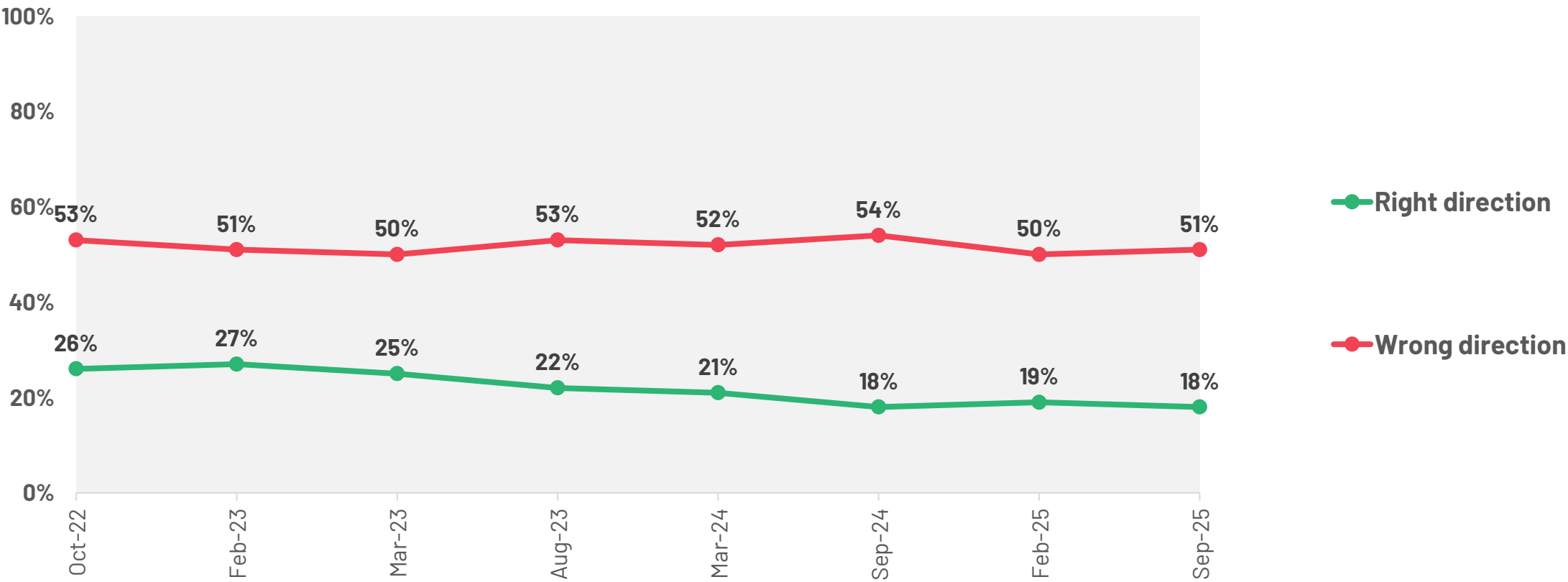


SCOTLAND POLITICAL PULSE

Ipsos Scotland
September 2025

Direction of the country: trend

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



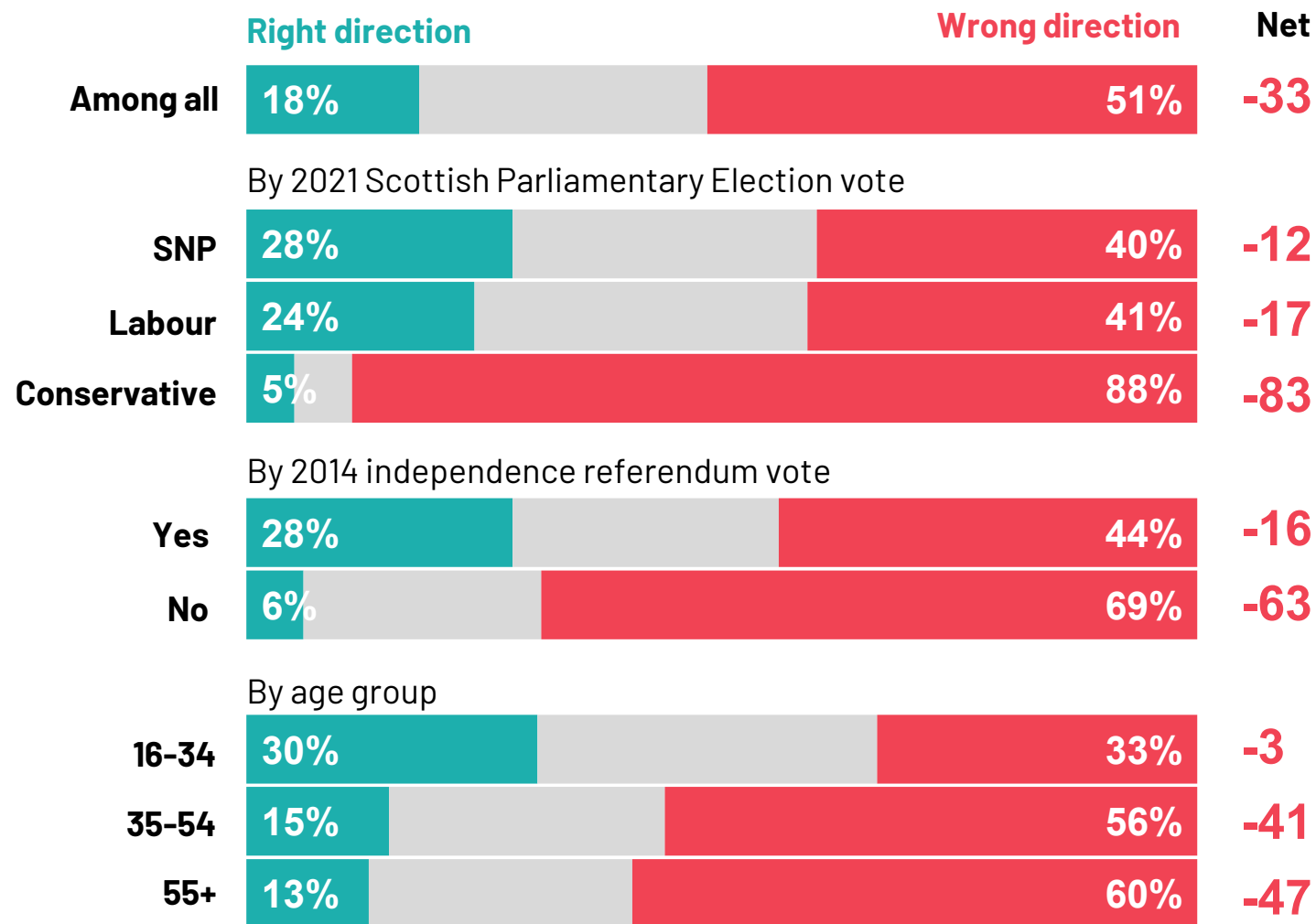
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 Feb 2025 | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



Direction of the country

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



Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025, including 2021 Scottish Parliament Election SNP voters (345), Conservative Party voters (175), Labour Party voters (149); 2014 Independence referendum 'Yes' voters (339), 2014 'No' voters (394); 16-34 year olds (295), 35-54 year olds (324), 55+ year olds (430).

Source: Ipsos Scotland | Political Pulse

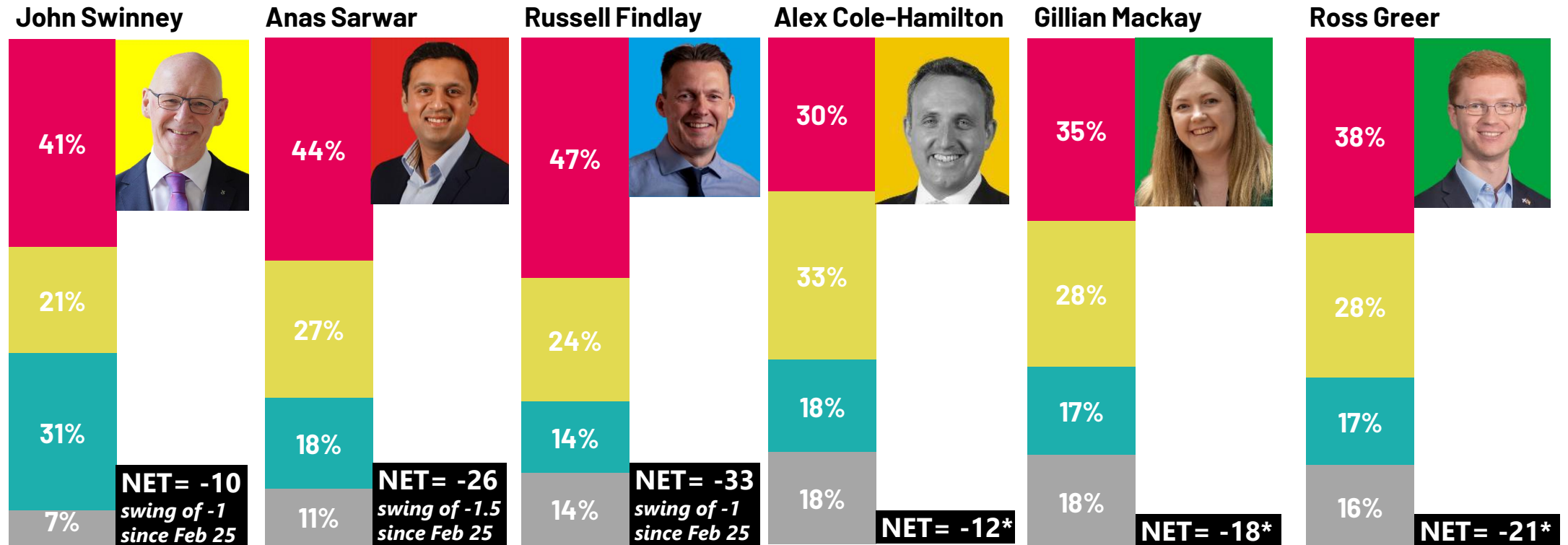
FAVOURABILITY RATINGS



Favourability towards Scottish 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: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

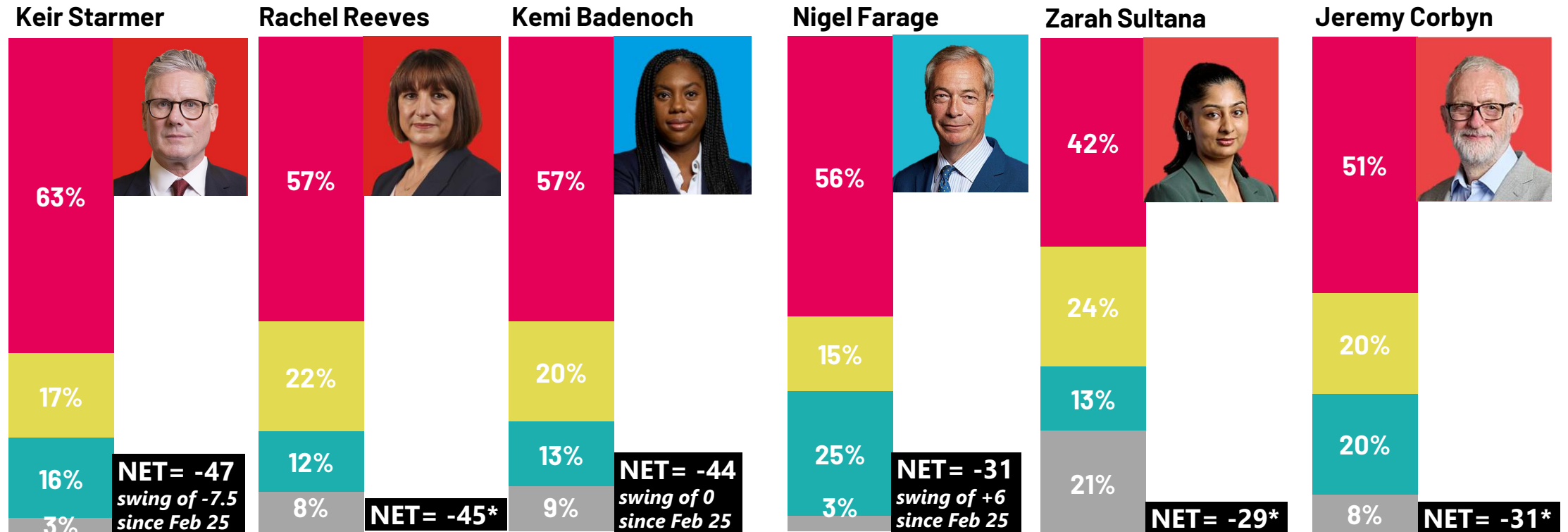
*Not asked in February 2025

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



Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

*Not asked in February 2025

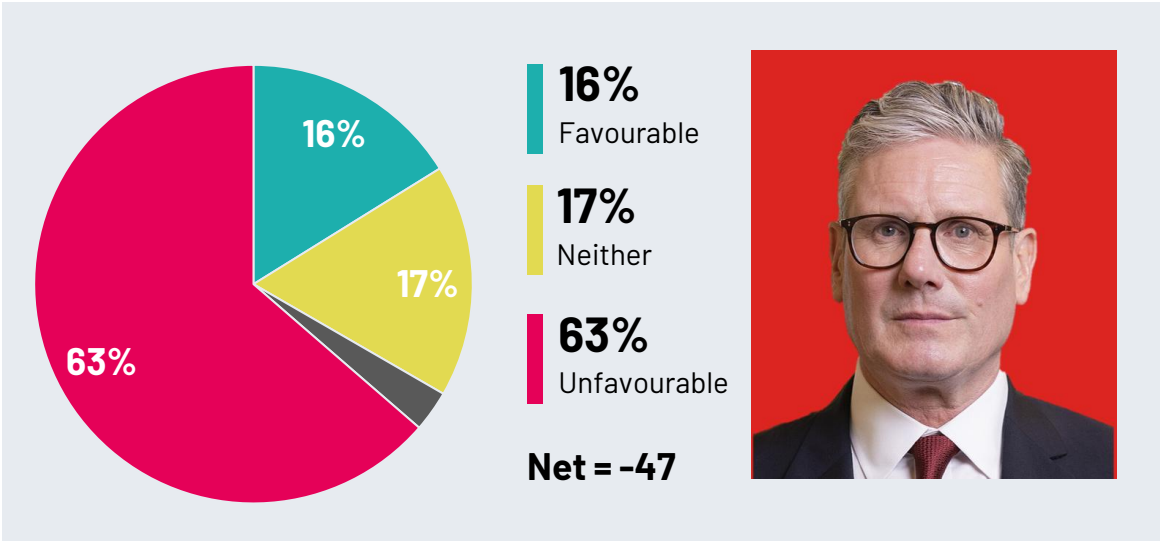
Source: Ipsos Scotland | Political Pulse

Keir Starmer: Favourability trend

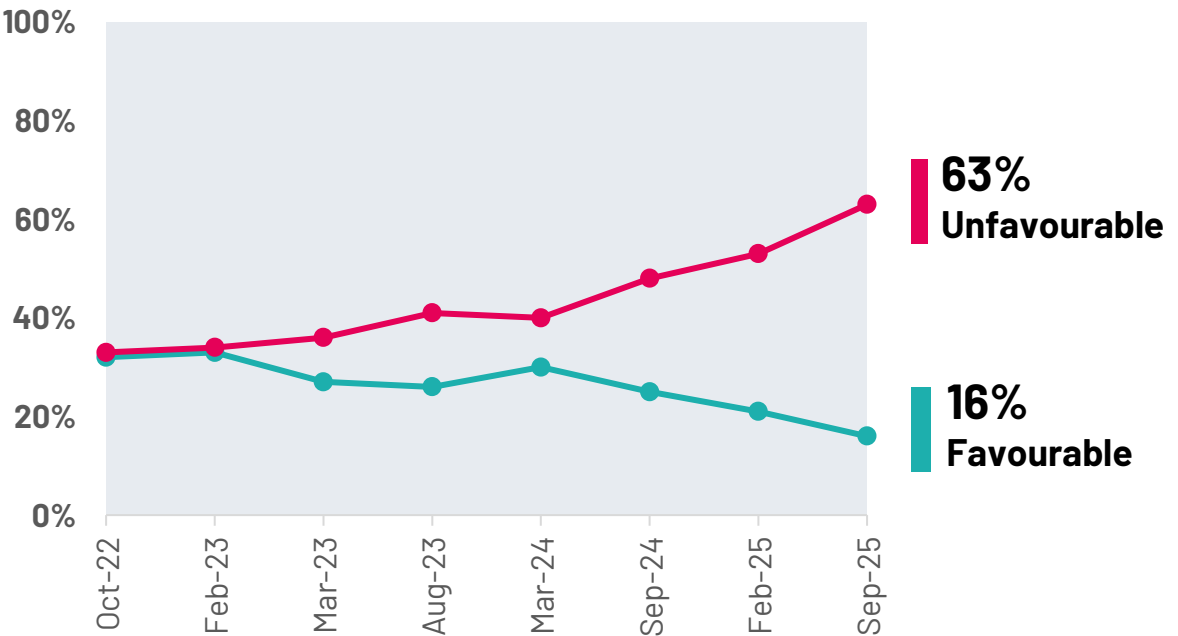
To what extent, if at all, do you have a favourable or unfavourable opinion of Keir Starmer, Leader of the Labour Party and Prime Minister?

September 2025

Among all



October 2022 – September 2025



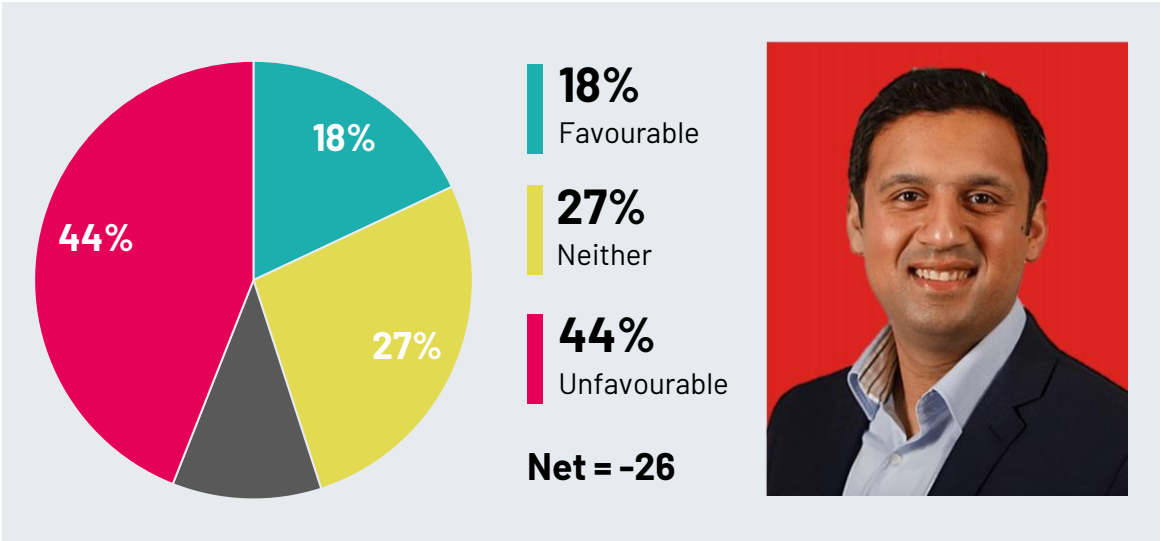
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 (Feb 2025) | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Anas Sarwar: Favourability trend

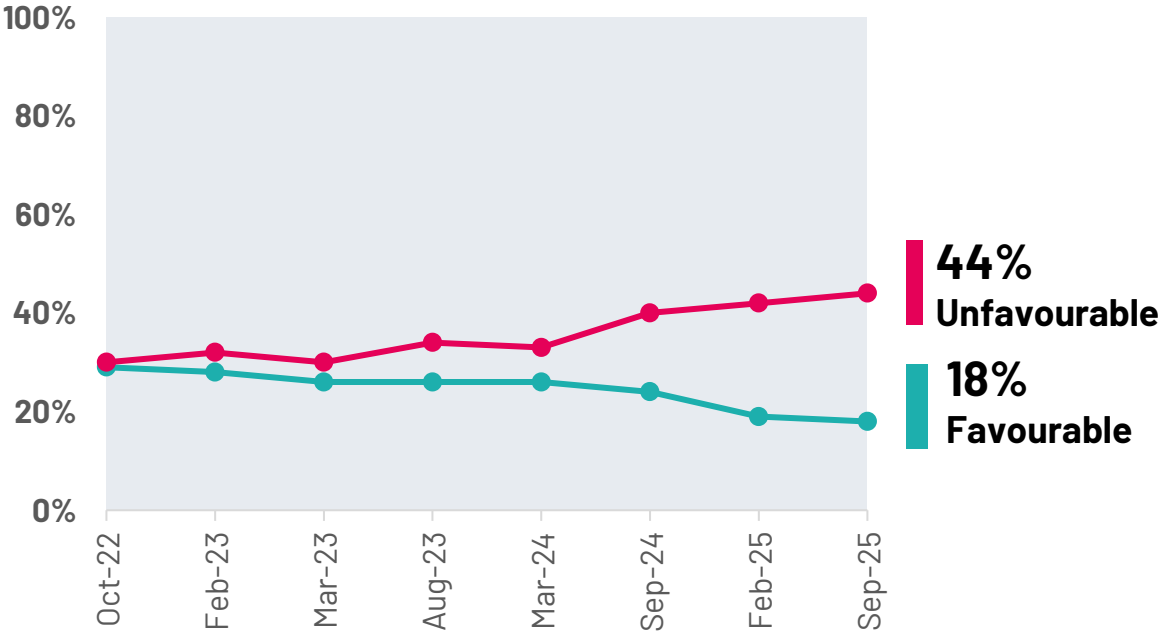
To what extent, if at all, do you have a favourable or unfavourable opinion of Anas Sarwar, Leader of the Scottish Labour Party?

September 2025

Among all



October 2022 – September 2025



Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 (Feb 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)

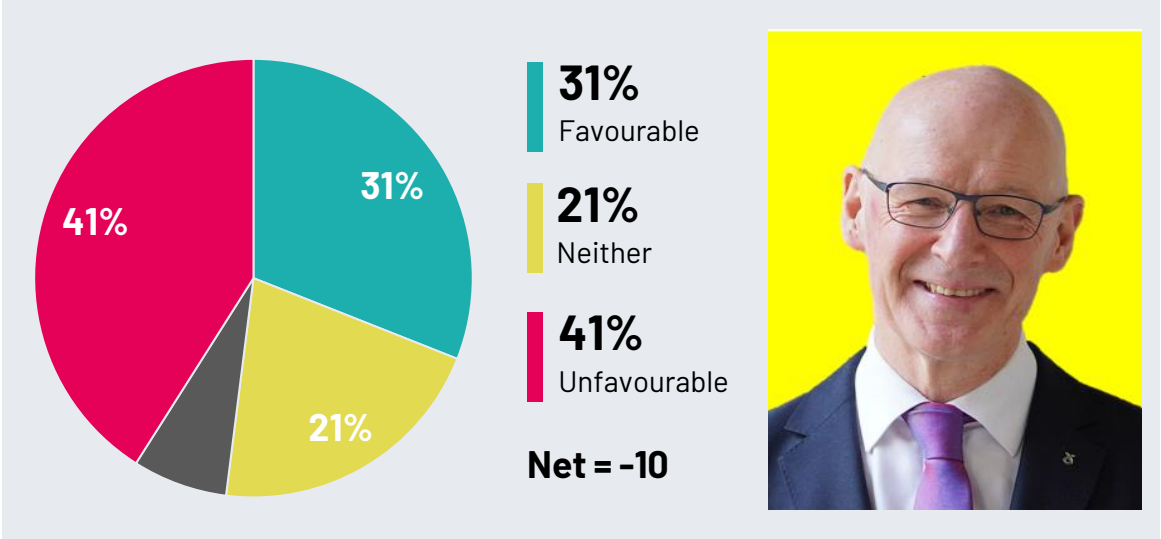


John Swinney: Favourability trend

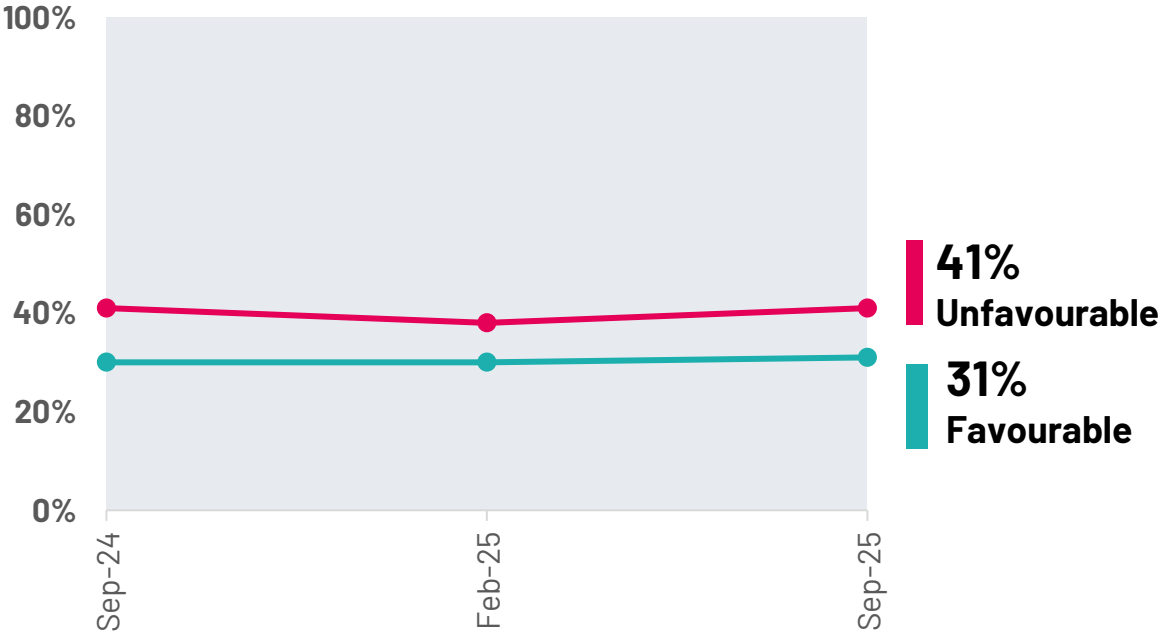
To what extent, if at all, do you have a favourable or unfavourable opinion of John Swinney, Leader of the SNP and First Minister?

September 2025

Among all



September 2024 – September 2025



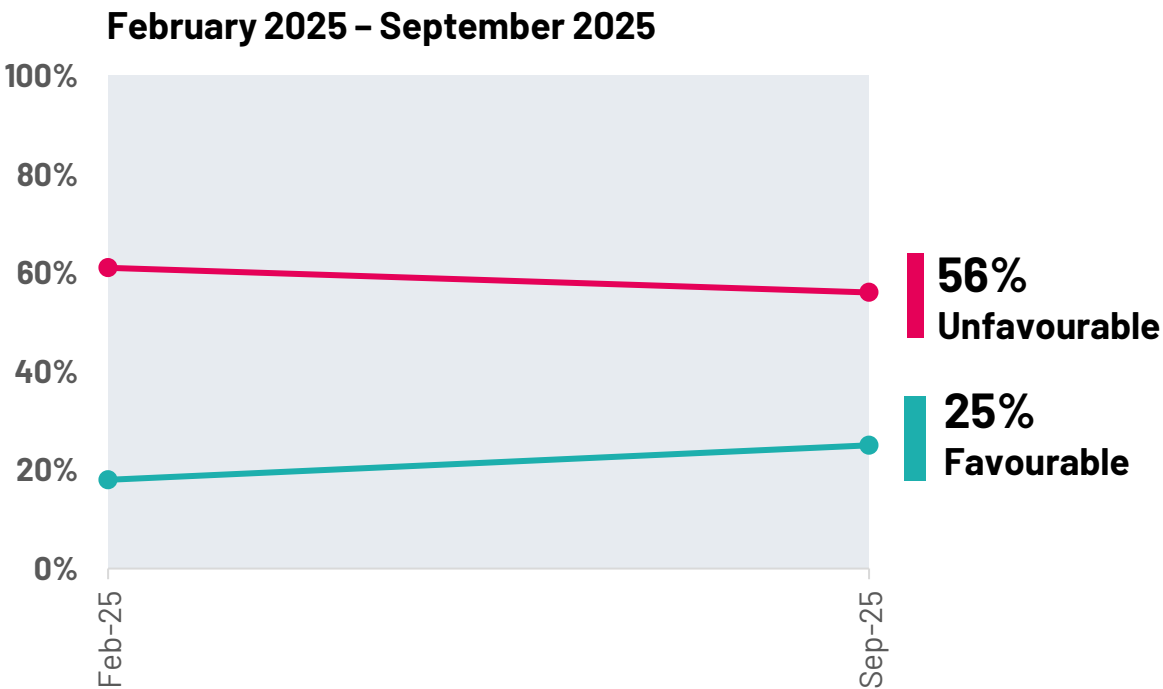
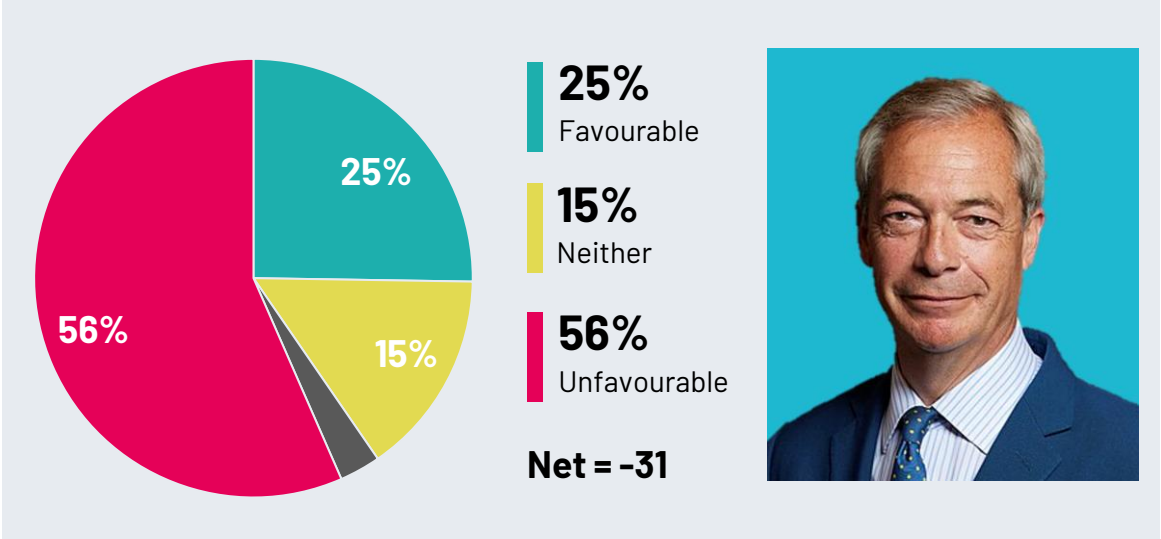
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 (Feb 2025) | 1,000 (Sept 2024)

Nigel Farage: Favourability trend

To what extent, if at all, do you have a favourable or unfavourable opinion of Nigel Farage, leader of Reform UK?

September 2025

Among all



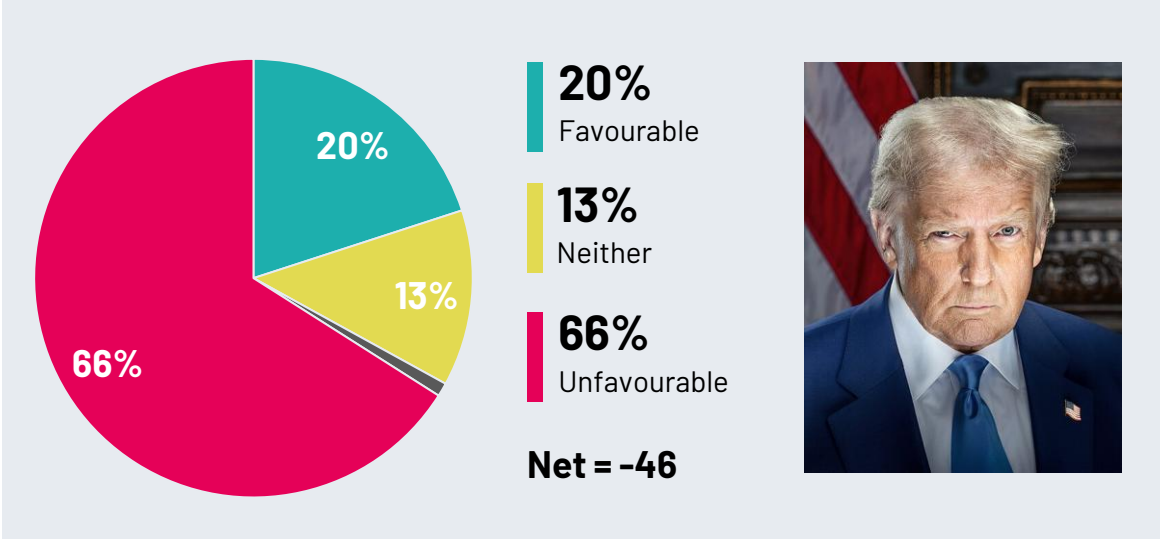
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 Feb 2025

Donald Trump: Favourability trend

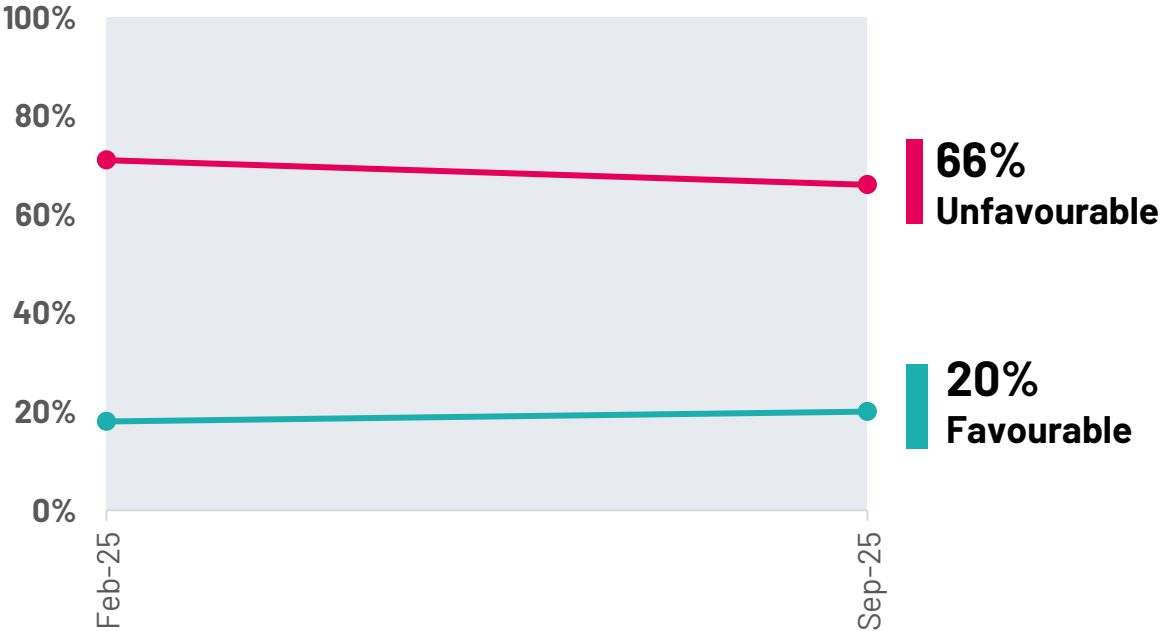
To what extent, if at all, do you have a favourable or unfavourable opinion of Donald Trump, President of the United States of America

September 2025

Among all



February 2025 – September 2025

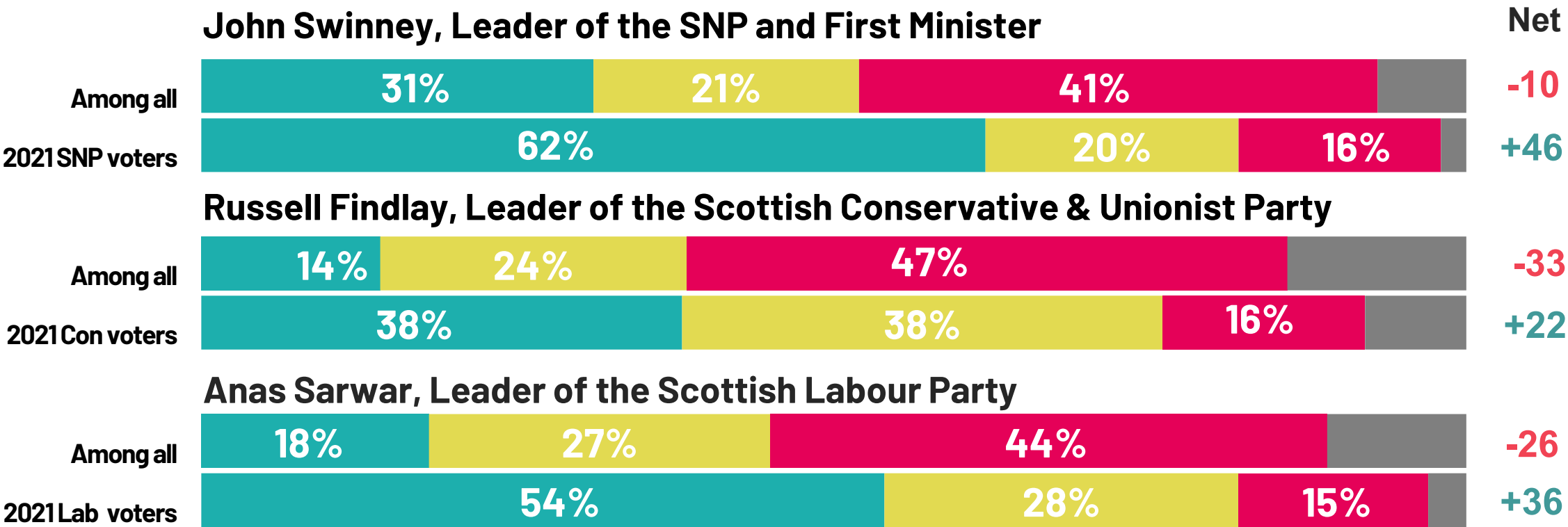


Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 (Feb 2025)

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



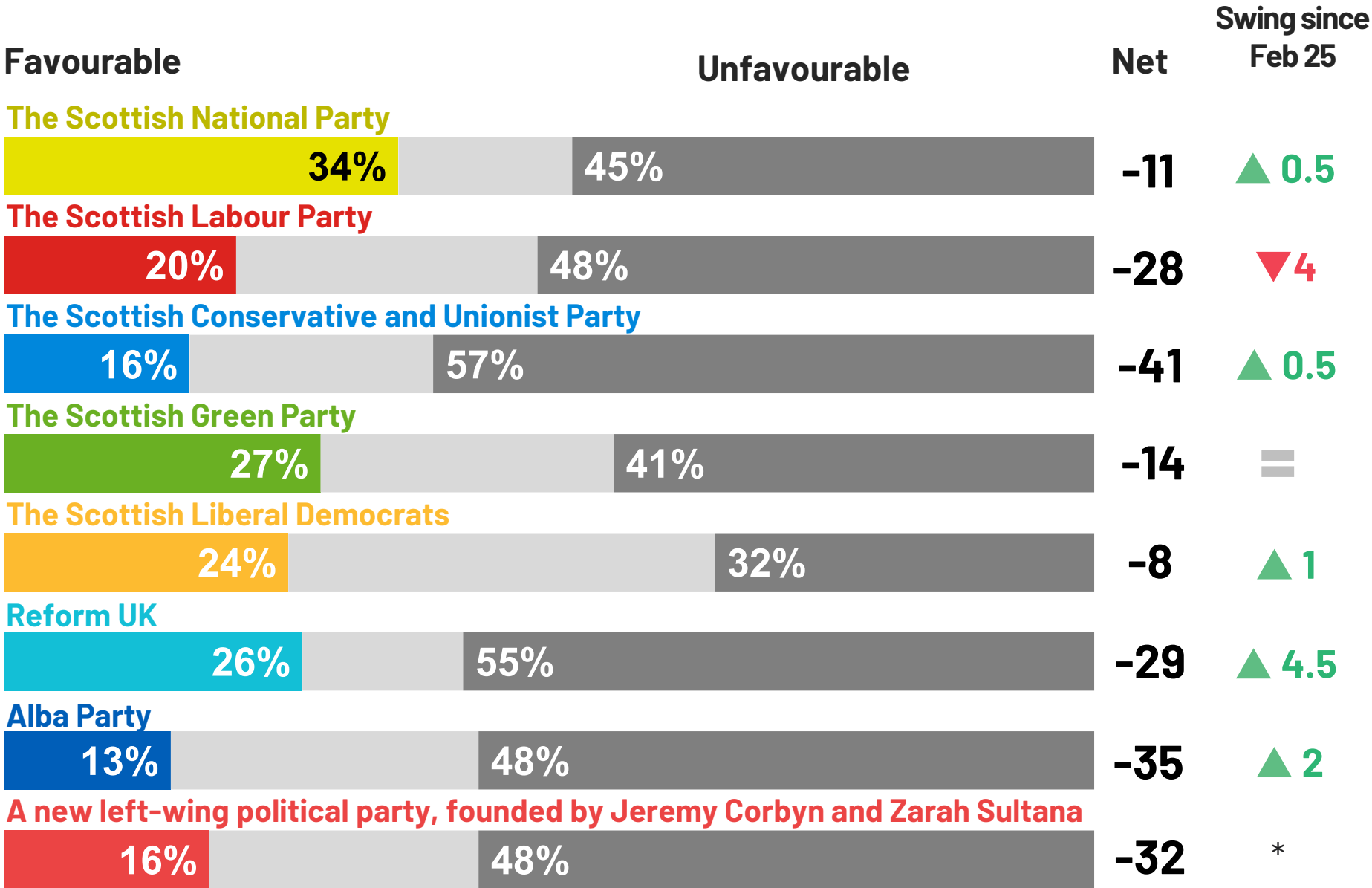
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 , including 2021 Scottish Parliament Election
SNP voters (345), Conservative Party voters (175), Labour Party voters (149)

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: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

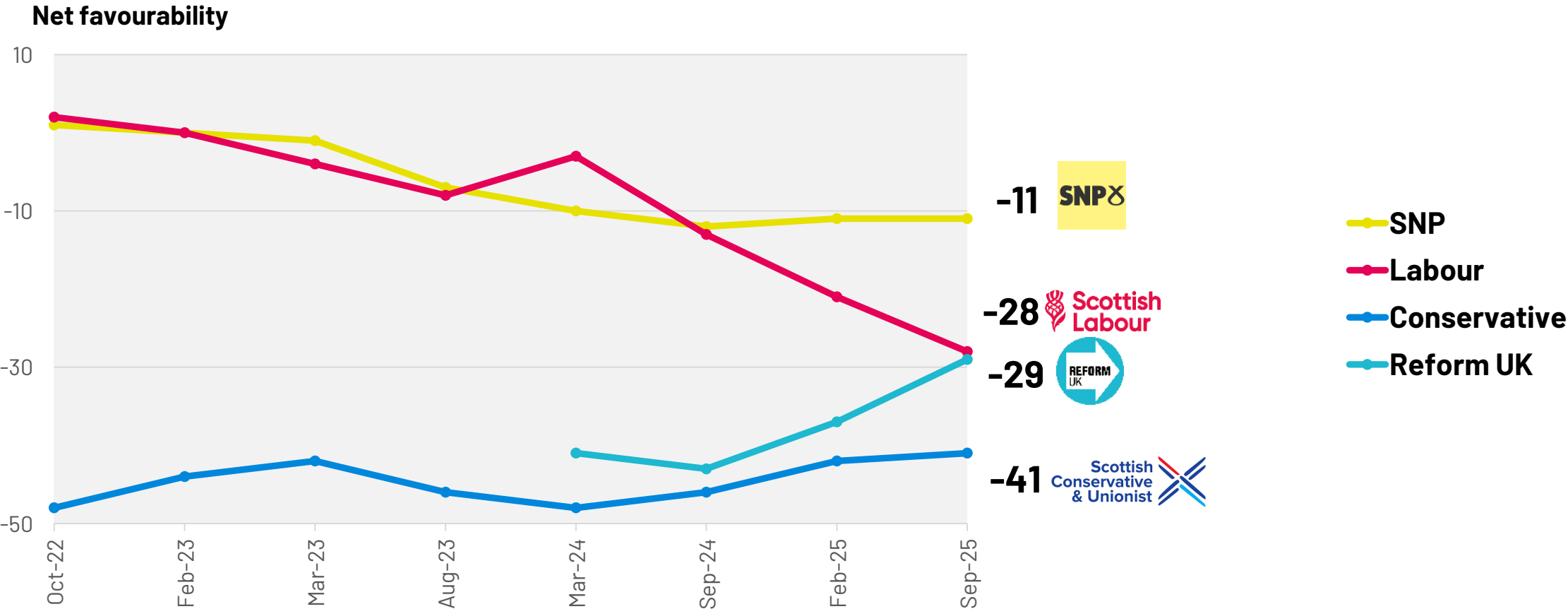
*Not asked in February 2025

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: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 (Feb 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



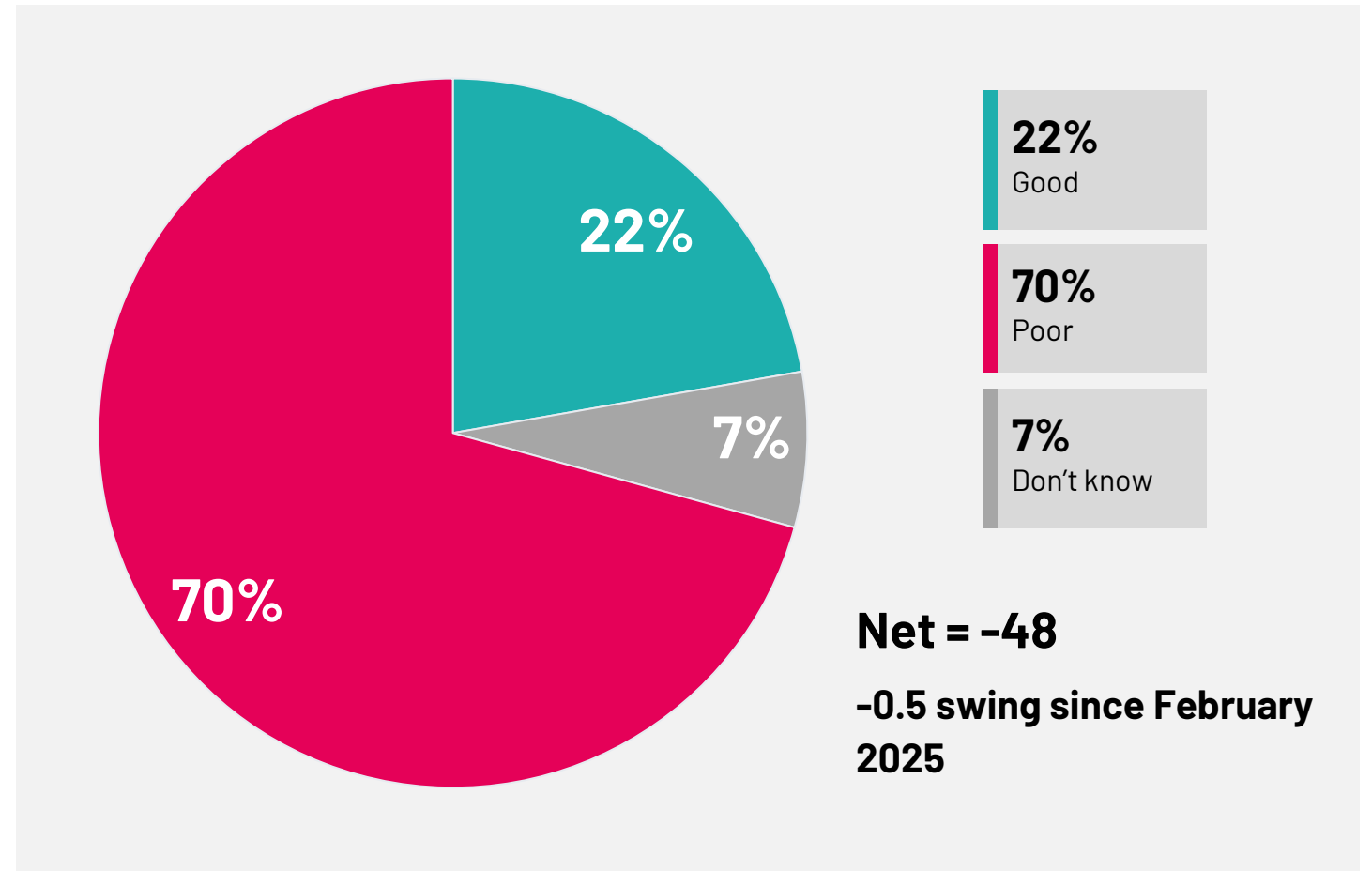
THE ECONOMY



Perceptions of the Scottish economy

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

September 2025

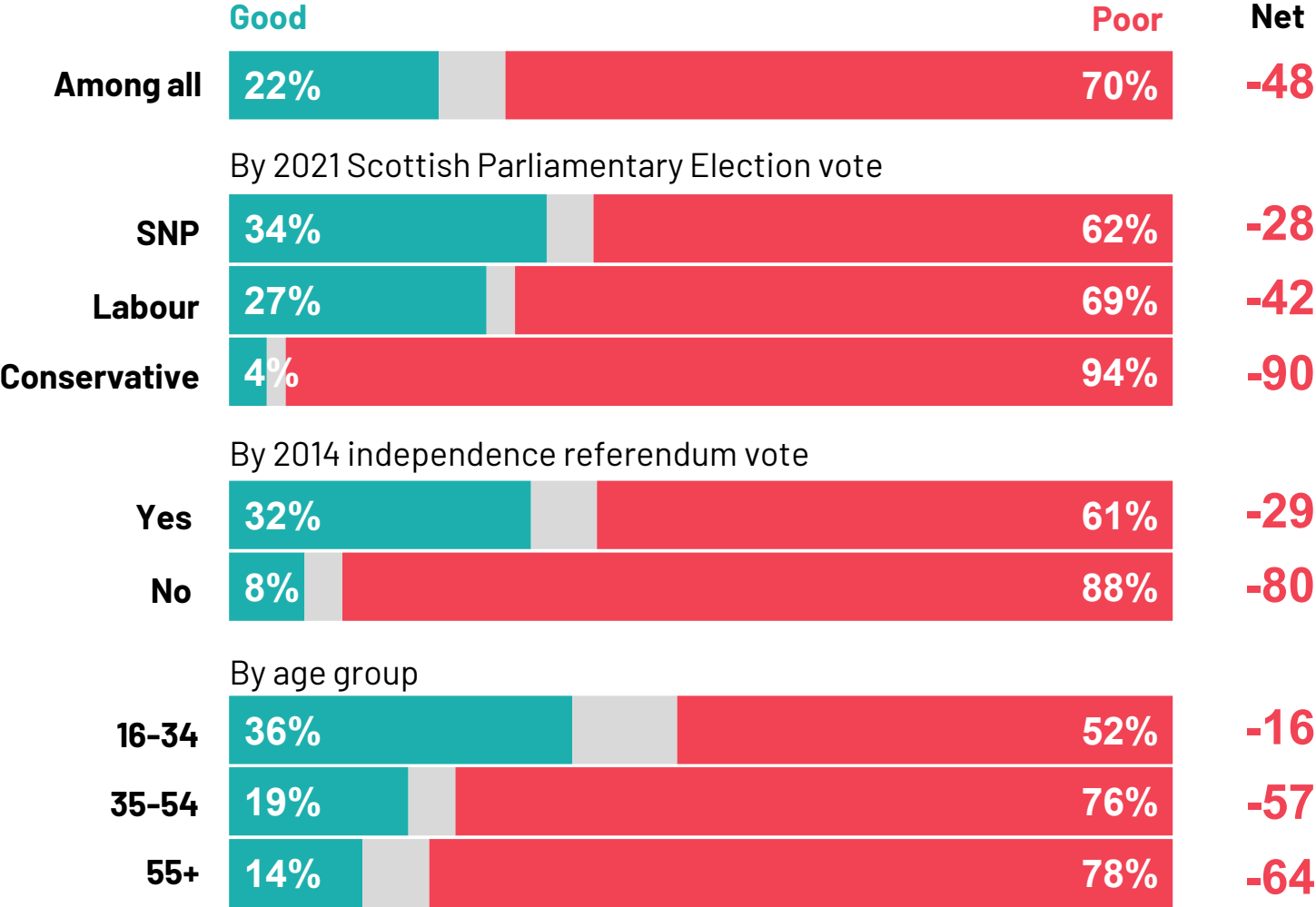


Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Perceptions of the Scottish economy

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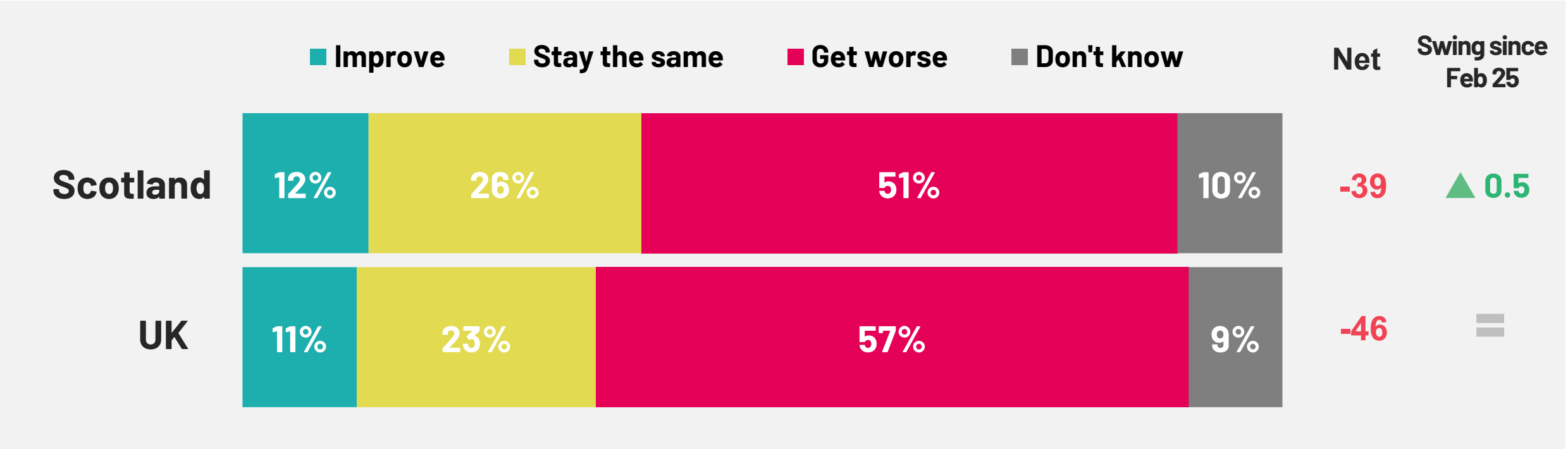
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025, including 2021 Scottish Parliament Election SNP voters (345), Conservative Party voters (175), Labour Party voters (149); 2014 Independence referendum 'Yes' voters (339), 2014 'No' voters (394); 16-34 year olds (295), 35-54 year olds (324), 55+ year olds (430).

Source: Ipsos Scotland | Political Pulse



Outlook on the Scottish economy

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



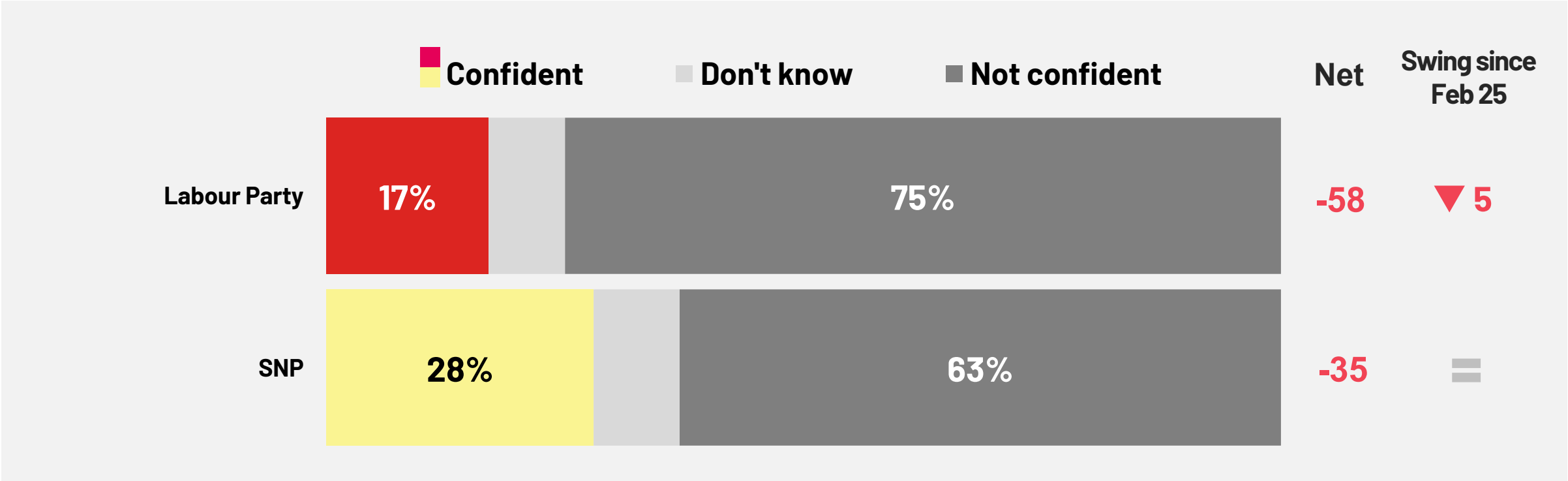
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Source: Ipsos Scotland | Political Pulse



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: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Source: Ipsos Scotland | Political Pulse

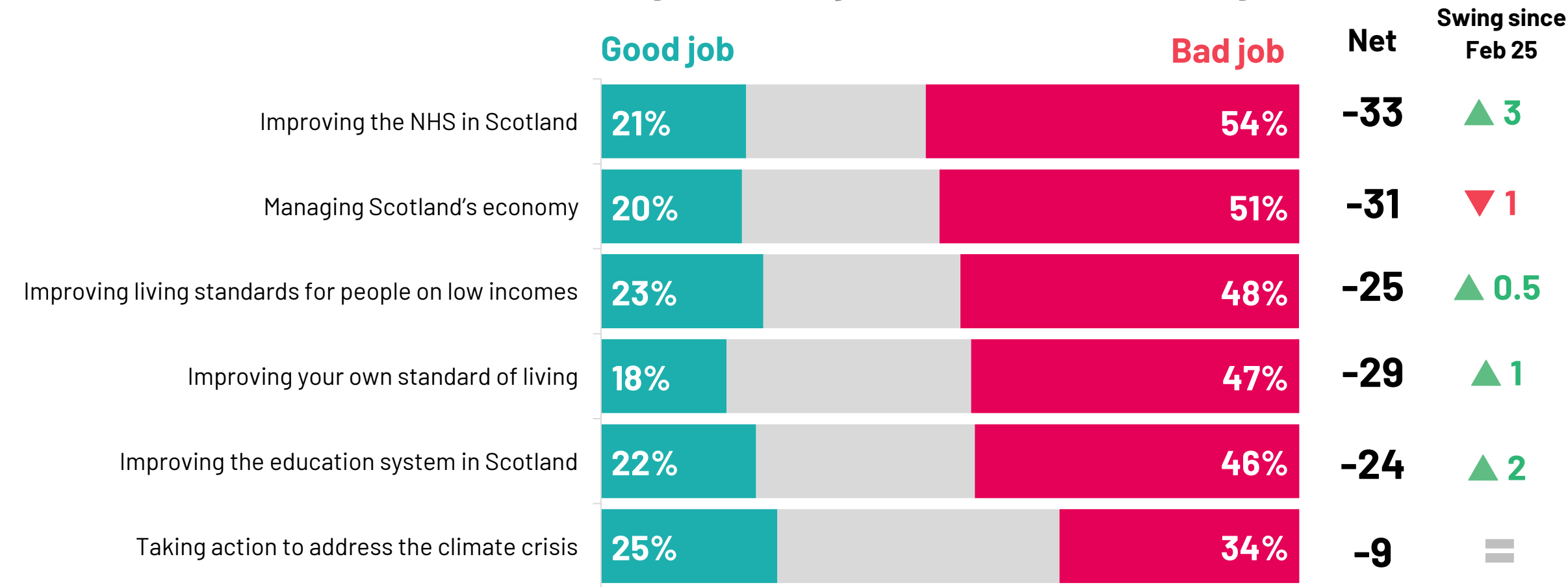


GOVERNMENT PERFORMANCE



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: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

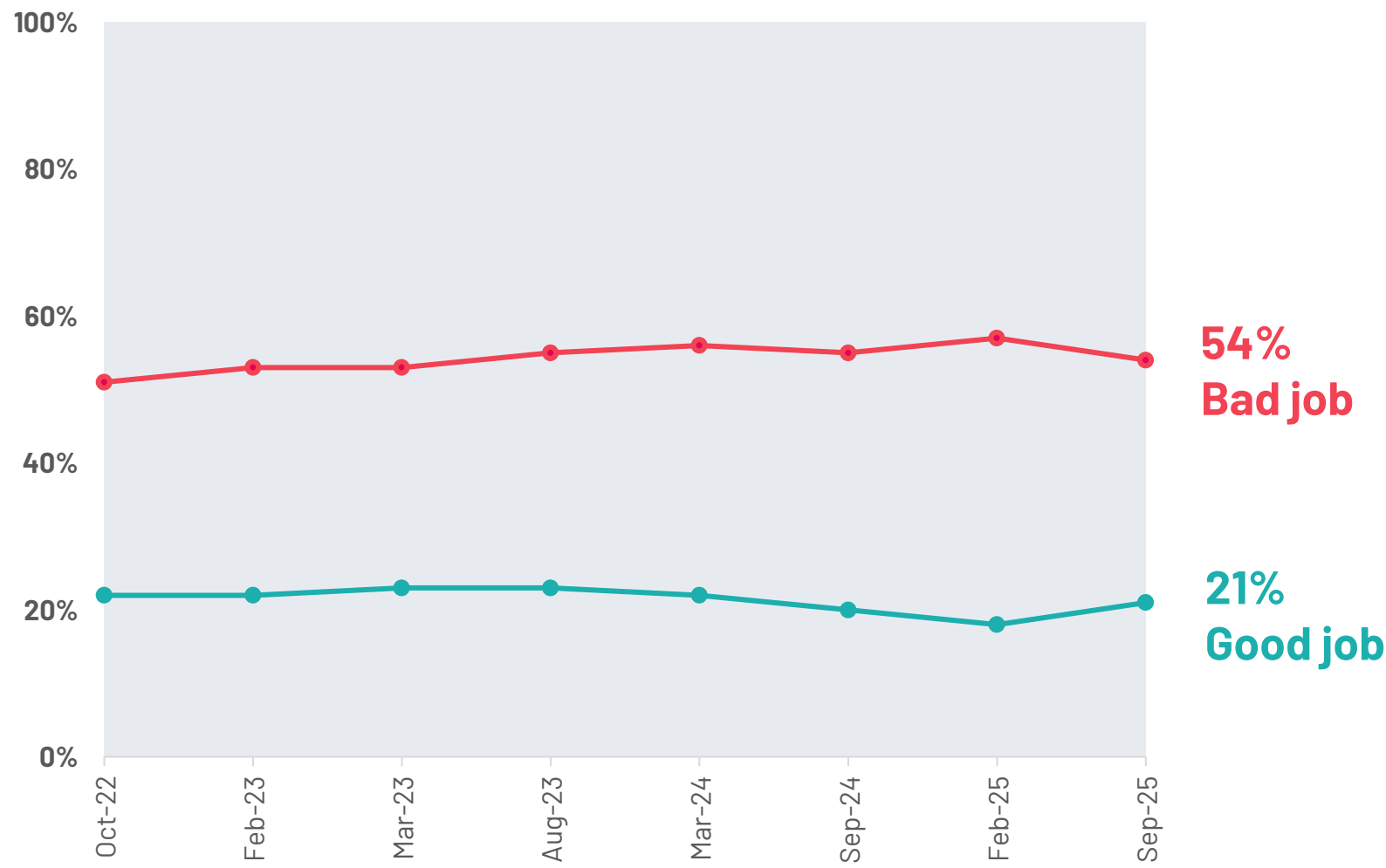
Source: Ipsos Scotland | Political Pulse



Scottish Government Performance Trend:

Improving the NHS in Scotland

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?



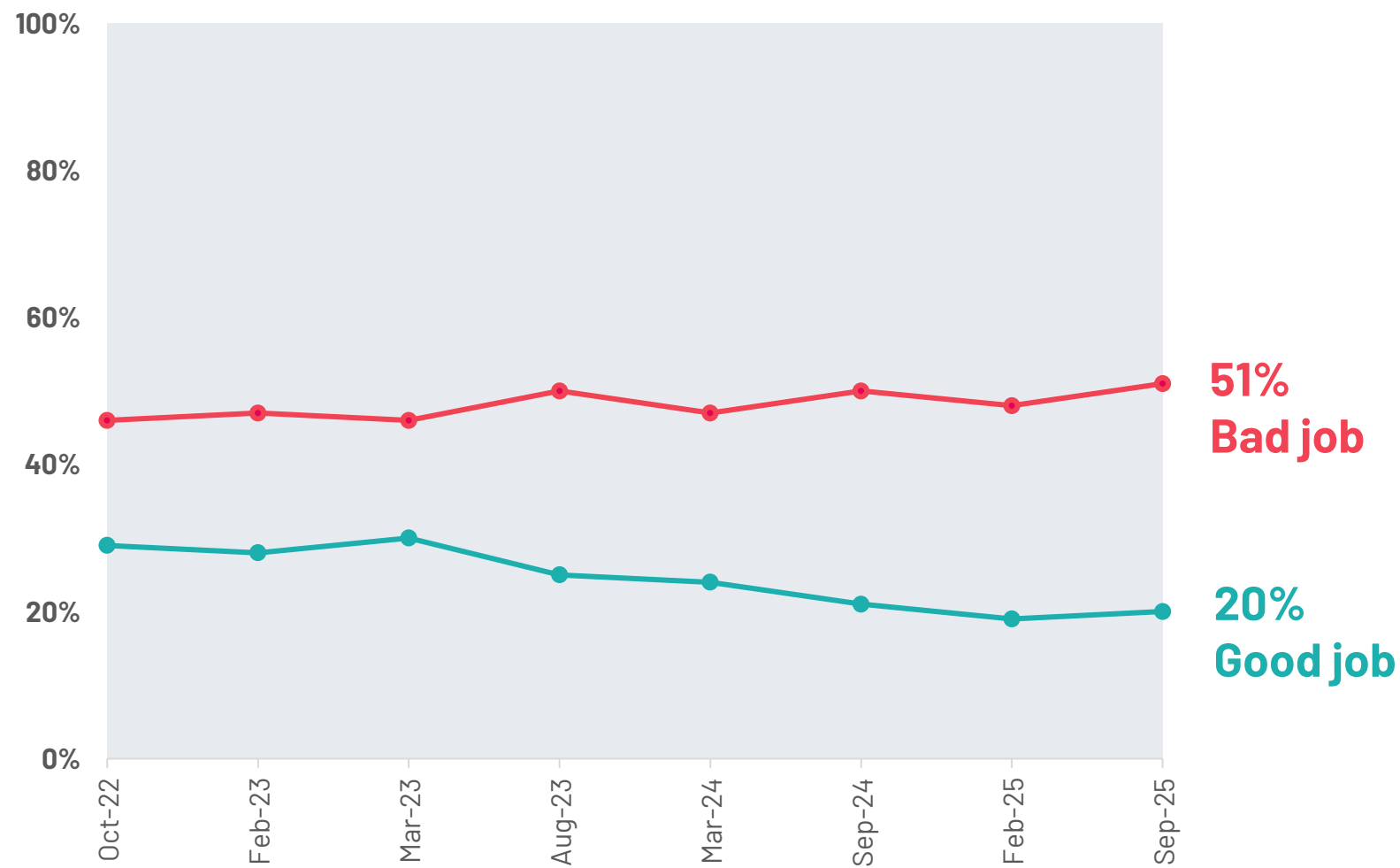
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 (Feb 2025) | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)



Scottish Government Performance Trend:

Managing Scotland's economy

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?

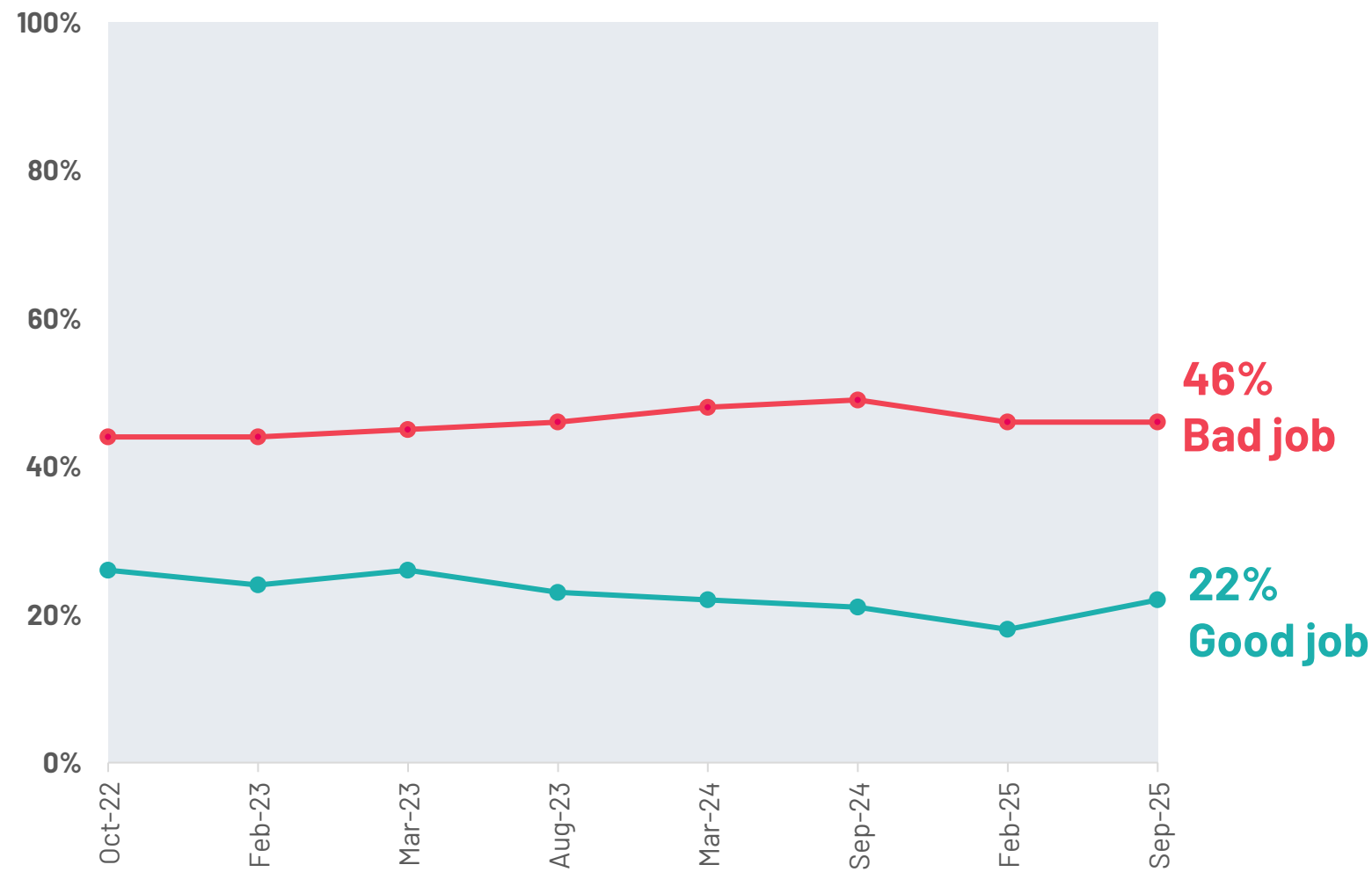


Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,025 (Feb 2025) | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Scottish Government Performance Trend:

Improving the education system in Scotland

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?

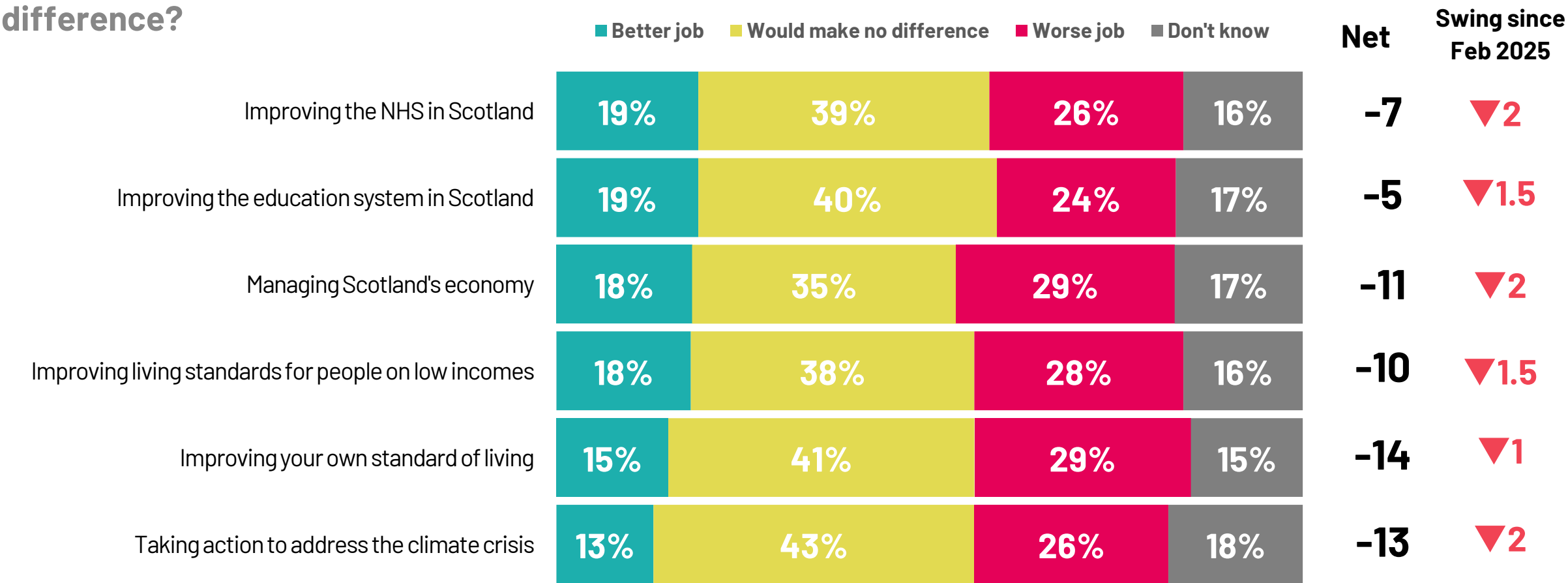


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Would a Labour Scottish Government do a better job?

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?



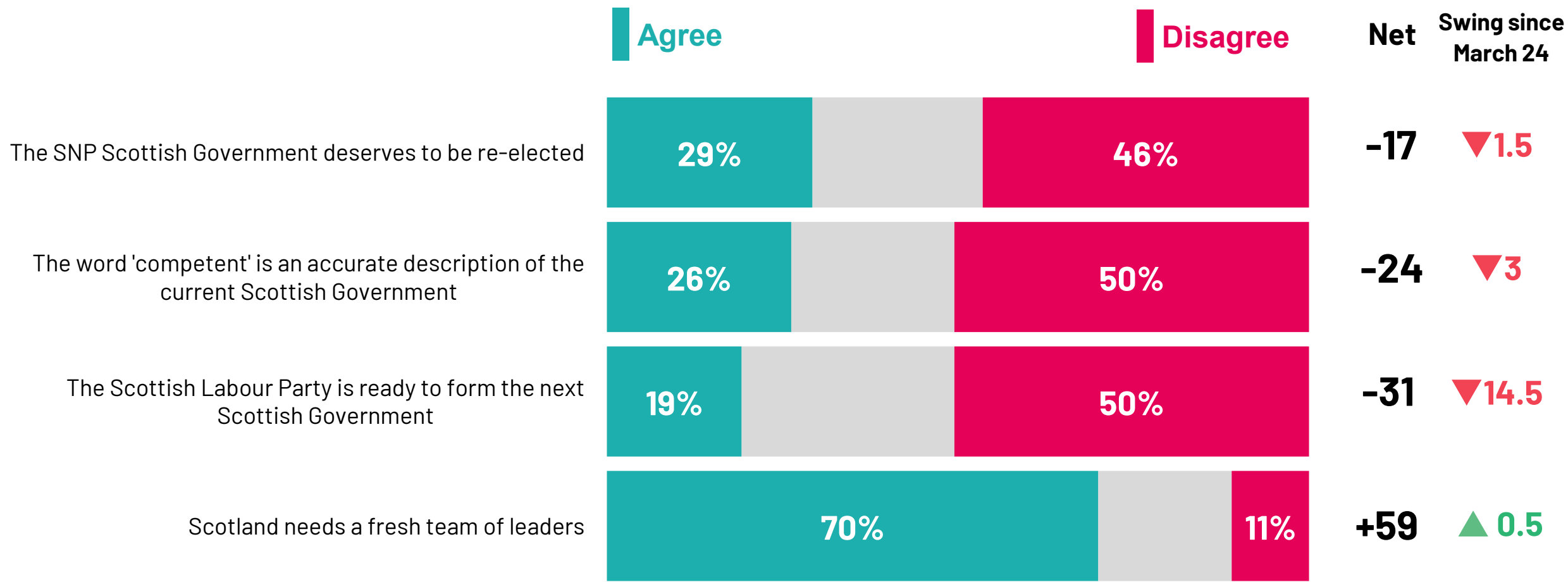
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Source: Ipsos Scotland | Political Pulse



Time for change? Scottish Government

To what extent, if at all, do you agree or disagree with the following statements?



Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Source: Ipsos Scotland | Political Pulse



METHODS

- Ipsos interviewed a representative quota sample of 1,050 adults aged 16+ in Scotland.
- Interviews took place online between 12th to 22nd September 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, September 2025

For more information

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