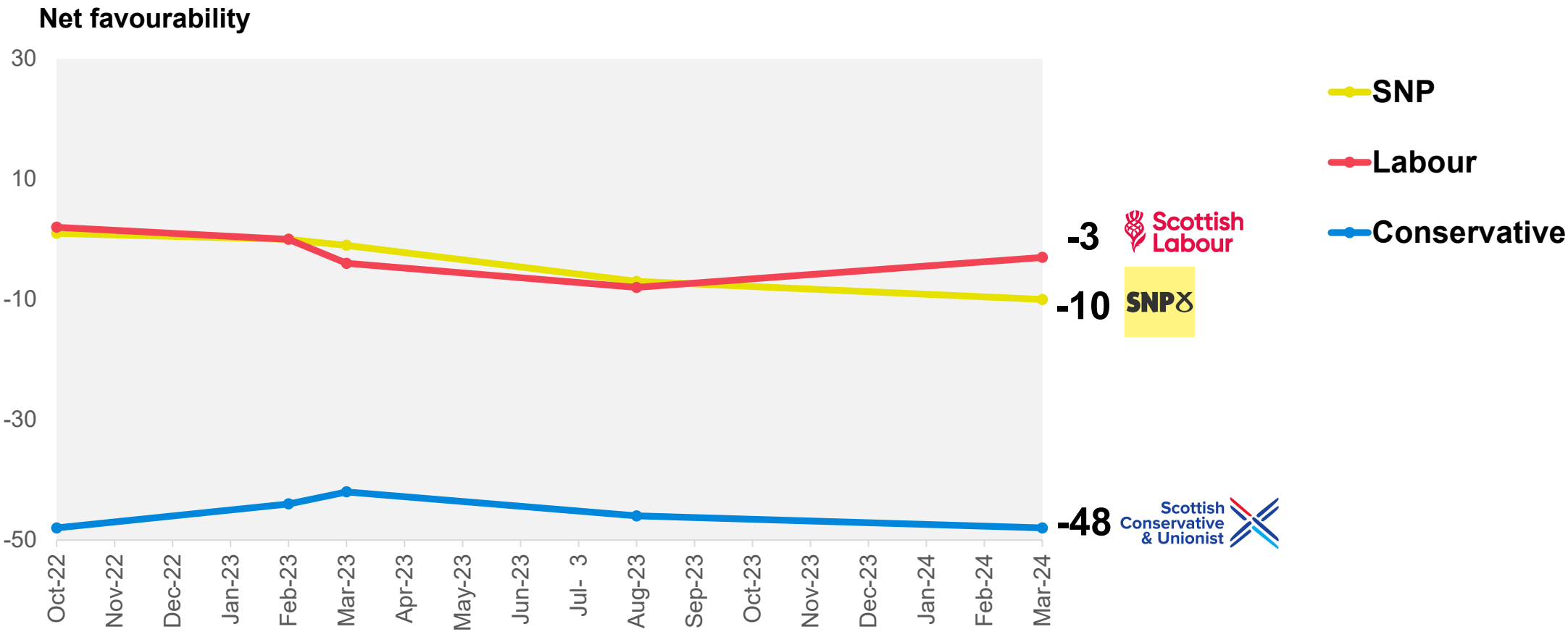
Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

*Not asked in August 2023

Source: Ipsos Scotland | Political Pulse

Favourability towards political parties: trends

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

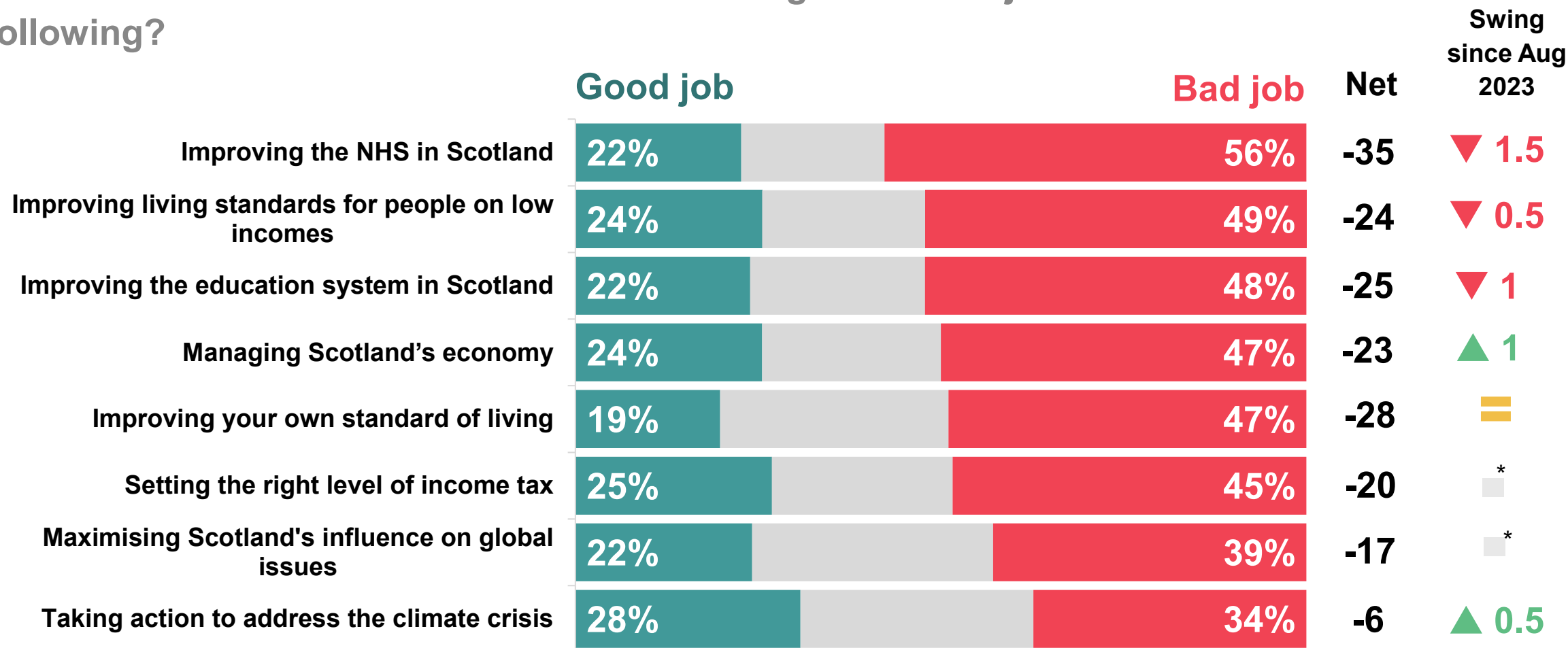


Base: 1,040 Scottish adults aged 16+, 15 – 26 March 2024 | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)



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: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

*Not asked in August 2023

Source: Ipsos Scotland | Political Pulse



Methods

- Ipsos interviewed a representative quota sample of 1,040 adults aged 16+ in Scotland.
- Interviews took place online between 15th March and 26th March 2024.
- 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 2024

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