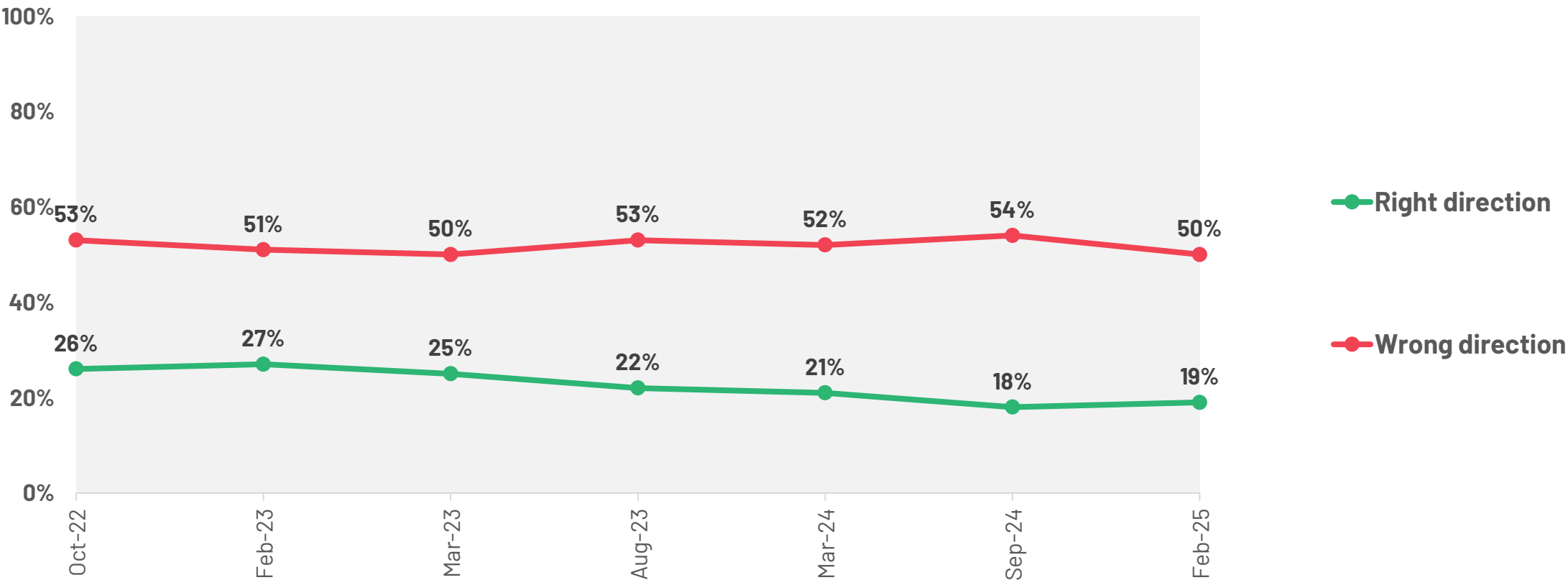


# SCOTLAND POLITICAL PULSE

**Ipsos Scotland**  
February 2025

# Direction of the country: trend

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

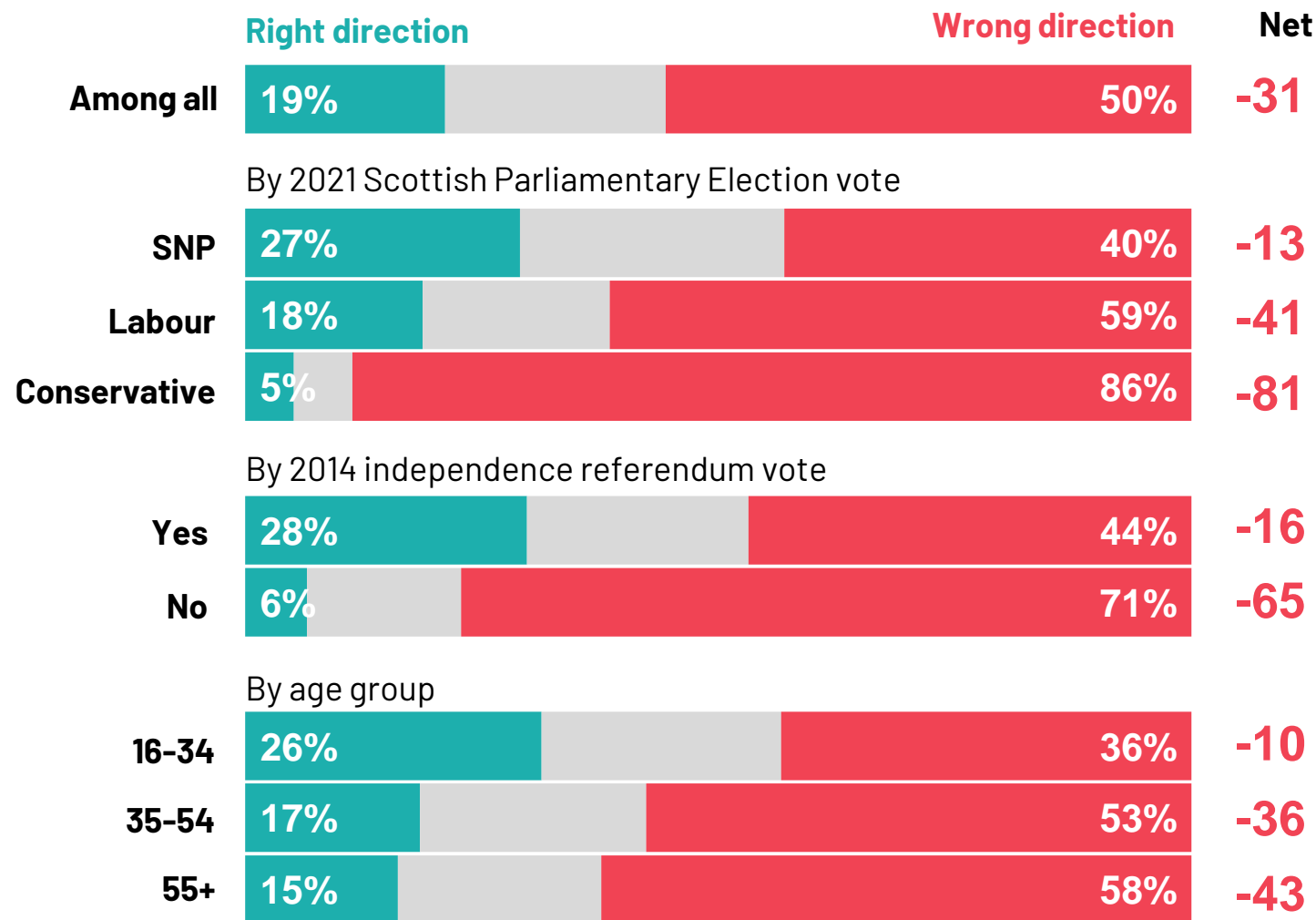


**Base:** 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025 | 1,000 (Sept 2024)| 1,040 (Mar 2024)| 1,019 (Aug 2023)| 1,023 (Mar 2023)| 1,087 (Feb 2023)| 1,000 (Oct 2022)



# Direction of the country

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



**Base:** 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025, including 2021 Scottish Parliament Election SNP voters (360), Conservative Party voters (134), Labour Party voters (168); 2014 Independence referendum 'Yes' voters (359), 2014 'No' voters (373); 16-34 year olds (274), 35-54 year olds (329), 55+ year olds (422).

Source: Ipsos Scotland | Political Pulse



# FAVOURABILITY RATINGS

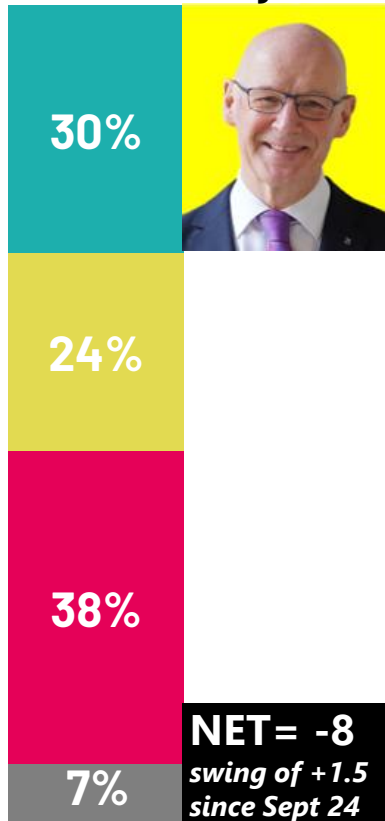


# Favourability towards Scottish politicians

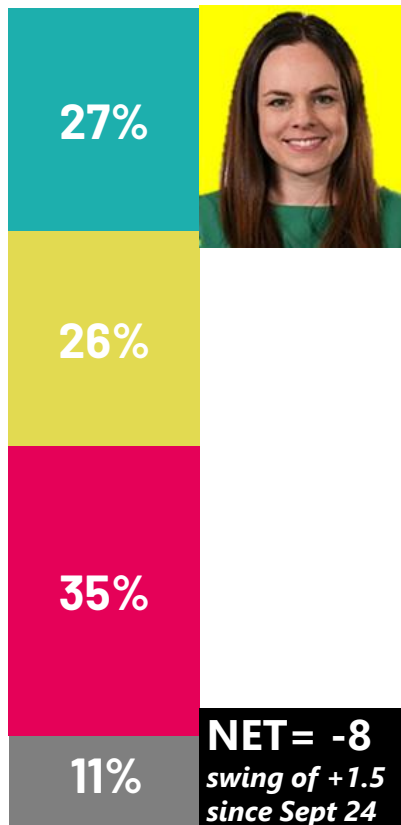
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

Favourable Neither Unfavourable Don't know

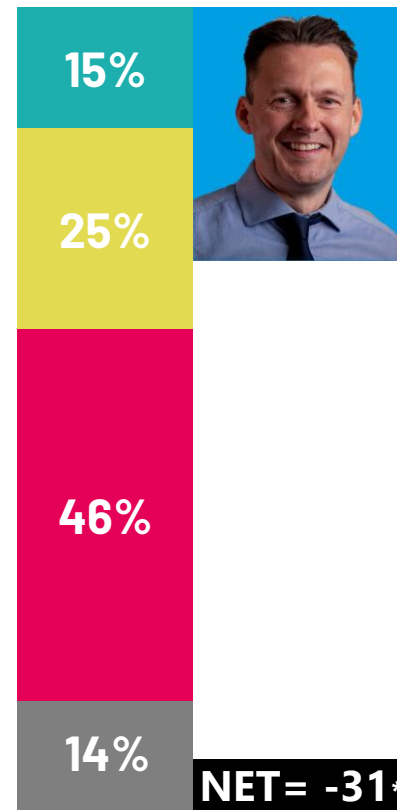
John Swinney



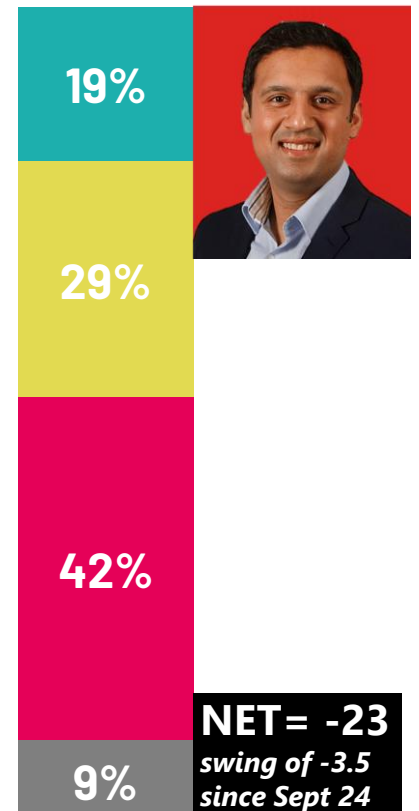
Kate Forbes



Russell Findlay



Anas Sarwar



Base: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

\*Not asked in September 2024

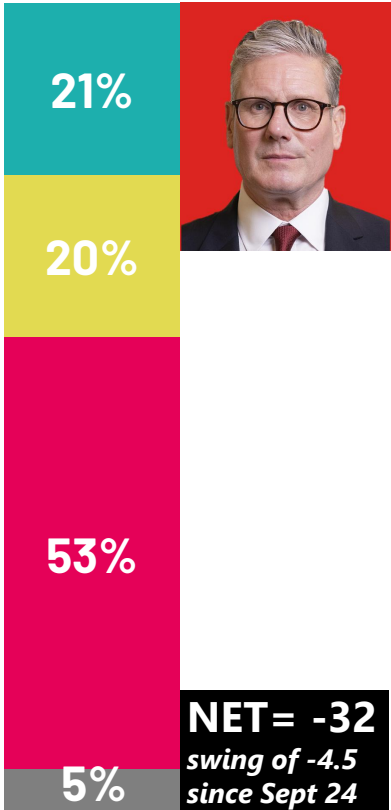
Source: Ipsos Scotland | Political Pulse

# Favourability towards UK politicians

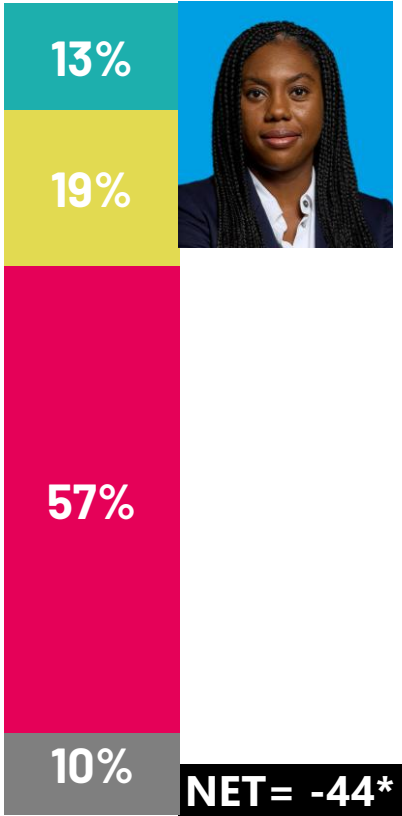
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

Favourable   Neither   Unfavourable   Don't know

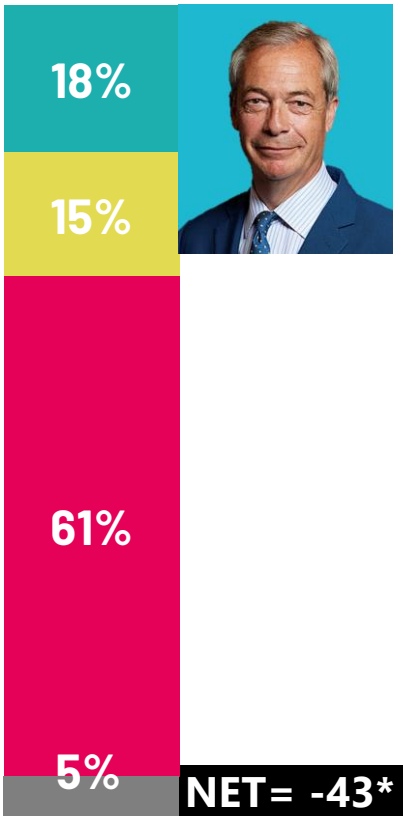
Keir Starmer



Kemi Badenoch



Nigel Farage



Base: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

\*Not asked in September 2024

Source: Ipsos Scotland | Political Pulse

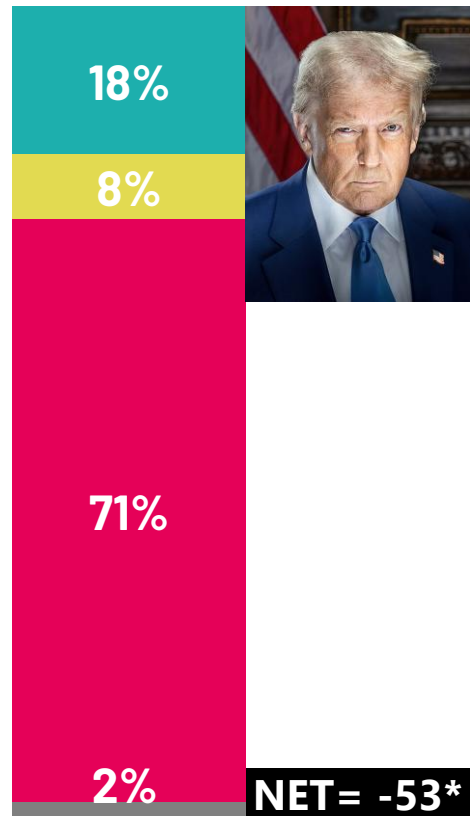


# Favourability towards Donald Trump and Elon Musk

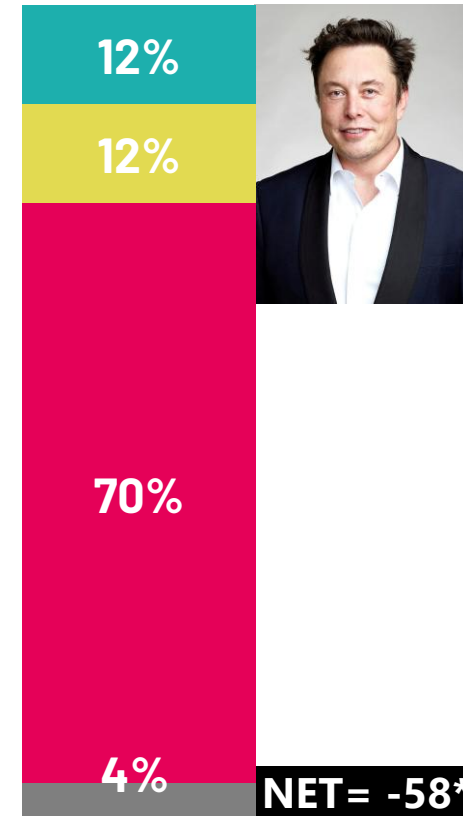
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

 Favourable  Neither  Unfavourable  Don't know

Donald Trump



Elon Musk



**Base:** 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

\*Not asked in September 2024

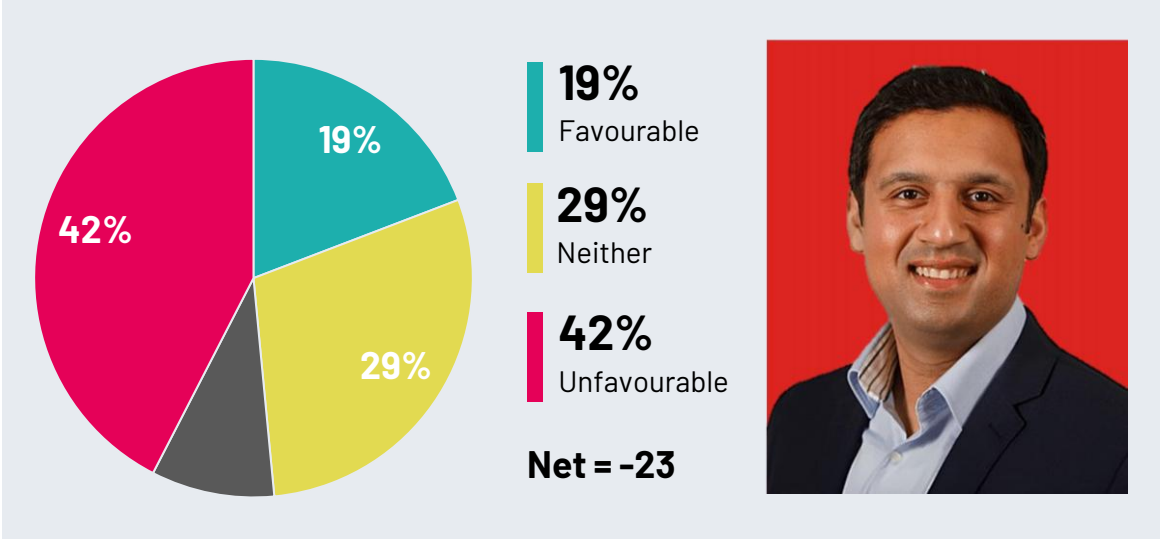
**Source:** Ipsos Scotland | Political Pulse

# Anas Sarwar: Favourability trend

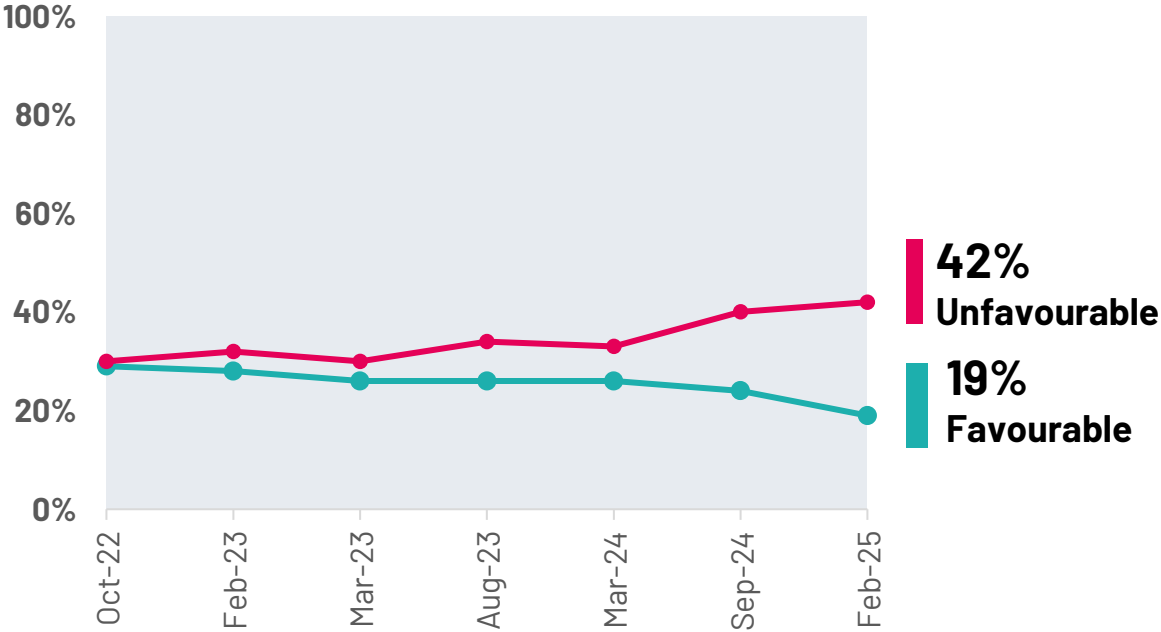
To what extent, if at all, do you have a favourable or unfavourable opinion of Anas Sarwar, Leader of the Scottish Labour Party?

February 2025

Among all



October 2022 – February 2025



Base: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025 | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

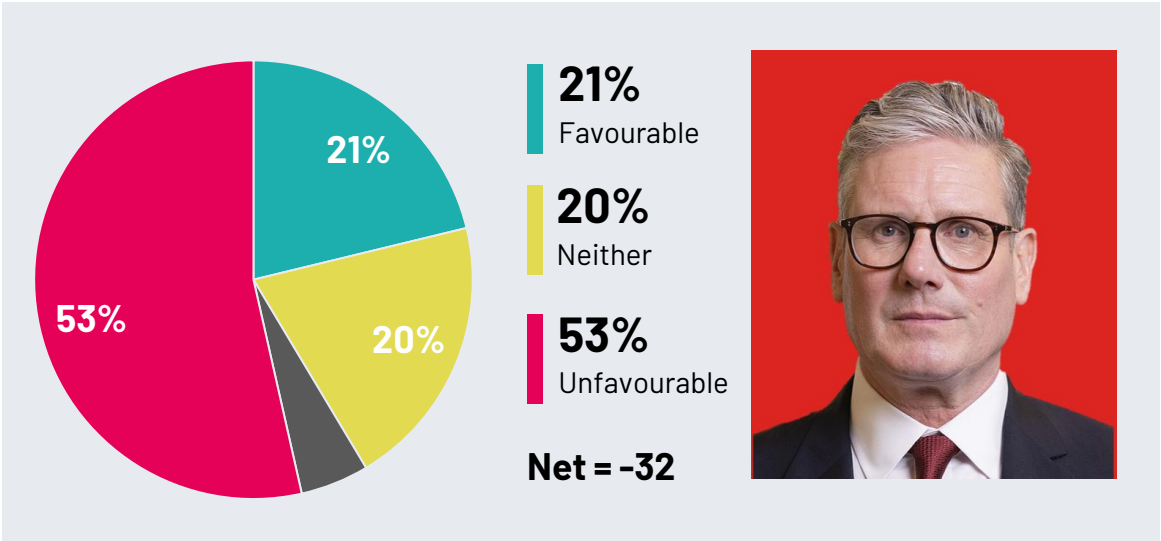


# Keir Starmer: Favourability trend

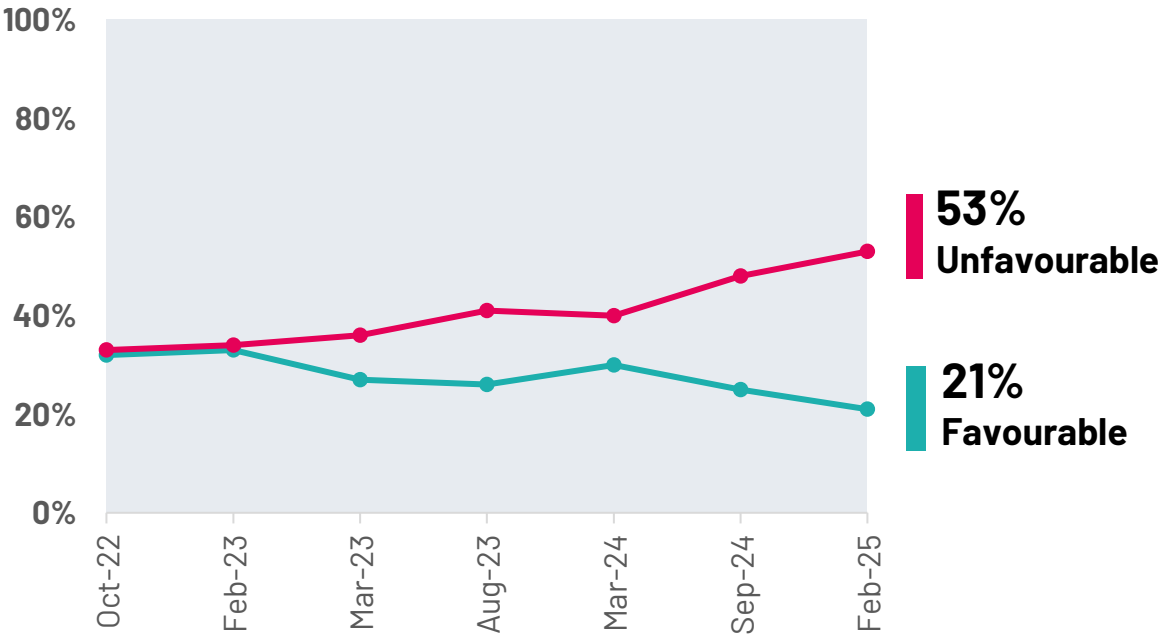
To what extent, if at all, do you have a favourable or unfavourable opinion of Keir Starmer, Leader of the Labour Party and Prime Minister?

February 2025

Among all



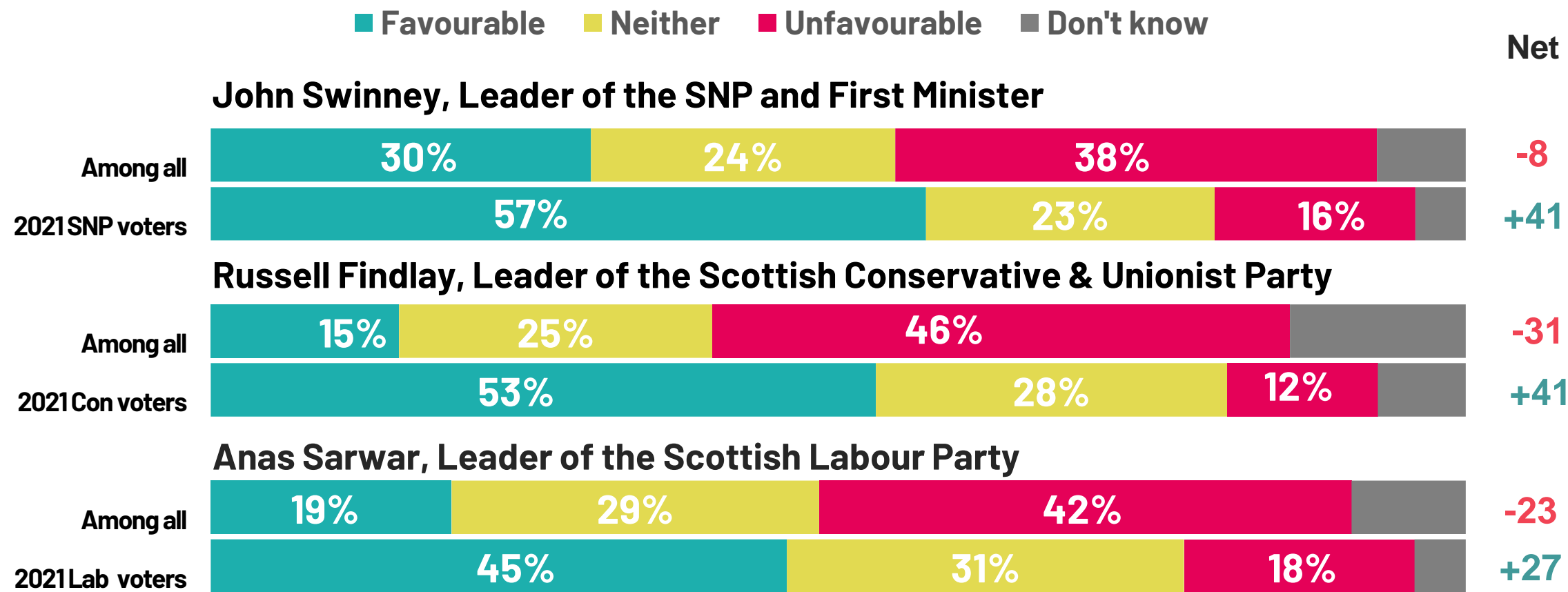
October 2022 – February 2025



**Base:** 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025 | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

# 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?



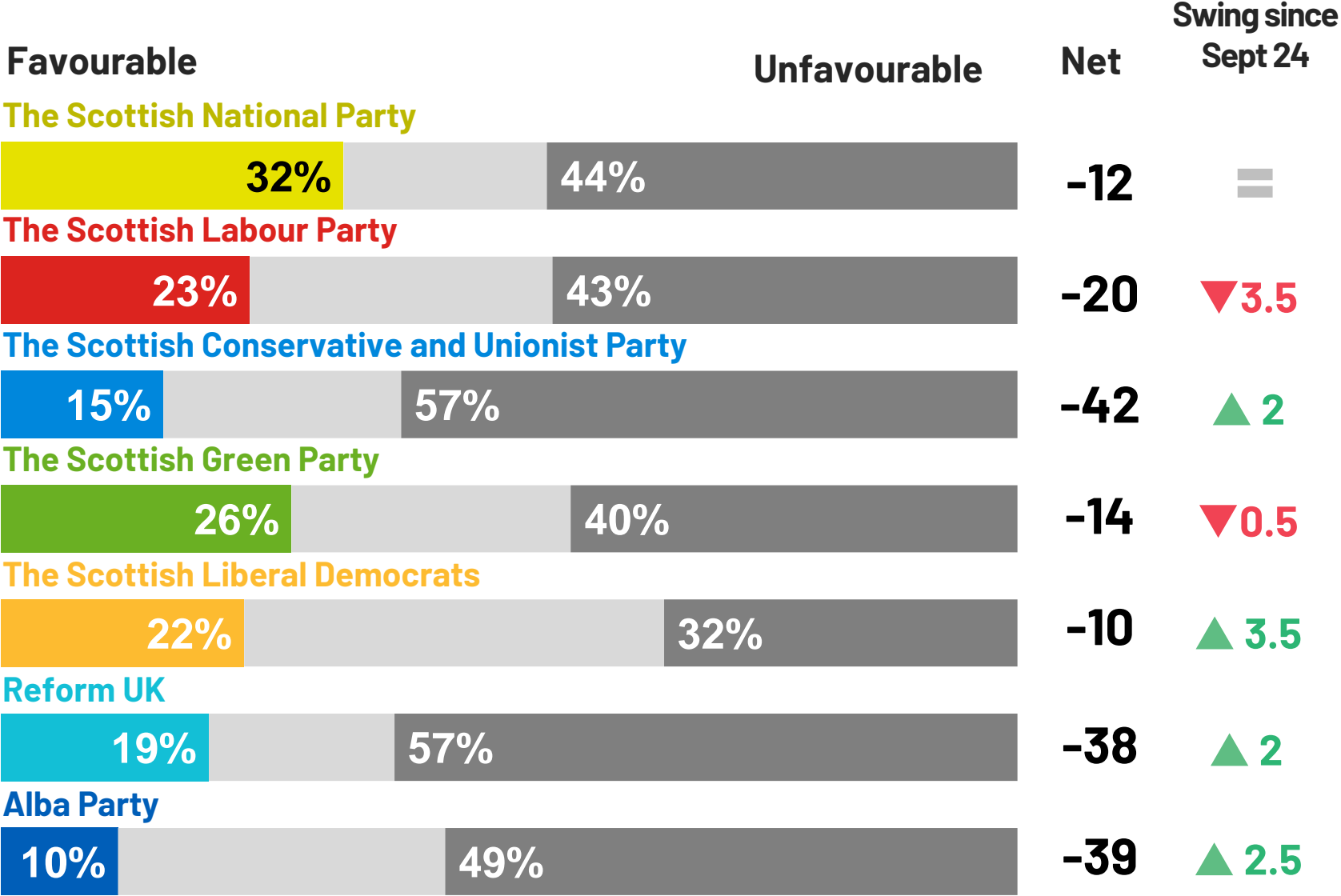
Base: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025, including 2021 Scottish Parliament Election SNP voters (360), Conservative Party voters (134), Labour Party voters (168)

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?



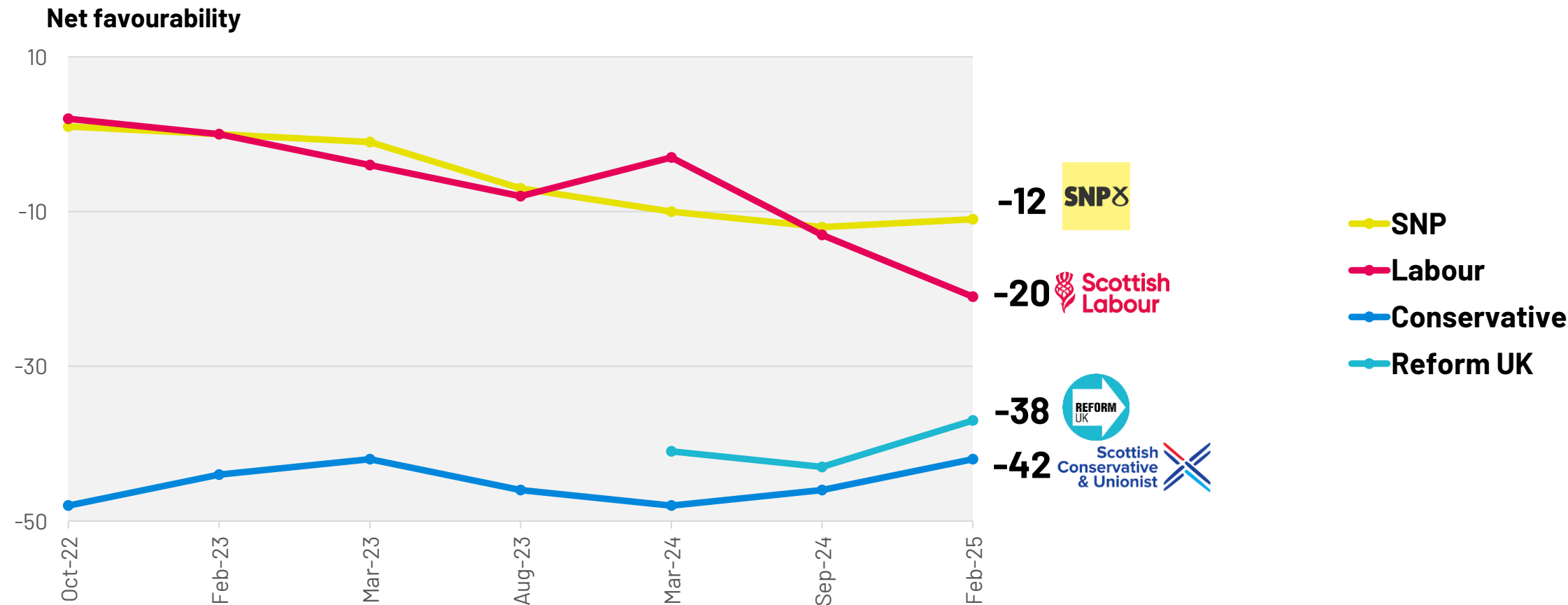
Base: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

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:** 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025 | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



# THE ECONOMY

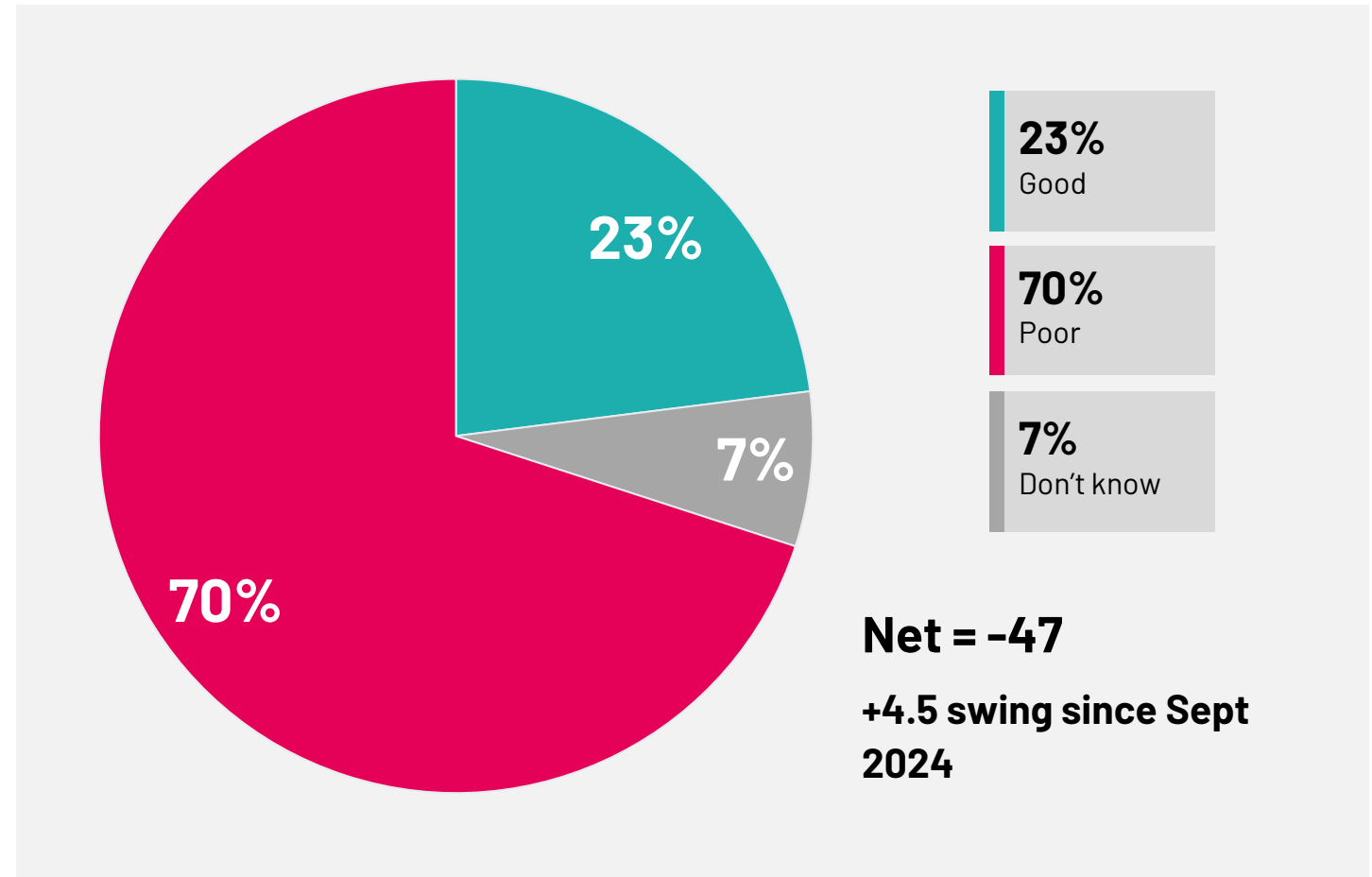




# Perceptions of the Scottish economy

How would you describe the current state of the Scottish economy?  
Would you say it is...?

February 2025

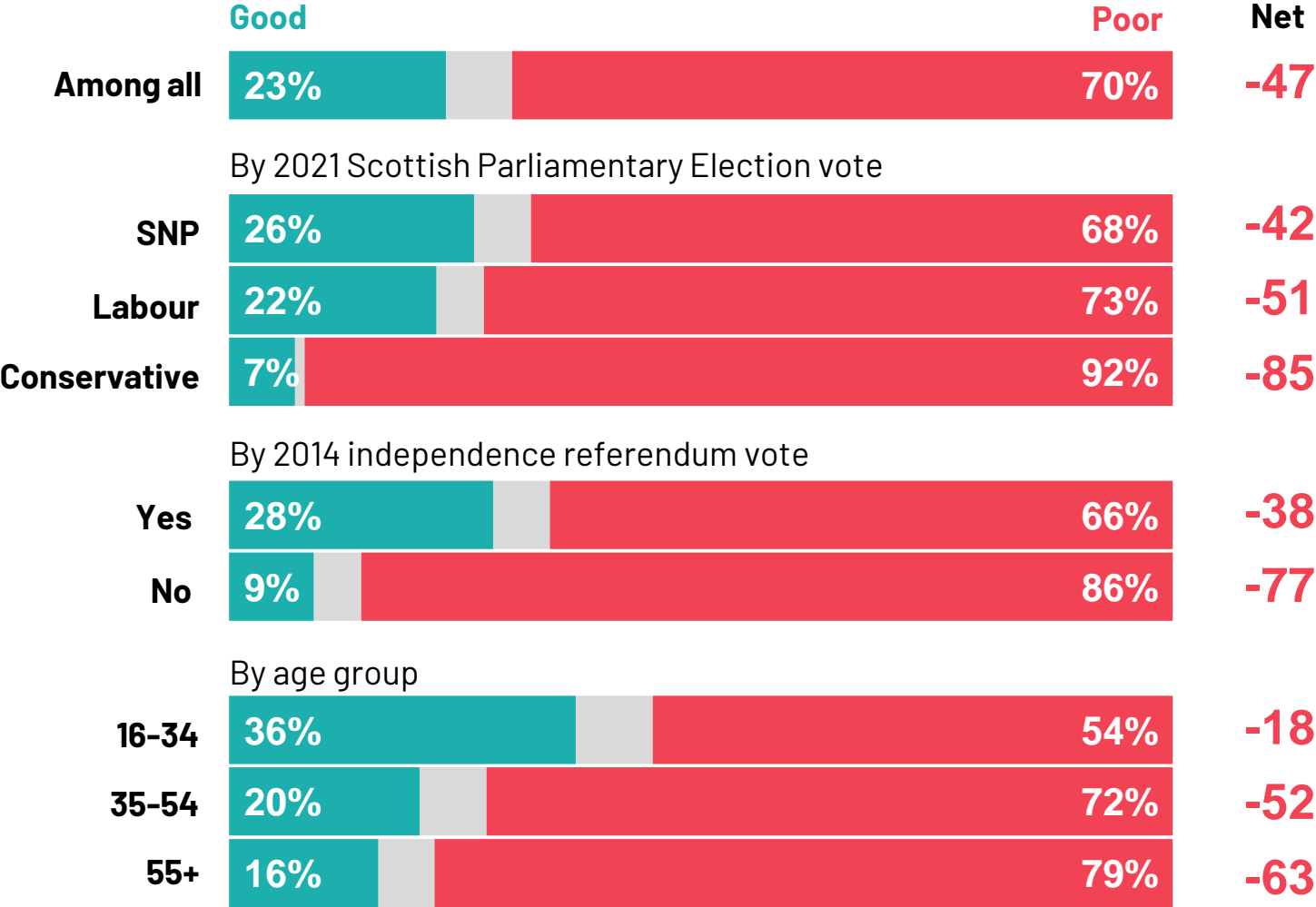


**Base:** 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

# Perceptions of the Scottish economy

How would you describe the current state of the Scottish economy?

Would you say it is...?

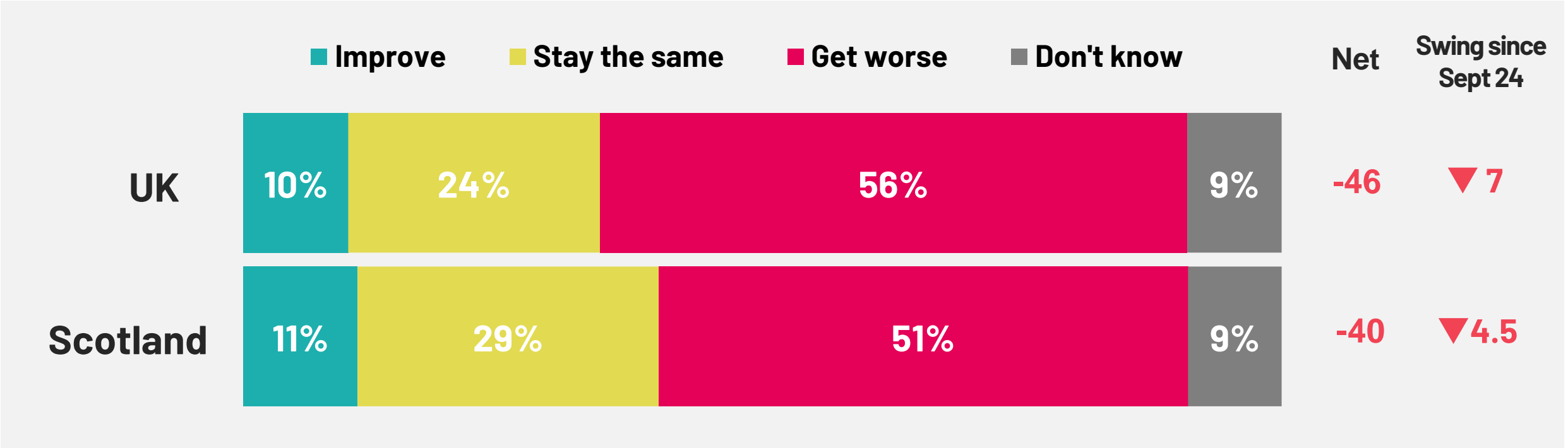


**Base:** 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025, including 2021 Scottish Parliament Election SNP voters (360), Conservative Party voters (134), Labour Party voters (168); 2014 Independence referendum 'Yes' voters (359), 2014 'No' voters (373); 16-34 year olds (274), 35-54 year olds (329), 55+ year olds (422).



# Outlook on the economy

Do you think that the general economic condition of [the UK /Scotland] will improve, stay the same or get worse over the next 12 months?



Base: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

Source: Ipsos Scotland | Political Pulse

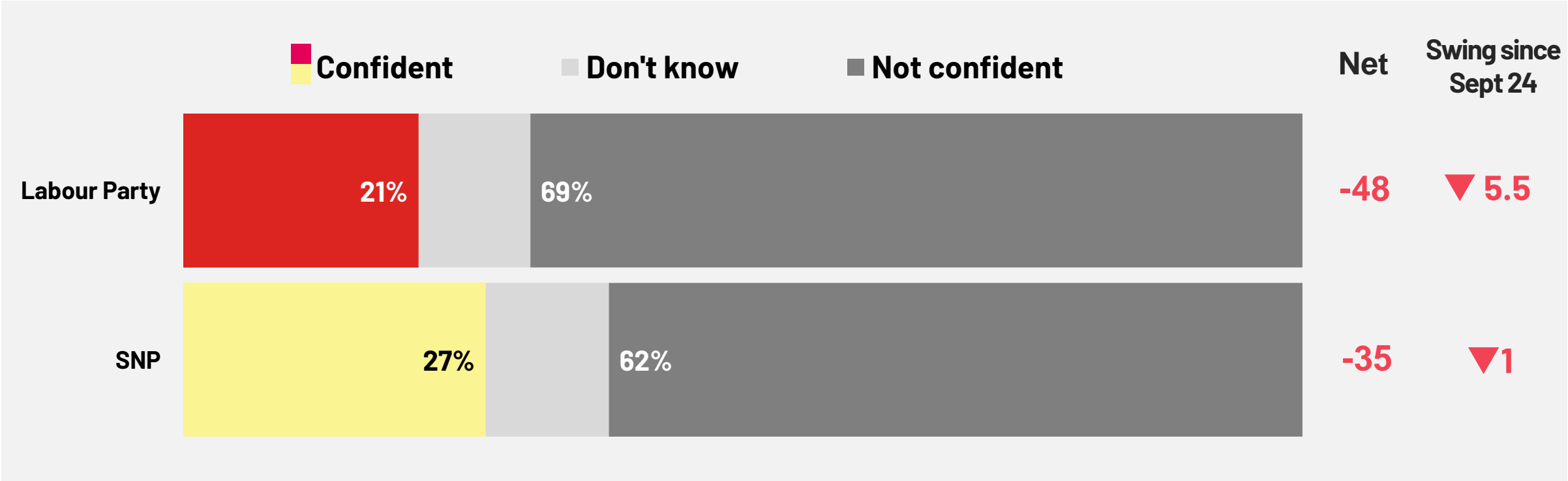


# GOVERNMENT PERFORMANCE



# Confidence in Government plans for the economy

How confident, if at all, are you that [ the Labour Party / the SNP ] has a good long-term economic plan for [the UK / Scotland]?



Base: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

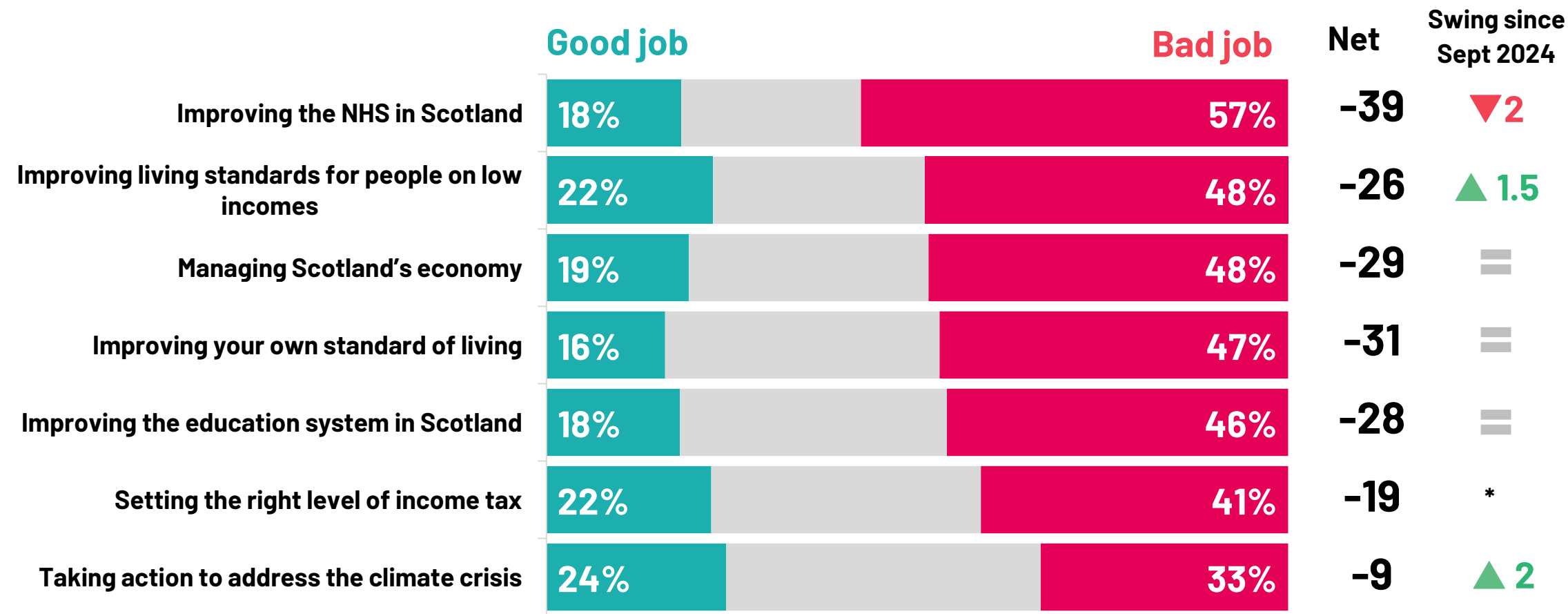
Source: Ipsos Scotland | Political Pulse





# Views on 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: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

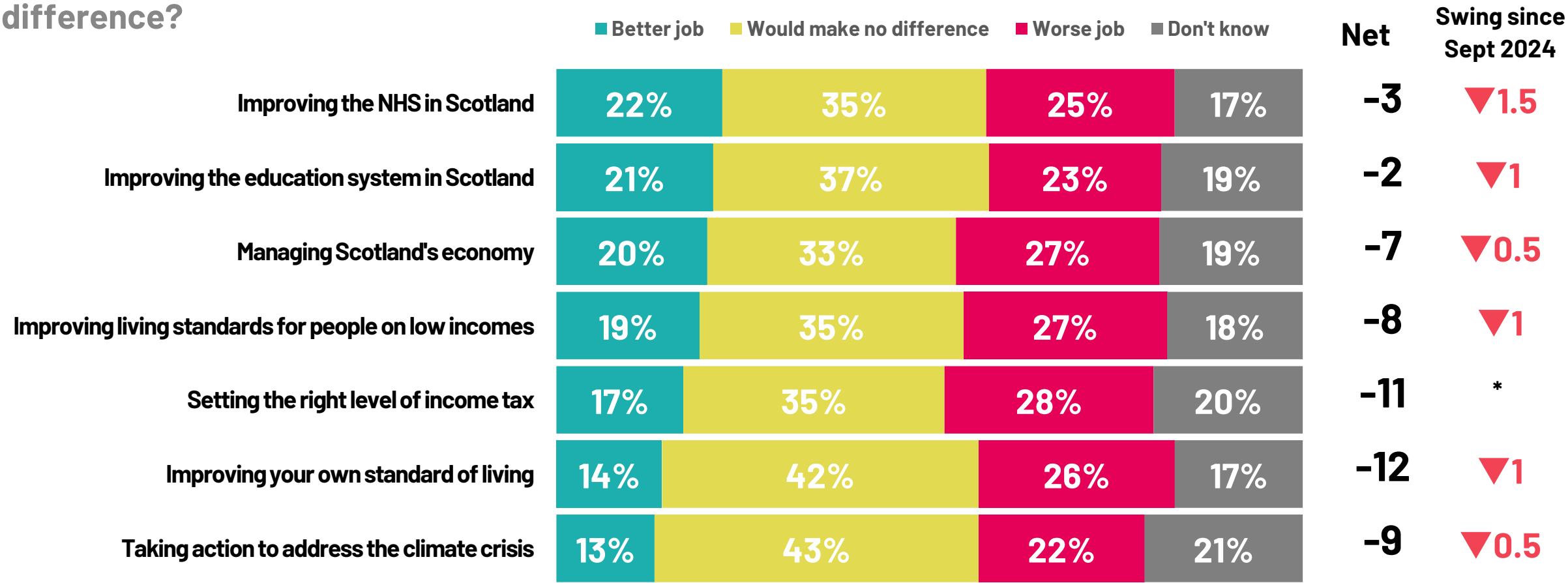
\*Not asked in September 24

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: 1,025 Scottish adults aged 16+, 21<sup>st</sup> to 26<sup>th</sup> February 2025

\*Not asked in September 24

Source: Ipsos Scotland | Political Pulse



# METHODS

- Ipsos interviewed a representative quota sample of 1,025 adults aged 16+ in Scotland.
- Interviews took place online between 21<sup>st</sup> and 26<sup>th</sup> February 2025.
- 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, February 2025

**For more information**

**Emily Gray**  
**Managing Director, Ipsos Scotland**  
Emily.Gray@ipsos.com

**Rachel Ormston**  
**Research Director, Ipsos Scotland**  
Rachel.Ormston@ipsos.com

**Sally Abernethy**  
**Research Manager, Ipsos Scotland**  
Sally.Abernethy@ipsos.com

**Alex Walker**  
**Research Executive, Ipsos Scotland**  
Alex.Walker@ipsos.com