25-066418-01 - SCOTLAND POLITICAL PULSE

25-066418-01 - SCOTLAND POLITICAL PULSE
12TH-22ND SEPTEMBER 2025
PUBLIC
IPSOS

Table 1

22 Sep 2025

Q30ANNIV1 - Who do you see as the best Scottish politicians, from any party, in the last 30 years?

Base: Adults aged 16+ in Scotland

	TOTAL	MEN (a)	WOMEN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	STD GRADE OR BELOW (t)	HIGHER (u)	DEGREE OR ABOVE (v)	CENTRAL (w)	GLASGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (A)	MID SCOTLAND AND FIFE (B)	NORTH EAST SCOTLAND (C)	SOUTH (D)	WEST (E)
UNWEIGHTED BASE	1050	469	578	126	175	159	168	176	246	301	327	422	512	248	103	187	760	290	655	395	154	330	536	104	169	90	182	120	179	98	99
WEIGHTED BASE	1050	503	544	134	161	159	166	180	251	295	324	430	436	254	119*	241	690	360	578	472	224	449	339	128*	137	87*	152	129	147	133*	137*
	100%	48%	52%	13%	15%	15%	16%	17%	24%	28%	31%	41%	42%	24%	11%*	23%	66%	34%	55%	45%	21%	43%	32%	12%*	13%	8%*	15%	12%	14%	13%*	13%*
Nicola Sturgeon	292	124	166	48	39	44	54	49	58	86	98	108	119	69	33	71	188	104	161	131	62	118	100	39	34	27	47	36	37	34	38
	28%	25%	31%	35%	24%	28%	33%	27%	23%	29%	30%	25%	27%	27%	28%	30%	27%	29%	28%	28%	28%	26%	30%	31%	25%	31%	31%	28%	26%	25%	28%
Donald Dewar	184	95	89	3	10	19	32	47	73	13	52	120	93	35	17	38	128	56	82	103	37	80	64	30	27	8	24	25	20	19	31
	18%	19%	16%	2%	6%	12%	19%	26%	29%	4%	16%	28%	21%	14%	15%	16%	19%	16%	14%	22%	16%	18%	19%	24%	20%	9%	16%	19%	13%	15%	23%
Alex Salmond	175	105	69	11	27	27	34	33	42	37	62	76	65	39	18	53	104	71	99	75	45	70	57	19	25	13	16	25	26	24	28
	17%	21%	13%	8%	17%	17%	21%	19%	17%	13%	19%	18%	15%	16%	15%	22%	15%	20%	17%	16%	20%	16%	17%	15%	18%	15%	10%	19%	18%	18%	20%
Gordon Brown	173	99	74	5	18	22	37	39	51	23	59	90	78	39	20	35	118	55	94	79	33	70	65	23	21	6	30	17	25	17	32
	16%	20%	14%	4%	11%	14%	22%	22%	20%	8%	18%	21%	18%	15%	17%	15%	17%	15%	16%	17%	15%	16%	19%	18%	15%	7%	20%	14%	17%	13%	23%
Ruth Davidson	163	73	89	3	13	13	27	33	74	16	40	107	84	41	16	21	125	37	72	91	39	64	58	22	22	6	22	15	19	31	26
	16%	14%	16%	2%	8%	8%	16%	19%	29%	5%	12%	25%	19%	16%	14%	9%	18%	10%	12%	19%	18%	14%	17%	17%	16%	7%	14%	12%	13%	23%	19%
John Swinney	120	61	58	21	20	12	25	20	22	41	37	42	50	21	11	39	70	50	59	61	23	49	45	16	13	8	23	11	19	12	18
	11%	12%	11%	16%	13%	8%	15%	11%	9%	14%	11%	10%	11%	8%	9%	16%	10%	14%	10%	13%	10%	11%	13%	13%	10%	10%	15%	9%	13%	9%	13%
Charles Kennedy	112	59	53	1	5	19	17	23	47	6	36	70	55	19	14	24	74	38	55	57	23	42	46	9	7	14	14	15	13	23	16
	11%	12%	10%	1%	3%	12%	10%	13%	19%	2%	11%	16%	13%	7%	12%	10%	11%	11%	10%	12%	10%	9%	13%	7%	5%	16%	9%	12%	9%	17%	12%
Tony Blair	73	45	27	11	16	20	7	5	13	27	27	18	32	22	4	15	54	19	39	34	15	27	30	11	9	7	14	4	8	7	13
	7%	9%	5%	8%	10%	13%	4%	3%	5%	9%	8%	4%	7%	9%	3%	6%	8%	5%	7%	7%	7%	6%	9%	8%	7%	8%	9%	3%	5%	5%	9%
Kate Forbes	58	28	30	8	4	7	13	6	20	12	20	26	23	24	5	7	47	11	28	30	10	22	24	12	6	4	7	8	9	3	10
	6%	6%	6%	6%	3%	5%	8%	4%	8%	4%	6%	6%	5%	10%	4%	3%	7%	3%	5%	6%	4%	5%	7%	9%	4%	5%	5%	6%	6%	2%	7%
Robin Cook	51	37	14	5	5	10	6	14	11	10	15	25	22	18	4	6	40	11	29	22	5	26	18	8	3	5	12	6	6	12	-
	5%	7%	3%	4%	3%	6%	3%	8%	5%	4%	5%	6%	5%	7%	4%	3%	6%	3%	5%	5%	2%	6%	5%	6%	2%	5%	8%	4%	4%	9%	-
Alistair Darling	51	32	19	3	4	7	6	6	25	7	12	31	24	16	4	7	40	11	21	29	7	20	24	6	4	2	12	7	5	6	9
	5%	6%	3%	2%	3%	4%	3%	3%	10%	2%	4%	7%	5%	6%	3%	3%	6%	3%	4%	6%	3%	4%	7%	5%	3%	2%	8%	5%	3%	5%	7%
Annabelle Goldie	39	15	24	3	7	2	3	4	21	10	4	25	20	12	1	6	33	7	14	26	6	14	17	4	2	-	6	2	2	11	12
	4%	3%	4%	3%	4%	1%	2%	2%	8%	3%	1%	6%	5%	5%	1%	2%	5%	2%	2%	5%	3%	3%	5%	3%	1%	-	4%	2%	1%	9%	9%
Jack McConnell	39	23	16	5	5	7	9	1	12	10	15	13	19	7	4	9	26	13	24	14	8	18	13	10	4	4	4	7	3	5	2
	4%	4%	3%	4%	3%	4%	5%	1%	5%	4%	5%	3%	4%	3%	3%	4%	4%	4%	4%	3%	4%	4%	4%	8%	4%	4%	3%	5%	2%	3%	1%
Anas Sarwar	36	18	18	4	10	6	6	4	7	14	11	12	19	9	3	5	28	7	24	11	6	9	17	7	4	1	5	2	6	4	6
	3%	3%	3%	3%	6%	4%	3%	2%	3%	5%	3%	3%	4%	4%	2%	2%	4%	2%	4%	2%	3%	2%	5%	6%	3%	1%	3%	2%	4%	3%	4%
Douglas Ross	34	21	12	3	4	5	2	5	11	11	6	16	22	4	6	2	25	8	19	15	13	7	13	6	1	7	3	3	6	3	5
	3%	4%	2%	3%	4%	3%	1%	3%	4%	4%	2%	4%	5%	1%	5%	1%	4%	2%	3%	3%	6%	2%	4%	4%	1%	8%	2%	2%	4%	2%	3%
Kezia Dugdale	33	21	11	2	15	2	6	5	2	16	8	8	15	6	3	9	21	12	22	11	4	18	10	5	5	-	5	4	3	5	6
	3%	4%	2%	2%	9%	1%	4%	3%	1%	6%	2%	2%	4%	2%	2%	4%	3%	3%	4%	2%	2%	4%	3%	4%	4%	-	3%	3%	2%	4%	4%
Humza Yousaf	28	14	15	8	6	5	3	3	1	15	8	6	11	12	2	3	23	5	22	6	3	12	13	3	5	1	5	7	4	-	3
	3%	3%	3%	6%	4%	3%	2%	2%	1%	5%	2%	1%	3%	5%	2%	1%	3%	1%	4%	1%	1%	3%	4%	2%	4%	2%	3%	5%	3%	-	2%
Willie Rennie	26	12	15	2	4	2	7	2	9	6	8	11	10	6	1	9	16	10	14	12	4	14	8	5	5	-	4	6	1	3	3
	3%	2%	3%	1%	3%	1%	4%	1%	4%	2%	3%	3%	2%	3%	1%	4%	2%	3%	2%	3%	2%	3%	2%	4%	4%	-	3%	4%	1%	2%	2%
Patrick Harvie	25	17	9	1	4	10	4	3	3	5	13	7	14	5	2	4	19	6	17	8	6	9	10	1	6	3	3	2	5	4	1
	2%	3%	2%	1%	3%	6%	2%	2%	1%	2%	4%	2%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	1%	4%	3%	2%	1%	4%	4%	1%
Henry McLeish	19	15	5	1	6	-	8	2	2	8	8	4	10	2	2	5	12	7	12	8	6	6	7	3	3	-	1	2	-	4	7
	2%	3%	1%	1%	4%	-	5%	1%	1%	3%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	-	1%	1%	-	3%	5%
Russell Findlay	19	9	10	4	4	2	-	2	5	11	2	7	10	4	3	2	14	5	12	7	2	6	10	4	2	*	6	1	1	1	4
	2%	2%	2%	3%	4%	1%	-	1%	2%	4%	1%	2%	2%	1%	3%	1%	2%	2%	2%	1%	1%	1%	3%	3%	2%	*	4%	1%	1%	1%	3%
Alex Cole-Hamilton	16	8	8	3	4	1	1	*	7	6	2	7	10	2	-	3	13	3	8	8	1	8	5	1	3	1	5	-	1	6	-
	2%	2%	2%	2%	2%	1%	1%	*	3%	2%	1%	2%	2%	1%	-	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	3%	-	1%	4%	-
Jim Murphy	14	8	6	2	6	4	*	1	4	8	2	4	12	-	1	1	12	2	7	7	1	7	6	-	3	1	3	2	1	2	3
	1%	2%	1%	2%	4%	3%	*	1%	1%	3%	1%	1%	3%	-	1%	1%	2%	1%	1%	2%	1%	2%	2%	-	2%	1%	2%	1%	1%	1%	2%
Jim Wallace	12	7	5	*	3	2	2	*	3	4	4	4	6	2	-	6	6	6	8	3	3	3	6	-	4	3	1	2	*	-	2
	1%	1%	1%	*	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	-	2%	1%	2%	1%	1%	1%	1%	2%	-	3%	3%	1%	1%	*	-	1%
Lorna Slater	12	6	5	1	7	1	*	-	1	8	2	1	6	3	-	2	9	2	8	3	1	2	8	1	2	-	2	4	*	2	-
	1%	1%	1%	1%	5%	1%	*	-	*	3%	1%	*	1%	1%	-	1%	1%	1%	1%	1%	1%	*	2%	1%	2%	-	1%	3%	*	2%	-
Ross Greer	10	5	5	2	3	1	-	1	2	5	1	3	5	2	1	1	7	2	5	4	-	4	6	1	4	-	*	2	1	2	-
	1%	1%	1%	2%	2%	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	3%	-	*	2%	1%	1%	-
Iain Gray	9	6	4	5	1	-	1	2	1	5	1	2	4	1	3	1	5	4	6	3	1	4	4	2	-	-	2	*	2	3	-
	1%	1%	1%	4%	*	-	1%	1%	*	2%	*	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	1%	*	1%	2%	-
Jackson Carlaw	8	6	2	1	4	-	-	1	2	5	-	3	7	-	1	1	7	2	5	3	-	4	3	-	2	-	*	1	*	2	2
	1%	1%	*	1%	2%	-	-	1%	1%	2%	-	1%	2%	-	1%	*	1%	*	1%	1%	-	1%	1%	-	1%	-	*	1%	*	2%	2%
Robin Harper	6	3	3	1	3	*	1	-	1	3	1	1	4	1	-	1	5	1	4	1	-	-	6	-	1	-	2	1	-	2	1
	1%	1%	1%	1%	2%	*	1%	-	*	1%	*	*	1%	*	-	*	1%	*	1%	*	-	-	2%	-	1%	-	1%	1%	-	1%	1%
Gillian Mackay	4	3	1	*	-	2	2	-	-	*	3	-	2	-	2	-	2	2	4	-	-	2	2	-	1	-	-	2	1	-	-
	*	1%	*	*	-	1%	1%	-	-	*	1%	-	*	-	2%	-	*	1%	1%	-	-	*	1%	-	1%	-	-	1%	1%	-	-
Someone else (please specify one politician name)	24	13	11	5	1	2	7	9	1	6	9	10	10	6	2	6	16	8	14	10	4	10	10	2	2	3	7	5	4	1	1
	2%	3%	2%	4%	1%	1%	4%	5%	*	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	3%	5%	4%	3%	*	1%
Don't know	134	38	95	34	25	26	21	9	19	59	47	28	38	46	19	31	84	50	78	56	27	61	38	15	20	15	18	12	26	21	7
	13%	8%	17%	25%	16%	17%	12%	5%	7%	20%	15%	6%	9%	18%	16%	13%	12%	14%	13%	12%	12%	14%	11%	12%	15%	17%	12%	10%	17%	15%	5%
None of these	112	48	63	16	17	20	12	26	20	33	33	46	33	21	18	40	54	57	61	50	32	49	22	9	14	19	13	15	16	10	15
	11%	10%	12%	12%	10%	13%	8%	15%	8%	11%	10%	11%	8%	8%	15%	17%	8%	16%	11%	11%	14%	11%	7%	7%	10%	22%	9%	12%	11%	7%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table 2
Q30ANNIV1 - Who do you see as the best Scottish politicians, from any party, in the last 30 years?

Base: Adults aged 16+ in Scotland

	TOTAL	TENURE		INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014	
		OWNER OCCUPIED	RENTER	UP TO £19,999	£20,000 - £34,999	£35,000 - £54,999	£55,000+	1	2	3	4+	ANY	NONE	CONSERVATIVE	LABOUR	LIB DEM	SNP	REMAIN	LEAVE	YES	NO
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)
UNWEIGHTED BASE	1050	798	229	144	236	237	350	220	395	156	279	311	739	159	163	74	357	558	217	344	391
WEIGHTED BASE	1050	763	257	194	248	225	302	232	400	170	248	284	766	175	149	66*	345	525	239	339	394
	100%	73%	25%	19%	24%	21%	29%	22%	38%	16%	24%	27%	73%	17%	14%	6%*	33%	50%	23%	32%	38%
Nicola Sturgeon	292	202	87	66	59	69	84	67	107	50	68	77	215	3	22	7	195	184	28	162	38
	28%	26%	34%	34%	24%	31%	28%	29%	27%	29%	28%	27%	28%	2%	14% m	11% m	57% mno	35% r	12%	48% t	10%
Donald Dewar	184	151	31	27	48	42	58	51	74	25	34	43	141	28	44	12	81	119	48	83	90
	18%	20% b	12%	14%	19%	19%	19%	22% i	18%	15%	14%	15%	18%	16%	30% m	19%	24%	23%	20%	24%	23%
Alex Salmond	175	123	51	26	40	51	50	33	70	24	48	53	121	19	11	3	111	107	37	115	27
	17%	16%	20%	14%	16%	23% c	16%	14%	17%	14%	19%	19%	16%	11%	7%	4%	32% mno	20%	15%	34% t	7%
Gordon Brown	173	133	40	27	39	31	67	45	60	34	34	48	125	26	62	15	42	110	43	47	98
	16%	17%	15%	14%	16%	14%	22% e	20%	15%	20%	14%	17%	16%	15%	42% mop	23% p	12%	21%	18%	14%	25% s
Ruth Davidson	163	145	10	14	48	42	47	30	85	28	20	23	139	97	19	10	19	73	75	22	123
	16%	19% b	4%	7%	20% c	19% c	15% c	13%	21% gj	16% j	8%	8%	18% k	55% nop	13% p	15% p	6%	14%	31% q	6%	31% s
John Swinney	120	83	36	29	26	25	34	32	38	18	32	43	78	2	13	5	73	75	15	69	16
	11%	11%	14%	15%	10%	11%	11%	14%	10%	11%	13%	15%	10%	1%	9% m	8% m	21% mno	14% r	6%	20% t	4%
Charles Kennedy	112	86	24	18	37	23	28	26	57	10	18	22	91	23	25	14	36	72	29	36	65
	11%	11%	9%	9%	15% ii	10%	9%	11%	14%	6%	7%	8%	12%	13%	17%	21% p	10%	14%	12%	11%	17% s
Tony Blair	73	47	16	8	24	15	25	13	31	15	14	18	55	11	21	6	20	35	17	20	28
	7%	6%	6%	4%	10%	7%	8%	5%	8%	9%	6%	6%	7%	6%	14% mp	9%	6%	7%	7%	6%	7%
Kate Forbes	58	48	10	11	12	16	16	9	26	10	13	17	41	5	8	*	24	36	8	29	13
	6%	6%	4%	5%	5%	7%	5%	4%	7%	6%	5%	6%	5%	3%	5%	1%	7%	7%	4%	9% t	3%
Robin Cook	51	41	10	9	12	11	17	11	16	7	17	18	33	4	18	3	19	35	9	17	24
	5%	5%	4%	5%	5%	5%	6%	5%	4%	4%	7%	6%	4%	2%	12% mp	5%	6%	7%	4%	5%	6%
Alistair Darling	51	47	4	6	12	12	18	16	23	8	4	9	41	17	16	2	5	30	17	2	42
	5%	6% b	2%	3%	5%	5%	6%	7% j	6% j	4%	2%	3%	5%	10% p	11% p	3%	2%	6%	7%	1%	11% s
Annabelle Goldie	39	36	4	6	12	11	10	7	21	3	8	8	31	19	5	2	7	19	14	5	25
	4%	5% b	1%	3%	5%	5%	3%	3%	5% j	2%	3%	3%	4%	11% np	4%	2%	2%	4%	6%	2%	6% s
Jack McConnell	39	27	12	-	10	12	13	5	13	9	11	13	26	6	9	7	11	23	6	13	18
	4%	3%	5%	-	4% c	5% c	4% c	2%	3%	5%	5%	4%	3%	4%	6%	10% p	3%	4%	3%	4%	5%
Anas Sarwar	36	28	8	12	4	5	14	6	15	6	9	12	23	2	18	-	9	22	8	16	10
	3%	4%	3%	6% d	2%	2%	5%	3%	4%	3%	4%	4%	3%	1%	12% mop	-	3%	4%	3%	5%	3%
Douglas Ross	34	28	6	5	10	7	12	7	16	4	7	11	23	21	4	3	2	12	12	3	21
	3%	4%	2%	3%	4%	3%	4%	3%	4%	3%	3%	4%	3%	12% np	3%	4% p	1%	2%	5%	1%	5% s
Kezia Dugdale	33	25	5	4	6	11	11	8	7	9	9	12	21	9	6	3	8	12	7	7	16
	3%	3%	2%	2%	2%	5%	4%	4%	2%	5%	4%	4%	3%	5%	4%	4%	2%	2%	3%	2%	4%
Humza Yousaf	28	19	10	9	6	4	8	6	7	5	11	6	22	2	4	4	13	12	6	10	3
	3%	2%	4%	5%	2%	2%	3%	3%	2%	3%	4%	2%	3%	1%	3%	6% m	4%	2%	3%	3%	1%
Willie Rennie	26	21	6	4	8	6	4	5	9	5	6	6	20	6	6	8	6	15	7	7	15
	3%	3%	2%	2%	3%	3%	1%	2%	2%	3%	3%	2%	3%	4%	4%	12% mnp	2%	3%	3%	2%	4%
Patrick Harvie	25	15	11	4	7	4	9	11	5	5	5	7	18	-	2	1	16	19	1	17	3
	2%	2%	4%	2%	3%	2%	3%	5% h	1%	3%	2%	2%	2%	-	1%	2%	5% m	4% r	*	5% t	1%
Henry McLeish	19	11	5	2	3	6	8	4	3	9	3	7	12	6	5	2	2	7	6	5	9
	2%	1%	2%	1%	1%	3%	3%	2%	1%	5% hj	1%	3%	2%	4% p	3% p	4% p	*	1%	3%	1%	2%
Russell Findlay	19	14	6	1	9	3	6	1	9	1	8	9	10	8	5	1	4	7	7	3	10
	2%	2%	2%	*	4%	2%	2%	*	2%	1%	3% g	3%	1%	4%	3%	1%	1%	1%	3%	1%	3%
Alex Cole-Hamilton	16	11	5	2	1	6	6	4	6	2	4	4	12	3	1	1	5	8	4	4	8
	2%	1%	2%	1%	1%	3%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%
Jim Murphy	14	12	2	6	-	-	7	2	2	4	6	7	7	-	6	1	2	4	3	3	4
	1%	2%	1%	3% de	-	-	2% de	1%	*	2%	2% h	2%	1%	-	4% mp	2%	1%	1%	1%	1%	1%
Jim Wallace	12	8	4	1	6	1	3	1	2	8	1	3	8	2	1	2	3	4	3	3	4
	1%	1%	2%	1%	2%	1%	1%	*	*	4% ghi	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%
Lorna Slater	12	10	1	1	3	3	5	*	2	3	6	7	4	*	1	1	9	8	2	8	*
	1%	1%	*	*	1%	1%	2%	*	1%	1%	2%	2% i	1%	*	1%	1%	3%	1%	1%	2% t	*
Ross Greer	10	5	5	1	1	3	4	1	3	1	5	4	6	-	1	1	5	5	*	6	-
	1%	1%	2%	*	1%	1%	1%	*	1%	*	2%	1%	1%	-	1%	2%	1%	1%	*	2% t	-
Iain Gray	9	6	3	1	2	3	3	-	5	2	2	4	5	1	3	1	3	2	2	2	1
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	*	2%	2%	1%	*	1%	1%	*
Jackson Carlaw	8	8	1	-	4	-	5	2	2	1	4	5	3	2	1	1	1	4	2	1	5
	1%	1%	*	-	1%	-	2%	1%	*	*	2%	2%	*	1%	1%	2%	*	1%	1%	*	1%
Robin Harper	6	5	1	1	*	2	3	1	1	-	3	3	3	-	1	2	3	3	2	3	1
	1%	1%	*	1%	*	1%	1%	*	*	-	1%	1%	*	-	1%	2%	1%	1%	1%	1%	*
Gillian Mackay	4	3	*	-	2	1	*	2	1	-	1	2	2	-	3	-	*	1	2	1	-
	*	*	*	-	1%	1%	*	1%	*	-	*	1%	*	-	2% p	-	*	1%	1%	*	-
Someone else (please specify one politician name)	24	14	10	5	6	7	4	7	8	3	5	4	20	1	-	1	11	14	2	15	4
	2%	2%	4%	3%	3%	3%	1%	3%	2%	2%	2%	1%	3%	1%	-	2%	3%	3%	1%	4% t	1%
Don't know	134	88	35	21	30	24	33	24	53	14	42	40	94	11	12	7	19	43	18	21	31
	13%	12%	13%	11%	12%	11%	11%	10%	13%	8%	17% i	14%	12%	6%	8%	10%	6%	8%	8%	6%	8%
None of these	112	75	33	30	24	17	27	31	38	23	20	32	80	18	4	7	15	46	28	16	56
	11%	10%	13%	16% e	10%	8%	9%	13%	9%	14%	8%	11%	10%	10% np	3%	11% np	4%	9%	12%	5%	14% s

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p - q/r - s/t
Overlap formulae used. * small base

25-066418-01 - SCOTLAND POLITICAL PULSE
12TH-22ND SEPTEMBER 2025
PUBLIC
IPSOS

22 Sep 2025

Table 3
Q30ANNIV2 - And which one of these do you see as the best Scottish politician from the last 30 years?

Base: Adults aged 16+ in Scotland who selected more than 1 code at 30ANNIV1

	TOTAL	MEN (a)	WOMEN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	STD GRADE OR BELOW (t)	HIGHER (u)	DEGREE OR ABOVE (v)	CENTRAL (w)	GLASGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (A)	MID SCOTLAND AND FIFE (B)	NORTH EAST SCOTLAND (C)	SOUTH (D)	WEST (E)
UNWEIGHTED BASE	609	287	310	50	99	81	102	104	173	140	183	277	335	130	46	98	465	144	363	246	79	167	354	66	92	45	115	71	91	60	65
WEIGHTED BASE	599	314	283	57*	81*	82*	104*	104*	172	138	186	276	275	139	57*	128*	414	186	313	287	120*	236	236	81*	71*	40*	95*	73*	71*	80*	87*
	100%	52%	47%	9%*	14%*	14%*	17%*	17%*	29%	23%	31%	46%	46%	23%	10%*	21%*	69%	31%	52%	48%	20%*	39%	38%	14%*	12%*	7%*	16%*	12%*	12%*	13%*	15%*
Nicola Sturgeon	144 / 24%	65 / 21%	78 / 28%	21 / 37%	18 / 22%	21 / 26%	34 / 33%	22 / 21%	28 / 16%	39 / 29%	55 / 30%	49 / 18%	59 / 21%	35 / 25%	20 / 35%	30 / 24%	93 / 23%	51 / 27%	82 / 26%	62 / 22%	30 / 25%	47 / 20%	64 / 28%	27 / 33%	19 / 27%	12 / 31%	18 / 18%	18 / 24%	15 / 22%	19 / 24%	15 / 18%
Gordon Brown	63 / 11%	37 / 12%	26 / 9%	3 / 4%	3 / 4%	8 / 10%	15 / 14%	14 / 13%	22 / 13%	6 / 4%	22 / 12%	35 / 13%	32 / 12%	9 / 7%	6 / 10%	17 / 13%	41 / 10%	23 / 12%	29 / 9%	34 / 12%	14 / 12%	27 / 12%	22 / 10%	5 / 7%	10 / 14%	1 / 2%	11 / 12%	5 / 7%	11 / 16%	4 / 5%	16 / 19%
Alex Salmond	63 / 11%	37 / 12%	25 / 9%	3 / 6%	6 / 8%	8 / 10%	9 / 9%	17 / 17%	19 / 11%	10 / 7%	17 / 9%	37 / 13%	23 / 8%	17 / 12%	3 / 5%	20 / 16%	40 / 10%	23 / 12%	35 / 11%	28 / 10%	13 / 11%	31 / 13%	20 / 9%	11 / 13%	4 / 4%	4 / 10%	6 / 6%	11 / 15%	8 / 12%	10 / 10%	11 / 13%
Donald Dewar	61 / 10%	33 / 10%	29 / 10%	* / 1%	3 / 4%	8 / 9%	11 / 10%	13 / 13%	26 / 15%	3 / 2%	18 / 10%	40 / 14%	31 / 11%	13 / 9%	4 / 7%	14 / 11%	44 / 11%	18 / 10%	23 / 7%	38 / 13%	13 / 11%	30 / 13%	16 / 7%	14 / 17%	10 / 14%	6 / 6%	10 / 10%	8 / 10%	6 / 8%	6 / 10%	4 / 5%
Ruth Davidson	48 / 8%	21 / 7%	28 / 10%	1 / 1%	2 / 2%	2 / 2%	3 / 3%	3 / 3%	32 / 19%	3 / 2%	4 / 2%	41 / 15%	27 / 10%	7 / 5%	5 / 9%	9 / 7%	34 / 8%	14 / 8%	11 / 3%	38 / 13%	15 / 13%	13 / 5%	20 / 9%	3 / 4%	4 / 6%	4 / 9%	5 / 5%	6 / 8%	6 / 9%	10 / 13%	10 / 11%
Tony Blair	30 / 5%	22 / 7%	8 / 3%	4 / 6%	7 / 8%	12 / 15%	3 / 3%	2 / 2%	2 / 2%	10 / 7%	16 / 8%	5 / 2%	14 / 5%	11 / 8%	2 / 3%	4 / 3%	25 / 6%	6 / 3%	17 / 5%	13 / 5%	4 / 4%	16 / 7%	10 / 4%	3 / 3%	4 / 5%	3 / 8%	7 / 8%	1 / 1%	1 / 1%	4 / 5%	8 / 9%
Charles Kennedy	16 / 3%	8 / 2%	8 / 3%	1 / 1%	1 / 1%	4 / 5%	1 / 1%	1 / 1%	8 / 5%	2 / 1%	5 / 3%	9 / 3%	10 / 4%	3 / 2%	2 / 3%	1 / 1%	13 / 3%	3 / 2%	10 / 3%	6 / 2%	1 / 1%	8 / 3%	7 / 3%	1 / 1%	3 / 5%	3 / 8%	1 / 1%	2 / 3%	2 / 3%	2 / 2%	2 / 3%
John Swinney	14 / 2%	8 / 3%	6 / 2%	5 / 8%	6 / 8%	1 / 1%	1 / 1%	2 / 2%	-	11 / 8%	1 / 1%	2 / 1%	8 / 3%	3 / 2%	-	3 / 3%	11 / 3%	3 / 2%	11 / 4%	3 / 1%	2 / 1%	4 / 2%	7 / 3%	2 / 2%	2 / 4%	1 / 3%	2 / 2%	1 / 1%	1 / 2%	5 / 6%	1 / 1%
Alistair Darling	9 / 2%	5 / 2%	4 / 1%	3 / 5%	1 / 1%	-	1 / 1%	2 / 2%	3 / 2%	3 / 2%	1 / 1%	5 / 2%	4 / 1%	5 / 4%	-	-	9 / 2%	-	4 / 1%	5 / 2%	2 / 2%	5 / 2%	2 / 1%	2 / 3%	2 / 2%	-	-	-	1 / 1%	3 / 4%	2 / 2%
Robin Cook	9 / 2%	7 / 2%	2 / 1%	-	1 / 1%	1 / 1%	1 / 1%	4 / 4%	2 / 1%	1 / 1%	2 / 2%	6 / 2%	4 / 1%	4 / 3%	-	1 / 1%	8 / 2%	1 / 1%	6 / 2%	3 / 1%	4 / 3%	-	5 / 2%	-	-	*	1 / 1%	2 / 2%	-	1 / 1%	5 / 7%
Douglas Ross	7 / 1%	6 / 2%	2 / 1%	1 / 2%	5 / 6%	* / 1%	-	-	1 / *	6 / 4%	*	1 / *	2 / 2%	-	1 / 2%	-	6 / 1%	1 / 1%	7 / 2%	1 / *	-	5 / 2%	2 / 1%	3 / 3%	-	-	*	2 / 2%	*	2 / 2%	-
Anas Sarwar	7 / 1%	4 / 1%	2 / 1%	1 / 1%	3 / 4%	1 / 1%	2 / 2%	-	-	4 / 3%	3 / 2%	-	4 / 1%	1 / 1%	2 / 4%	-	6 / 1%	1 / 1%	7 / 2%	-	2 / 2%	1 / *	4 / 2%	1 / 1%	1 / 2%	-	1 / 1%	-	2 / 2%	-	3 / 3%
Kate Forbes	6 / 1%	4 / 1%	2 / 1%	2 / 3%	1 / 1%	-	2 / 2%	-	2 / 1%	2 / 1%	2 / 1%	2 / 1%	2 / 1%	2 / 2%	1 / 2%	1 / 1%	4 / 1%	2 / 1%	1 / 1%	3 / 1%	2 / 1%	1 / 1%	3 / 1%	2 / 1%	-	2 / 2%	-	2 / 2%	*	2 / 3%	-	-
Annabelle Goldie	4 / 1%	2 / 1%	2 / 1%	1 / 2%	3 / 3%	-	-	-	1 / 1%	3 / 2%	-	1 / *	1 / 1%	1 / 1%	1 / 2%	1 / 1%	2 / 1%	2 / 1%	2 / 2%	2 / 1%	1 / 1%	1 / *	2 / 1%	1 / 1%	-	-	3 / 3%	-	*	1 / 1%	-
Jack McConnell	4 / 1%	2 / 1%	2 / 1%	-	3 / 3%	1 / 1%	1 / 1%	-	-	3 / 2%	1 / 1%	-	4 / 1%	-	-	-	4 / 1%	-	4 / 1%	-	-	-	4 / 2%	2 / 2%	1 / 2%	-	-	-	-	*	1 / 1%
Willie Rennie	4 / 1%	*	3 / 1%	2 / 3%	1 / 2%	1 / 1%	-	-	-	3 / 2%	1 / *	-	1 / *	1 / 1%	-	2 / 1%	2 / *	2 / 1%	4 / 1%	-	-	2 / 1%	1 / *	-	1 / 1%	-	-	3 / 4%	-	-	-
Russell Findlay	4 / 1%	*	3 / 1%	-	2 / 2%	-	-	-	2 / 1%	2 / 1%	-	2 / 1%	2 / 1%	-	-	1 / 1%	2 / 1%	1 / 1%	2 / 1%	1 / *	-	1 / 1%	2 / 1%	-	*	*	2 / 2%	-	1 / 1%	*	-
Jim Wallace	3 / 1%	-	3 / 1%	-	2 / 2%	-	2 / 2%	-	-	2 / 1%	2 / 1%	-	*	-	-	3 / 2%	*	3 / 2%	2 / 1%	*	3 / 3%	-	*	-	2 / 2%	4%	-	-	-	-	-
Lorna Slater	3 / 1%	3 / 1%	-	1 / 1%	2 / 2%	1 / 1%	-	-	-	2 / 1%	1 / *	-	1 / 2%	2 / 1%	-	-	3 / 1%	-	3 / 1%	-	-	2 / 1%	1 / *	-	1 / 1%	-	*	2 / 2%	-	-	-
Iain Gray	2 / *	1 / *	1 / *	1 / 2%	1 / 1%	-	1 / 1%	-	-	1 / 1%	1 / 1%	-	-	1 / 1%	-	1 / 1%	1 / *	1 / 1%	1 / *	*	1 / 1%	*	-	1 / 2%	-	-	1 / 1%	-	-	-	-
Jim Murphy	2 / *	1 / *	1 / *	-	1 / 1%	-	-	2 / 2%	-	1 / *	-	2 / 1%	1 / *	-	1 / 2%	-	*	1 / 1%	1 / 1%	1 / 1%	-	1 / 1%	1 / *	-	-	1 / 3%	1 / 1%	1 / 1%	-	-	-
Kezia Dugdale	2 / *	1 / *	2 / 1%	-	2 / 2%	-	-	-	*	2 / 1%	-	*	1 / 1%	1 / 1%	-	-	2 / *	-	2 / 1%	-	-	-	2 / 1%	1 / 1%	*	-	1 / 1%	-	-	-	-
Gillian Mackay	2 / *	2 / 1%	-	*	-	-	2 / 2%	-	-	*	2 / 1%	-	*	-	2 / 3%	-	*	2 / 1%	2 / 1%	-	-	2 / 1%	*	-	-	-	2 / 2%	*	-	-	-
Alex Cole-Hamilton	2 / *	2 / 1%	-	-	1 / 1%	-	-	-	1 / 1%	1 / *	-	1 / 1%	2 / 1%	-	-	-	2 / 1%	-	1 / *	1 / *	-	1 / 1%	1 / 1%	-	-	-	-	-	-	1 / 1%	1 / 2%
Patrick Harvie	2 / *	1 / *	1 / *	-	1 / 1%	-	-	-	1 / 1%	1 / 1%	-	1 / *	2 / 1%	-	-	-	2 / *	-	1 / 1%	1 / *	-	1 / 1%	1 / 1%	-	-	-	2 / 2%	-	-	-	-
Ross Greer	2 / *	*	2 / *	3%	1 / 1%	-	-	-	-	2 / 1%	-	-	1 / *	-	1 / 3%	-	1 / 1%	1 / 1%	1 / *	1 / 1%	-	1 / 1%	1 / 1%	-	-	-	1 / 1%	2 / 3%	-	-	-
Humza Yousaf	2 / *	1 / *	1 / *	1 / 1%	1 / 1%	1 / 1%	-	-	-	1 / 1%	1 / *	-	1 / *	1 / 1%	-	*	1 / *	1 / 1%	1 / *	1 / *	-	-	2 / 1%	-	-	-	1 / 1%	1 / 1%	-	-	-
Henry McLeish	1 / *	1 / *	-	-	1 / 1%	1%	-	-	-	1 / *	-	-	1 / *	-	-	-	1 / *	-	1 / *	-	-	-	1 / *	-	-	-	1 / 1%	1 / 1%	-	-	-
Robin Harper	1 / *	1 / *	-	-	1 / 1%	1%	-	-	-	1 / *	-	-	1 / *	-	-	-	1 / *	-	1 / *	-	-	-	1 / *	-	-	-	1 / 1%	-	-	-	-
Jackson Carlaw	1 / *	1 / *	-	-	1 / 1%	1%	-	-	-	1 / *	-	-	-	-	1 / 1%	-	1 / *	-	1 / *	-	-	-	1 / *	-	1 / 1%	-	-	1 / 1%	-	-	-
Someone else (please specify one politician name)	8 / 1%	4 / 1%	4 / 1%	2 / 3%	* / 1%	1 / 1%	4 / 3%	2 / 1%	-	2 / 2%	5 / 2%	2 / 1%	1 / *	3 / 2%	1 / 2%	4 / 3%	4 / 1%	4 / 2%	3 / 1%	5 / 2%	-	6 / 3%	1 / 1%	-	2 / 2%	4 / 4%	4 / 4%	1 / 1%	1 / 1%	-	-
Too difficult to choose	48 / 8%	26 / 8%	23 / 8%	1 / 1%	5 / 6%	5 / 7%	4 / 4%	12 / 12%	20 / 12%	6 / 5%	9 / 5%	33 / 12%	24 / 9%	9 / 7%	5 / 8%	10 / 8%	33 / 8%	15 / 8%	21 / 7%	27 / 9%	9 / 8%	16 / 7%	22 / 10%	2 / 3%	1 / 1%	3 / 7%	8 / 9%	7 / 9%	8 / 12%	6 / 8%	13 / 15%
Don't know	23 / 4%	5 / 2%	18 / 6%	4 / 7%	-	7 / 8%	8 / 8%	3 / 3%	1 / 1%	4 / 3%	15 / 8%	4 / 1%	9 / 3%	11 / 8%	-	4 / 3%	19 / 5%	4 / 2%	12 / 4%	11 / 4%	4 / 4%	10 / 4%	6 / 3%	4 / 5%	1 / 2%	1 / 3%	7 / 7%	4 / 4%	2 / 2%	5 / 5%	2 / 3%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

25-066418-01 - SCOTLAND POLITICAL PULSE
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Table 4
Q30ANNIV2 - And which one of these do you see as the best Scottish politician from the last 30 years?

Base: Adults aged 16+ in Scotland who selected more than 1 code at 30ANNIV1

	TOTAL	TENURE OWNER OCCUPIED (a)	TENURE RENTER (b)	INCOME UP TO £19,999 (c)	INCOME £20,000-£34,999 (d)	INCOME £35,000-£54,999 (e)	INCOME £55,000+ (f)	HH SIZE 1 (g)	HH SIZE 2 (h)	HH SIZE 3 (i)	HH SIZE 4+ (j)	CHILDREN ANY (k)	CHILDREN NONE (l)	2021 CONSERVATIVE (m)	2021 LABOUR (n)	2021 LIB DEM (o)	2021 SNP (p)	BREXIT REMAIN (q)	BREXIT LEAVE (r)	INDY YES (s)	INDY NO (t)
UNWEIGHTED BASE	609	481	121	74	141	142	223	122	236	92	159	189	420	91	127	48	248	382	117	250	232
WEIGHTED BASE	599	449	137*	101*	150	136	185	133*	234	102*	131	165	434	103*	114*	41*	241	355	131*	242	230
	100%	75%	23%*	17%*	25%	23%	31%	22%*	39%	17%*	22%	28%	72%	17%*	19%*	7%*	40%	59%	22%*	40%	38%
Nicola Sturgeon	144 / 24%	104 / 23%	39 / 29%	31 / 31% (d)	23 / 16%	34 / 25%	47 / 25%	31 / 23%	53 / 23%	26 / 25%	35 / 27%	45 / 27%	99 / 23%	3 / 3%	8 / 7%	2 / 5%	106 / 44% (mno)	104 / 29% (r)	10 / 8%	90 / 37% (t)	16 / 7%
Gordon Brown	63 / 11%	49 / 11%	14 / 11%	7 / 7%	18 / 12%	12 / 9%	22 / 12%	21 / 16% (h)	18 / 8%	14 / 14%	10 / 8%	18 / 11%	46 / 11%	14 / 13% (p)	24 / 21% (p)	5 / 11%	13 / 5%	36 / 10%	23 / 18%	14 / 6%	42 / 18% (s)
Alex Salmond	63 / 11%	45 / 10%	17 / 13%	12 / 11%	14 / 9%	21 / 15%	17 / 9%	15 / 11%	25 / 11%	6 / 6%	17 / 13%	17 / 10%	46 / 11%	6 / 6%	4 / 3%	2 / 5%	45 / 19% (mno)	41 / 11%	13 / 10%	45 / 19% (t)	8 / 4%
Donald Dewar	61 / 10%	49 / 11%	13 / 9%	12 / 12%	12 / 8%	16 / 11%	19 / 10%	19 / 14%	22 / 9%	10 / 10%	10 / 8%	16 / 10%	45 / 10%	11 / 11%	18 / 16%	7 / 18%	20 / 8% (mno)	43 / 12%	12 / 9%	27 / 11%	31 / 13%
Ruth Davidson	48 / 8%	46 / 10% (b)	-	7 / 7%	19 / 12%	10 / 7%	11 / 6%	9 / 7%	32 / 14% (ij)	4 / 4%	3 / 2%	4 / 2%	45 / 10% (k)	39 / 38% (nop)	3 / 3%	2 / 6% (p)	2 / 1%	20 / 6%	24 / 18% (q)	1 / *	39 / 17% (s)
Tony Blair	30 / 5%	15 / 3%	6 / 4%	2 / 2%	12 / 8%	5 / 4%	11 / 6%	5 / 4%	15 / 6%	7 / 7%	4 / 3%	4 / 2%	26 / 6%	7 / 7%	8 / 7% (p)	2 / 5%	6 / 2%	16 / 5%	5 / 4%	5 / 2%	15 / 7% (s)
Charles Kennedy	16 / 3%	12 / 3%	4 / 3%	2 / 2%	6 / 4%	3 / 2%	5 / 2%	5 / 4%	8 / 3%	1 / 1%	3 / 2%	4 / 2%	12 / 3%	4 / 4%	3 / 3%	1 / 2%	6 / 3%	9 / 3%	4 / 3%	3 / 1%	9 / 4%
John Swinney	14 / 2%	10 / 2%	4 / 3%	2 / 2%	4 / 3%	2 / 1%	7 / 4%	2 / 2%	4 / 2%	2 / 1%	6 / 5%	8 / 5% (l)	6 / 1%	-	5 / 5%	-	6 / 2%	6 / 2%	2 / 2%	4 / 2%	3 / 1%
Alistair Darling	9 / 2%	8 / 2%	1 / 1%	2 / 2%	1 / 1%	3 / 2%	3 / 2%	2 / 2%	4 / 2%	3 / 3%	-	3 / 2%	6 / 1%	4 / 4%	1 / 1%	-	3 / 1%	2 / 1%	4 / 3%	-	6 / 3% (s)
Robin Cook	9 / 2%	8 / 2%	1 / 1%	* / *	2 / 1%	4 / 3%	2 / 1%	2 / 1%	1 / *	4 / 4% (h)	3 / 2%	3 / 2%	6 / 1%	3 / 3%	3 / 2%	1 / 2%	3 / 1%	9 / 3%	-	4 / 1%	5 / 2%
Douglas Ross	7 / 1%	5 / 1%	2 / 1%	-	1 / *	2 / 1%	5 / 3%	1 / *	-	4 / 4% (h)	2 / 2%	6 / 4% (l)	1 / *	4 / 4% (p)	2 / 2% (p)	1 / 3% (p)	-	3 / 1%	-	1 / *	5 / 2%
Anas Sarwar	7 / 1%	4 / 1%	2 / 2%	2 / 2%	-	3 / 2%	2 / 1%	2 / 2%	1 / *	1 / 1%	2 / 2%	3 / 2%	4 / 1%	-	5 / 5% (p)	-	1 / *	4 / 1%	1 / 1%	4 / 2%	1 / *
Kate Forbes	6 / 1%	3 / 1%	3 / 2%	2 / 2%	* / *	1 / 1%	3 / 2%	1 / 1%	1 / *	1 / 1%	3 / 2%	3 / 2%	3 / 1%	-	2 / 1%	-	-	4 / 1%	-	1 / 1%	2 / 1%
Annabelle Goldie	4 / 1%	4 / 1%	-	* / *	2 / 1%	1 / 1%	* / *	-	1 / *	-	3 / 2%	2 / 1%	2 / *	1 / 1%	2 / 2%	-	1 / 1%	2 / 1%	1 / 1%	* / *	1 / 1%
Jack McConnell	4 / 1%	4 / 1%	* / *	-	* / *	-	4 / 2%	-	* / *	-	4 / 3% (h)	4 / 2% (l)	* / *	-	1 / 1%	1 / 2%	1 / *	2 / *	-	2 / 1%	1 / *
Willie Rennie	4 / 1%	3 / 1%	1 / 1%	-	2 / 2%	1 / 1%	-	-	-	3 / 3% (h)	1 / 1%	1 / *	3 / 1%	-	-	3 / 7% (mnp)	1 / *	1 / *	-	1 / *	-
Russell Findlay	4 / 1%	2 / *	1 / 1%	-	2 / 1%	-	2 / 1%	* / *	1 / 1%	* / *	1 / 1%	2 / 1%	2 / *	2 / 2%	1 / 1%	-	1 / *	1 / *	2 / 2%	* / *	3 / 1%
Jim Wallace	3 / 1%	2 / *	1 / 1%	1 / 1%	2 / 1%	-	* / *	-	-	3 / 3% (h)	-	* / *	3 / 1%	-	* / *	2 / 4% (p)	-	2 / *	-	-	2 / 1%
Lorna Slater	3 / *	3 / 1%	* / *	-	* / *	2 / 1%	1 / *	-	-	2 / 2%	1 / 1%	3 / 2% (l)	-	-	-	1 / 2%	2 / 1%	2 / 1%	1 / 1%	3 / 1%	-
Iain Gray	2 / *	2 / 1%	-	1 / 1%	-	1 / 1%	-	-	2 / 1%	-	-	1 / 1%	1 / *	-	-	-	1 / 1%	-	1 / 1%	1 / 1%	-
Jim Murphy	2 / *	2 / *	-	1 / 1%	-	-	1 / 1%	-	1 / *	* / *	1 / *	1 / 1%	1 / *	-	1 / 1%	-	-	1 / *	1 / 1%	2 / 1%	-
Kezia Dugdale	2 / *	2 / *	1 / *	-	-	* / *	2 / 1%	-	* / *	-	2 / 1%	2 / 1%	* / *	-	2 / 1%	1 / 2%	-	2 / *	-	1 / *	* / *
Gillian Mackay	2 / *	2 / *	-	-	2 / 1%	-	* / *	2 / 1%	* / *	-	-	* / *	2 / *	-	2 / 2%	-	-	-	2 / 2%	-	-
Alex Cole-Hamilton	2 / *	1 / *	1 / *	-	-	2 / 2%	-	-	1 / 1%	-	1 / *	-	2 / *	-	-	1 / 4% (p)	-	1 / *	-	-	1 / 1%
Patrick Harvie	2 / *	2 / *	-	-	1 / *	-	1 / 1%	-	1 / *	-	1 / 1%	1 / 1%	1 / *	-	1 / 1%	-	-	1 / *	-	-	1 / *
Ross Greer	2 / *	1 / *	-	-	1 / 1%	-	1 / *	-	-	-	2 / 2%	1 / *	1 / *	-	-	1 / 4% (p)	1 / *	1 / *	-	1 / *	-
Humza Yousaf	2 / *	1 / *	1 / *	1 / 1%	1 / *	-	1 / *	-	1 / *	1 / 1%	1 / *	1 / *	1 / *	1 / 1%	1 / 1%	1 / 1%	-	1 / *	-	1 / *	1 / *
Henry McLeish	1 / *	1 / *	-	-	-	-	1 / *	-	-	1 / 1%	-	1 / *	-	-	1 / 1%	-	-	1 / *	-	1 / *	-
Robin Harper	1 / *	1 / *	-	-	-	-	1 / *	-	-	-	1 / *	1 / *	-	-	-	1 / 2%	-	1 / *	-	1 / *	-
Jackson Carlaw	1 / *	-	1 / *	-	-	-	1 / *	-	-	1 / 1%	-	1 / *	-	-	-	-	-	-	-	1 / *	-
Someone else (please specify one politician name)	8 / 1%	3 / 1%	6 / 4% (a)	3 / 3%	3 / 2%	* / *	1 / *	5 / 4% (h)	* / *	2 / 2%	1 / 1%	1 / 1%	7 / 2%	-	-	-	4 / 2%	3 / 1%	-	5 / 2%	1 / *
Too difficult to choose	48 / 8%	39 / 9%	9 / 7%	5 / 5%	17 / 11%	12 / 9%	9 / 5%	8 / 6%	26 / 11%	4 / 4%	10 / 8%	8 / 5%	41 / 9%	6 / 6%	11 / 10%	4 / 9%	17 / 7%	26 / 7%	18 / 13%	16 / 7%	28 / 12%
Don't know	23 / 4%	15 / 3%	8 / 6%	6 / 6%	4 / 3%	2 / 2%	8 / 4%	3 / 2%	14 / 6%	1 / 1%	5 / 4%	5 / 3%	19 / 4%	-	5 / 4% (p)	3 / 7% (mp)	2 / 1%	10 / 3%	7 / 5%	9 / 4%	9 / 4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p - q/r - s/t
Overlap formulae used. * small base

22 Sep 2025

Table 5
Q30ANNIV1/2 - Best Scottish politician, from any party, in the last 30 years?

Base: Adults aged 16+ in Scotland

	TOTAL	MEN (a)	WOMEN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	STANDARD GRADE OR BELOW (t)	HIGHER (u)	DEGREE OR ABOVE (v)	CENTRAL (w)	GLASGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (A)	MID SCOTLAND AND FIFE (B)	NORTH EAST SCOTLAND (C)	SOUTH (D)	WEST (E)
UNWEIGHTED BASE	1050	469	578	126	175	159	168	176	246	301	327	422	512	248	103	187	760	290	655	395	154	330	536	104	169	90	182	120	179	98	99
WEIGHTED BASE	1050	503	544	134	161	159	166	180	251	295	324	430	436	254	119*	241	690	360	578	472	224	449	339	128*	137	87*	152	129	147	133*	137*
	100%	48%	52%	13%	15%	15%	16%	17%	24%	28%	31%	41%	42%	24%	11%*	23%	66%	34%	55%	45%	21%	43%	32%	12%*	13%	8%*	15%	12%	14%	13%*	13%*
Nicola Sturgeon	206	86	118	34	34	32	40	33	33	68	72	66	84	53	26	42	138	68	121	85	43	80	73	34	29	20	28	23	24	24	24
	20%	17%	22%	25%	21%	20%	24%	18%	13%	23%	22%	15%	19%	21%	22%	17%	20%	19%	21%	18%	19%	18%	21%	26%	21%	24%	18%	18%	16%	18%	18%
Alex Salmond	88	56	31	7	13	12	13	19	24	20	25	43	31	22	6	29	52	35	52	36	17	44	25	11	9	5	7	14	14	12	16
	8%	11%	6%	5%	8%	8%	8%	11%	10%	7%	8%	10%	7%	9%	5%	12%	8%	10%	9%	8%	8%	10%	7%	9%	7%	5%	4%	11%	9%	9%	12%
Donald Dewar	83	44	39	3	3	10	11	20	37	6	21	57	43	14	6	21	56	26	32	51	17	42	21	19	12	3	10	13	10	7	8
	8%	9%	7%	2%	2%	6%	7%	11%	15%	2%	6%	13%	10%	5%	5%	9%	8%	7%	5%	11%	8%	9%	6%	15%	9%	4%	6%	10%	7%	6%	6%
Gordon Brown	79	47	32	2	10	8	17	16	26	12	25	42	36	14	9	20	50	29	40	39	20	30	28	6	12	1	12	6	15	5	22
	8%	9%	6%	2%	6%	5%	10%	9%	10%	4%	8%	10%	8%	5%	8%	8%	7%	8%	7%	8%	9%	7%	8%	5%	9%	1%	8%	5%	10%	4%	16%
Ruth Davidson	78	32	46	1	2	2	12	20	41	3	14	61	44	17	7	11	61	18	26	53	24	28	27	8	9	4	8	10	10	17	13
	7%	6%	8%	*	1%	2%	7%	11%	16%	1%	4%	14%	10%	7%	6%	4%	9%	5%	4%	11%	11%	6%	8%	6%	7%	4%	5%	8%	7%	12%	9%
Tony Blair	37	24	12	5	8	14	4	2	3	13	18	5	16	13	2	5	29	7	22	15	4	20	12	4	5	4	7	1	2	5	8
	3%	5%	2%	4%	5%	9%	2%	1%	1%	4%	6%	1%	4%	5%	2%	2%	4%	2%	4%	3%	2%	4%	4%	3%	4%	5%	5%	1%	2%	4%	6%
Charles Kennedy	26	14	12	1	1	9	3	4	9	2	12	13	15	5	6	1	19	7	19	7	3	14	9	1	4	4	4	6	4	3	2
	3%	3%	2%	1%	*	6%	2%	2%	4%	1%	4%	3%	3%	2%	5%	*	3%	2%	3%	1%	1%	3%	3%	*	3%	4%	2%	4%	2%	2%	2%
John Swinney	22	14	8	6	9	1	2	3	1	15	4	4	11	3	*	8	14	8	14	8	3	6	11	2	3	1	6	1	4	5	1
	2%	3%	2%	4%	6%	1%	1%	2%	*	5%	1%	1%	2%	1%	*	3%	2%	2%	2%	2%	2%	1%	3%	1%	3%	1%	4%	1%	3%	3%	1%
Alistair Darling	9	5	4	3	1	-	1	2	3	3	1	5	4	5	-	-	9	-	5	5	2	5	2	2	2	-	-	-	1	3	2
	1%	1%	1%	2%	*	-	1%	1%	1%	1%	*	1%	1%	2%	-	-	1%	-	1%	1%	1%	1%	1%	2%	1%	-	-	-	1%	2%	1%
Robin Cook	9	7	2	-	1	1	1	4	2	1	2	6	4	4	-	1	8	1	6	3	4	-	5	-	-	*	2	-	1	5	-
	1%	1%	*	-	1%	1%	1%	2%	1%	*	1%	1%	1%	2%	-	*	1%	*	1%	1%	2%	-	1%	-	-	*	1%	-	1%	4%	-
Douglas Ross	8	6	2	1	5	2	-	-	1	6	2	1	7	-	1	-	7	1	8	1	-	5	3	3	-	-	*	2	2	2	-
	1%	1%	*	1%	3%	1%	-	-	*	2%	1%	*	2%	-	1%	-	1%	*	1%	*	-	1%	1%	2%	-	-	*	1%	1%	1%	-
Anas Sarwar	8	6	2	1	3	1	4	-	-	4	4	-	5	1	2	-	6	2	8	-	2	2	4	1	1	-	1	-	3	-	3
	1%	1%	*	1%	2%	*	2%	-	-	1%	1%	-	1%	*	2%	-	1%	1%	1%	-	1%	*	1%	1%	1%	-	*	-	2%	-	2%
Kate Forbes	7	5	2	2	*	1	3	-	2	2	4	2	3	2	1	1	5	2	5	2	1	3	3	-	2	*	2	*	3	-	-
	1%	1%	*	1%	*	1%	2%	-	1%	1%	1%	*	1%	1%	1%	*	1%	1%	1%	*	*	1%	1%	-	1%	*	1%	*	2%	-	-
Annabelle Goldie	7	2	5	1	2	-	-	-	4	3	-	4	3	1	1	2	4	3	2	5	3	1	3	1	-	-	1	-	*	2	1
	1%	*	1%	1%	1%	-	-	-	2%	1%	-	1%	1%	*	1%	1%	1%	1%	*	1%	2%	*	1%	1%	-	-	2%	-	*	2%	1%
Willie Rennie	6	1	5	2	1	1	-	1	1	3	1	2	1	2	-	3	3	3	5	1	-	4	1	-	1	-	1	4	-	-	-
	1%	*	1%	1%	1%	*	-	1%	1%	1%	*	1%	*	1%	-	1%	1%	1%	1%	*	-	1%	*	-	1%	-	1%	3%	-	-	-
Jack McConnell	6	4	2	3	2	1	1	-	-	5	1	-	4	-	-	2	4	2	5	1	1	1	4	2	1	-	-	1	1	1	-
	1%	1%	*	2%	2%	*	*	-	-	2%	*	-	1%	-	-	1%	1%	1%	1%	*	*	*	1%	1%	1%	-	-	1%	1%	*	-
Russell Findlay	6	1	4	1	3	-	-	-	2	4	-	2	3	-	1	1	3	3	5	1	-	3	3	1	*	*	2	1	*	-	1
	1%	*	1%	1%	2%	-	-	-	1%	1%	-	*	1%	-	1%	1%	1%	1%	1%	*	-	1%	1%	1%	*	*	2%	1%	*	-	1%
Jim Murphy	5	3	2	1	2	-	-	2	-	3	-	2	3	-	1	-	3	1	3	1	1	3	2	-	1	-	1	2	2	-	-
	*	1%	*	*	2%	-	-	1%	-	1%	-	*	1%	-	1%	-	1%	*	1%	*	*	1%	*	-	1%	-	1%	1%	1%	-	-
Humza Yousaf	4	3	1	1	2	1	-	-	-	2	1	-	1	2	-	1	3	1	3	1	-	1	2	-	1	-	2	1	-	-	-
	*	1%	*	*	1%	1%	-	-	-	1%	*	-	*	1%	-	1%	1%	*	1%	*	-	*	1%	-	1%	-	1%	*	-	-	-
Ross Greer	4	2	1	2	2	-	-	-	-	4	-	-	2	1	1	-	2	2	2	2	-	1	2	-	1	-	-	2	-	1	-
	*	*	*	2%	1%	-	-	-	-	1%	-	-	*	*	1%	-	*	*	*	*	-	*	1%	-	1%	-	-	2%	-	1%	-
Patrick Harvie	4	3	1	-	1	2	-	-	1	1	2	1	4	-	-	-	4	-	3	1	-	3	1	-	2	-	2	-	-	-	-
	*	1%	*	-	1%	1%	-	-	*	*	1%	*	1%	-	-	-	1%	-	1%	*	-	1%	*	-	1%	-	1%	-	-	-	-
Jim Wallace	3	-	3	-	2	1	2	-	-	2	2	-	*	-	-	3	*	3	2	1	3	-	*	-	2	2	-	-	-	-	-
	*	-	1%	-	1%	*	1%	-	-	1%	1%	-	*	-	-	1%	*	1%	*	*	1%	-	*	-	1%	2%	-	-	-	-	-
Lorna Slater	3	3	-	1	2	1	-	-	-	3	1	-	1	2	-	-	3	-	3	-	-	2	1	-	1	-	*	2	-	-	-
	*	1%	-	1%	1%	*	-	-	-	1%	*	-	*	1%	-	-	*	-	1%	-	-	1%	*	-	1%	-	*	1%	-	-	-
Kezia Dugdale	3	1	2	-	2	1	-	-	*	2	1	*	1	2	-	-	3	-	3	-	-	-	3	1	*	-	1	-	1	1	-
	*	*	*	-	1%	*	-	-	*	1%	*	*	*	1%	-	-	*	-	1%	-	-	-	1%	1%	*	-	1%	-	1%	1%	-
Alex Cole-Hamilton	3	3	-	1	1	-	-	-	1	1	-	1	3	-	-	-	3	-	1	1	-	2	1	-	1	-	2	-	-	1	1	-
	*	1%	-	1%	*	-	-	-	1%	*	-	*	1%	-	-	-	*	-	*	*	-	*	*	-	1%	-	1%	-	-	*	1%	-
Iain Gray	2	1	*	1	-	-	1	-	-	1	1	-	-	1	-	1	1	1	1	*	1	*	-	1	*	-	1	-	-	-	-
	*	*	*	1%	-	-	1%	-	-	*	*	-	-	*	-	1%	*	*	*	*	1%	*	-	1%	*	-	1%	-	-	-	-
Gillian Mackay	2	2	-	*	-	-	2	-	-	*	2	-	*	-	2	-	*	2	2	-	-	2	*	-	2	-	-	-	2	*	-	-
	*	*	-	*	-	-	1%	-	-	*	1%	-	*	-	2%	-	*	1%	*	-	-	1%	*	-	1%	-	-	-	2%	*	-	-
Henry McLeish	1	1	-	-	-	1	-	-	*	1	-	*	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	*	*	-	*	*	-	-	-	*	-	*	-	-	-	*	-	-	-	-	1%	-	-	-
Robin Harper	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	-	1	-	-	-	-
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	-	-	*	-	-	-	1%	-	-	-	-
Jackson Carlaw	1	1	-	-	-	-	-	-	-	*	-	-	-	-	-	1	-	1	1	-	-	-	1	-	1	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	*	-	-	-	-	-	1%	-	*	*	-	-	-	*	-	1%	-	-	-	-	-	-
Someone else	12	6	6	3	*	1	5	3	-	3	6	3	2	4	2	4	5	6	5	6	1	8	2	1	2	3	4	1	1	-	-
	1%	1%	1%	2%	*	1%	3%	2%	-	1%	2%	1%	*	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	3%	1%	1%	-	-
Don't know	182	64	118	35	30	32	25	22	39	65	56	60	62	56	24	41	117	65	99	83	37	77	60	18	21	18	27	19	34	27	19
	17%	13%	22%	26%	19%	20%	15%	12%	16%	22%	17%	14%	14%	22%	20%	17%	17%	18%	17%	18%	16%	17%	18%	14%	15%	20%	18%	15%	23%	20%	14%
None of these	135	54	81	20	17	27	21	29	21	37	48	50	42	32	18	44	73	61	74	61	36	59	29	13	15	20	20	19	17	14	18
	13%	11%	15%	15%	10%	17%	13%	16%	8%	13%	15%	12%	10%	12%	15%	18%	11%	17%	13%	13%	16%	13%	8%	10%	11%	23%	13%	14%	12%	10%	13%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - o/a - r/s - t/u/v - w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

25-066418-01 - SCOTLAND POLITICAL PULSE
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22 Sep 2025

Table 6
Q30ANNIV1/2 - Best Scottish politician, from any party, in the last 30 years?

Base: Adults aged 16+ in Scotland

	TOTAL	TENURE OWNER OCCUPIED (a)	RENTER (b)	INCOME UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	HOUSEHOLD SIZE 1 (g)	2 (h)	3 (i)	4+ (j)	PRESENCE OF CHILDREN HH (17 OR UNDER) ANY (k)	NONE (l)	2021 CONSTITUENCY VOTE CONSERVATIVE (m)	LABOUR (n)	LIB DEM (o)	SNP (p)	BREXIT VOTE 2016 REMAIN (q)	LEAVE (r)	INDY REF VOTE 2014 YES (s)	NO (t)
UNWEIGHTED BASE	1050	798	229	144	236	237	350	220	395	156	279	311	739	159	163	74	357	558	217	344	391
WEIGHTED BASE	1050	763	257	194	248	225	302	232	400	170	248	284	766	175	149	66*	345	525	239	339	394
	100%	73%	25%	19%	24%	21%	29%	22%	38%	16%	24%	27%	73%	17%	14%	6%*	33%	50%	23%	32%	38%
Nicola Sturgeon	206	146	57	45	38	49	62	38	76	39	53	60	146	3	11	3	139	132	16	115	22
	20%	19%	22%	23%	16%	22%	21%	16%	19%	23%	21%	21%	19%	2%	8% m	5%	40% mno	25% r	7%	34% t	5%
Alex Salmond	88	61	26	17	17	28	23	18	36	8	26	23	65	11	4	2	55	46	23	55	13
	8%	8%	10%	9%	7%	13%	8%	8%	9%	5%	10%	8%	8%	7%	3%	3%	16% mno	9%	10%	16% t	3%
Donald Dewar	83	65	18	18	16	18	25	29	28	13	13	18	64	17	21	8	31	53	21	35	43
	8%	9%	7%	9%	7%	8%	8%	13% hj	7%	8%	5%	7%	8%	10%	14%	13%	9%	10%	9%	10%	11%
Gordon Brown	79	60	19	11	22	14	26	25	22	21	11	20	59	16	26	6	14	46	26	16	50
	8%	8%	7%	6%	9%	6%	9%	11% hj	5%	12% hj	5%	7%	8%	9%	18% mp	9%	4%	9%	11%	5%	13% s
Ruth Davidson	78	76	-	9	27	15	22	15	49	5	9	7	71	60	7	3	3	29	43	4	64
	7%	10% b	-	5%	11%	7%	7%	7%	12% ii	3%	3%	2%	9% k	34% nop	5% p	5% p	1%	5%	18% q	1%	16% s
Tony Blair	37	19	8	3	14	7	13	5	18	8	5	5	31	8	10	2	8	17	8	6	17
	3%	2%	3%	1%	5%	3%	4%	2%	4%	5%	2%	2%	4%	4%	7% p	3%	2%	3%	3%	2%	4%
Charles Kennedy	26	19	8	2	7	6	7	7	10	3	7	8	18	5	5	2	10	15	6	7	16
	3%	2%	3%	1%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	3%	3%	3%	3%	3%	2%	4%
John Swinney	22	14	8	5	5	4	8	6	5	2	9	11	11	-	4	1	10	12	3	6	3
	2%	2%	3%	3%	2%	2%	3%	3%	1%	1%	4%	4% l	1%	-	4% m	2%	3%	2%	1%	2%	1%
Alistair Darling	9	8	1	2	1	3	3	2	4	3	-	3	7	4	1	-	3	2	4	-	6
	1%	1%	*	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	*	-	1%	*	2%	-	2% s
Robin Cook	9	8	1	*	2	4	2	2	1	4	3	3	6	3	3	1	3	9	-	4	5
	1%	1%	*	*	1%	2%	1%	1%	*	2% h	1%	1%	1%	2%	2%	1%	1%	2%	-	1%	1%
Douglas Ross	8	7	2	-	1	2	6	1	-	4	3	6	2	5	2	1	-	3	1	1	6
	1%	1%	1%	-	*	1%	2%	1%	-	3% h	1%	2% l	*	3% p	2% p	2% p	-	1%	*	*	2%
Anas Sarwar	8	4	4	4	-	3	2	4	1	1	2	3	5	-	7	-	1	4	3	4	2
	1%	1%	1%	2%	-	1%	1%	2%	*	1%	1%	1%	1%	-	4% mp	-	*	1%	1%	1%	1%
Kate Forbes	7	4	3	2	1	1	3	1	1	2	3	4	3	-	2	*	1	4	1	2	3
	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	1%	*	-	1%	1%	*	1%	*	1%	1%
Annabelle Goldie	7	7	-	1	2	3	*	1	3	-	3	2	5	3	2	-	1	2	4	*	5
	1%	1%	-	1%	1%	1%	*	*	1%	-	1%	1%	1%	2%	1%	-	*	*	2%	*	1%
Willie Rennie	6	4	2	1	2	1	-	1	1	3	1	1	5	-	-	4	1	2	1	1	2
	1%	1%	1%	1%	1%	1%	-	1%	*	2%	*	*	1%	-	-	7% mnp	*	*	1%	*	1%
Jack McConnell	6	5	1	-	1	1	4	-	1	-	5	5	1	1	1	1	2	2	-	2	1
	1%	1%	1%	-	1%	*	1%	-	*	-	2%	2% l	*	1%	1%	1%	*	*	-	*	*
Russell Findlay	6	5	1	-	2	1	3	*	1	1	3	3	2	2	1	-	2	2	3	*	4
	1%	1%	1%	-	1%	*	1%	*	*	1%	1%	1%	*	1%	1%	-	1%	*	1%	*	1%
Jim Murphy	5	4	1	3	-	-	2	-	1	*	3	3	1	-	1	1	-	1	1	2	-
	*	1%	*	2%	-	-	1%	-	*	*	1%	1% l	*	-	1%	1%	-	*	*	*	-
Humza Yousaf	4	2	2	2	1	-	1	*	1	1	2	1	3	1	1	2	-	2	1	1	1
	*	*	1%	1%	*	-	*	*	*	*	1%	*	*	*	*	3% p	-	*	1%	*	*
Ross Greer	4	2	2	-	1	1	2	-	1	-	3	2	2	-	-	1	2	1	-	1	-
	*	*	1%	-	1%	*	1%	-	*	-	1%	1%	*	-	-	2%	*	*	-	*	-
Patrick Harvie	4	4	-	-	2	-	1	2	1	-	1	1	2	-	1	-	-	2	-	2	1
	*	*	-	-	1%	-	*	1%	*	-	1%	*	*	-	1%	-	-	*	-	*	*
Jim Wallace	3	2	1	1	2	-	*	-	-	3	-	*	3	-	*	2	-	2	-	-	2
	*	*	1%	1%	1%	-	*	-	-	2% h	-	*	*	-	*	3% p	-	*	-	-	*
Lorna Slater	3	3	*	-	*	2	1	-	-	2	1	3	*	*	-	1	2	2	1	3	-
	*	*	*	-	*	1%	*	-	-	1%	*	1% l	*	*	-	1%	1%	*	*	1%	-
Kezia Dugdale	3	2	1	-	-	*	3	-	*	-	3	2	1	-	2	1	1	2	-	1	1
	*	*	*	-	-	*	1%	-	*	-	1%	1%	*	-	1%	1%	*	*	-	*	*
Alex Cole-Hamilton	3	2	1	-	-	2	1	-	1	-	1	1	2	-	-	1	-	1	-	-	1
	*	*	*	-	-	1%	*	-	*	-	1%	*	*	-	-	2% p	-	*	-	-	*
Iain Gray	2	2	-	1	-	1	-	-	2	-	-	1	1	-	-	-	1	-	1	1	-
	*	*	-	1%	-	*	-	-	1%	-	-	*	*	-	-	-	*	-	1%	*	-
Gillian Mackay	2	2	-	-	2	-	*	2	*	-	-	*	2	-	2	-	-	-	2	-	-
	*	*	-	-	1%	-	*	1%	*	-	-	*	*	-	1% p	-	-	-	1%	-	-
Henry McLeish	1	1	-	-	-	-	1	*	-	1	-	1	*	-	1	-	-	1	-	1	*
	*	*	-	-	-	-	*	*	-	*	-	*	*	-	1%	-	-	*	-	*	*
Robin Harper	1	1	-	-	-	-	1	-	-	-	1	1	-	-	-	1	-	1	-	1	-
	*	*	-	-	-	-	*	-	-	-	*	*	-	-	-	1%	-	*	-	*	-
Jackson Carlaw	1	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	-	1	-
	*	-	*	-	-	-	*	-	-	*	-	*	-	-	-	-	-	-	-	*	-
Someone else	12	6	6	3	4	3	1	5	3	2	2	2	10	1	-	-	4	5	1	7	1
	1%	1%	2%	2%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	*	2% t	*
Don't know	182	127	44	27	47	36	43	32	80	18	52	48	134	17	23	10	37	69	36	37	58
	17%	17%	17%	14%	19%	16%	14%	14%	20% i	11%	21% i	17%	18%	9%	16%	15%	11%	13%	15%	11%	15%
None of these	135	90	41	37	28	19	35	34	52	25	25	36	99	18	9	10	17	56	34	25	65
	13%	12%	16%	19% e	11%	8%	12%	15%	13%	14%	10%	13%	13%	10%	6%	16% np	5%	11%	14%	7%	17% s

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p - q/r - s/t
Overlap formulae used. * small base

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Table 7
Q30ANNIV3 - Who do you see as the best Scottish screen actor from the last 30 years?

Base: Adults aged 16+ in Scotland

22 Sep 2025

	TOTAL	MEN (a)	WOMEN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	STANDARD GRADE OR BELOW (t)	HIGHER (u)	DEGREE OR ABOVE (v)	CENTRAL (w)	GLASGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (A)	MID SCOTLAND AND FIFE (B)	NORTH EAST SCOTLAND (C)	SOUTH (D)	WEST (E)
UNWEIGHTED BASE	1050	469	578	126	175	159	168	176	246	301	327	422	512	248	103	187	760	290	655	395	154	330	536	104	169	90	182	120	179	98	99
WEIGHTED BASE	1050	503	544	134	161	159	166	180	251	295	324	430	436	254	119*	241	690	360	578	472	224	449	339	128*	137	87*	152	129	147	133*	137*
	100%	48%	52%	13%	15%	15%	16%	17%	24%	28%	31%	41%	42%	24%	11%*	23%	66%	34%	55%	45%	21%	43%	32%	12%*	13%	8%*	15%	12%	14%	13%*	13%*
David Tennant	201	89	111	29	35	29	30	38	39	64	59	78	89	54	19	39	143	58	108	93	38	88	68	31	16	21	25	21	32	25	30
	19%	18%	20%	22%	22%	19%	18%	21%	16%	22%	18%	18%	20%	21%	16%	16%	21%	16%	19%	20%	17%	20%	20%	24%	12%	25%	16%	16%	22%	19%	22%
Sean Connery	166	84	82	3	13	26	27	41	58	15	52	99	48	48	19	52	95	71	75	91	50	71	39	16	21	16	31	18	21	17	26
	16%	17%	15%	2%	8%	16%	16%	23%	23%	5%	16%	23%	11%	19%	16%	22%	14%	20%	13%	19%	22%	16%	12%	12%	16%	19%	20%	14%	15%	13%	19%
Ewan McGregor	97	54	43	16	14	15	20	15	17	30	35	32	44	23	15	16	66	31	65	32	12	50	29	13	18	4	10	13	13	12	12
	9%	11%	8%	12%	8%	9%	12%	8%	7%	10%	11%	8%	10%	9%	12%	7%	10%	9%	11%	7%	5%	11%	8%	10%	13%	5%	7%	10%	9%	9%	9%
James McAvoy	68	34	34	7	17	13	13	10	8	24	26	18	26	20	4	18	46	22	39	29	17	27	25	9	12	6	8	4	11	10	8
	6%	7%	6%	5%	11%	8%	8%	6%	3%	8%	8%	4%	6%	8%	3%	8%	7%	6%	7%	6%	7%	6%	7%	7%	8%	7%	6%	3%	7%	8%	6%
Robert Carlyle	61	38	24	2	4	10	16	14	15	7	26	29	35	8	8	10	43	18	33	28	8	20	26	6	5	1	12	7	7	16	6
	6%	7%	4%	2%	3%	6%	10%	8%	6%	2%	8%	7%	8%	3%	7%	4%	6%	5%	6%	6%	4%	4%	8%	5%	4%	1%	8%	6%	5%	12%	4%
Robbie Coltrane	56	29	26	*	6	16	9	7	19	6	25	26	24	14	6	13	38	19	38	18	14	22	21	9	6	5	9	9	10	3	9
	5%	6%	5%	*	3%	10%	5%	4%	8%	2%	8%	6%	5%	5%	5%	5%	5%	5%	7%	4%	6%	5%	6%	7%	5%	6%	3%	7%	7%	2%	6%
Brian Cox	54	25	29	2	3	6	5	20	19	5	11	38	29	12	3	9	42	12	18	36	4	17	31	3	9	2	11	5	8	7	9
	5%	5%	5%	2%	2%	4%	3%	11%	7%	2%	3%	9%	7%	5%	3%	4%	6%	3%	3%	8%	2%	4%	9%	3%	7%	3%	7%	4%	5%	5%	7%
Gerard Butler	52	24	28	7	16	8	8	4	10	23	16	13	22	7	9	14	29	23	36	16	12	26	15	13	5	2	6	8	6	4	10
	5%	5%	5%	5%	10%	5%	5%	2%	4%	8%	5%	3%	5%	3%	8%	6%	4%	6%	6%	3%	5%	6%	4%	10%	4%	2%	4%	6%	4%	3%	7%
Martin Compston	28	7	21	3	2	5	3	4	11	5	8	15	9	4	8	6	14	14	15	13	8	14	7	4	5	*	1	3	4	5	6
	3%	1%	4%	2%	1%	3%	2%	2%	4%	2%	2%	4%	2%	2%	7%	3%	2%	4%	3%	3%	3%	3%	2%	3%	4%	*	1%	2%	3%	4%	4%
Peter Capaldi	26	12	14	1	4	4	5	2	11	4	8	14	17	3	2	4	21	6	12	15	3	7	17	1	3	1	2	3	7	3	7
	3%	2%	3%	1%	2%	2%	3%	1%	5%	1%	3%	3%	4%	1%	1%	2%	3%	2%	2%	3%	1%	1%	5%	1%	2%	1%	1%	3%	4%	2%	5%
James Cosmo	22	6	15	2	3	2	7	2	5	5	9	7	7	5	3	6	13	9	14	7	4	12	6	5	4	2	1	2	*	4	3
	2%	1%	3%	1%	2%	1%	5%	1%	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	4%	3%	2%	1%	2%	*	3%	2%
Kelly Macdonald	15	11	4	*	7	3	1	3	2	8	3	4	7	4	1	2	12	3	9	6	4	8	3	2	1	2	4	4	1	-	2
	1%	2%	1%	*	5%	2%	*	1%	1%	3%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	3%	3%	1%	-	2%
Alan Cumming	15	10	4	1	3	2	4	4	2	4	5	5	6	5	2	2	11	3	10	4	3	6	5	-	3	4	5	3	1	1	-
	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	-	2%	5%	3%	2%	*	1%	-
Karen Gillan	11	3	8	3	3	2	2	-	1	7	4	1	6	3	1	1	9	2	10	1	-	4	6	2	3	3	*	1	*	1	-
	1%	1%	2%	2%	2%	1%	1%	-	*	2%	1%	*	1%	1%	1%	*	1%	1%	2%	*	-	1%	2%	2%	2%	3%	*	1%	*	1%	-
Shirley Henderson	6	3	3	5	-	-	-	1	*	5	-	1	2	4	-	-	6	-	5	1	-	4	3	3	1	1	1	1	-	-	-
	1%	1%	1%	4%	-	-	-	*	*	2%	-	*	*	2%	-	-	1%	-	1%	*	-	1%	1%	2%	1%	1%	1%	1%	-	-	-
Kate Dickie	4	3	1	-	4	-	-	1	-	4	-	1	2	-	-	2	2	2	2	2	1	2	1	-	1	1	1	2	-	-	-
	*	1%	*	-	2%	-	-	*	-	1%	-	*	1%	-	-	1%	*	1%	*	*	1%	*	*	-	1%	1%	1%	2%	-	-	-
Rose Leslie	4	1	4	1	2	-	1	-	-	4	1	-	3	1	-	-	4	-	4	-	-	1	4	1	-	-	1	-	1	1	1
	*	*	1%	1%	2%	-	*	-	-	1%	*	-	1%	1%	-	-	1%	-	1%	-	-	*	1%	1%	-	-	1%	-	*	1%	1%
Ncuti Gatwa	2	1	1	2	-	-	-	-	-	1	-	-	1	-	1	1	1	1	2	1	-	1	1	-	-	-	1	1%	-	1	-
	*	*	*	2%	-	-	-	-	-	1%	-	-	*	-	1%	1%	*	*	*	*	-	*	*	-	-	-	1%	1%	-	1%	-
Laura Fraser	1	1	-	1	-	-	-	-	-	1	-	-	*	-	-	1	*	1	1	-	1	-	*	-	-	-	*	1%	-	-	-
	*	*	-	1%	-	-	-	-	-	*	-	-	*	-	-	*	*	*	*	-	*	-	*	-	-	-	*	1%	-	-	-
Someone else (please specify)	8	2	6	-	-	1	2	1	5	-	3	5	4	4	-	-	8	-	2	6	2	4	2	-	1	-	*	2	-	2	1
	1%	*	1%	-	-	1%	1%	*	2%	-	1%	1%	1%	1%	-	-	1%	-	*	1%	1%	1%	1%	-	1%	-	*	2%	-	2%	1%
Don't know	150	65	85	48	25	19	14	15	30	73	32	45	51	35	19	45	87	64	78	72	44	66	31	11	21	16	28	24	24	19	7
	14%	13%	16%	36%	15%	12%	8%	8%	12%	25%	10%	10%	12%	14%	16%	19%	13%	18%	14%	15%	20%	15%	9%	9%	15%	19%	18%	19%	16%	14%	5%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/A/B/C/D/E
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research. ISO 20252 and with the Ipsos Terms and Conditions.

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Table 8
Q30ANNIV3 - Who do you see as the best Scottish screen actor from the last 30 years?

Base: Adults aged 16+ in Scotland

	TOTAL	TENURE OWNER OCCUPIED (a)	TENURE RENTER (b)	INCOME UP TO £19,999 (c)	INCOME £20,000 - £34,999 (d)	INCOME £35,000 - £54,999 (e)	INCOME £55,000+ (f)	HH SIZE 1 (g)	HH SIZE 2 (h)	HH SIZE 3 (i)	HH SIZE 4+ (j)	CHILDREN ANY (k)	CHILDREN NONE (l)	2021 CONSERVATIVE (m)	2021 LABOUR (n)	2021 LIB DEM (o)	2021 SNP (p)	BREXIT REMAIN (q)	BREXIT LEAVE (r)	INDY YES (s)	INDY NO (t)
UNWEIGHTED BASE	1050	798	229	144	236	237	350	220	395	156	279	311	739	159	163	74	357	558	217	344	391
WEIGHTED BASE	1050	763	257	194	248	225	302	232	400	170	248	284	766	175	149	66*	345	525	239	339	394
	100%	73%	25%	19%	24%	21%	29%	22%	38%	16%	24%	27%	73%	17%	14%	6%*	33%	50%	23%	32%	38%
David Tennant	201 19%	153 20%	37 14%	33 17%	50 20%	44 20%	63 21%	48 21%	77 19%	32 19%	43 17%	37 13%	164 21% k	32 18%	20 13%	22 34% mn	78 23% n	109 21%	44 18%	63 19%	75 19%
Sean Connery	166 16%	114 15%	49 19%	40 21% f	43 17%	34 15%	36 12%	39 17%	76 19%	20 12%	31 13%	33 12%	133 17% k	40 23% p	24 16%	9 14%	50 14%	74 14%	64 27% q	64 19%	72 18%
Ewan McGregor	97 9%	76 10%	21 8%	13 7%	24 10%	17 7%	36 12%	24 11%	29 7%	19 11%	25 10%	25 9%	72 9%	23 13%	12 8%	6 10%	32 9%	52 10%	20 8%	32 10%	37 9%
James McAvoy	68 6%	46 6%	22 9%	20 10%	12 5%	11 5%	22 7%	17 7%	24 6%	8 5%	19 8%	21 7%	47 6%	5 3%	12 8%	1 2%	24 7%	38 7%	8 4%	26 8%	21 5%
Robert Carlyle	61 6%	49 6%	12 5%	10 5%	10 4%	14 6%	24 8%	14 6%	26 6%	6 4%	15 6%	26 9% l	36 5%	13 7%	12 8%	2 4%	17 5%	37 7%	15 6%	18 5%	34 9%
Robbie Coltrane	56 5%	46 6%	10 4%	6 3%	22 9% c	12 5%	14 5%	14 6%	20 5%	12 7%	11 4%	13 5%	43 6%	9 5%	13 9%	5 7%	17 5%	31 6%	20 8%	17 5%	32 8%
Brian Cox	54 5%	43 6%	11 4%	11 6%	8 3%	17 7%	12 4%	15 6%	23 6%	5 3%	11 4%	10 4%	44 6%	4 2%	11 8%	3 5%	26 7% m	38 7% r	6 3%	25 7%	18 5%
Gerard Butler	52 5%	38 5%	14 5%	10 5%	11 5%	11 5%	17 6%	15 6% h	9 2%	13 7% h	16 6% h	22 8% l	31 4%	11 6%	10 7%	2 3%	18 5%	27 5%	11 4%	14 4%	21 5%
Martin Compston	28 3%	20 3%	8 3%	4 2%	7 3%	7 3%	8 2%	7 3%	14 3%	2 1%	6 2%	9 3%	19 2%	3 2%	* *	3 5% n	10 3%	19 4%	3 1%	11 3%	11 3%
Peter Capaldi	26 3%	23 3%	3 1%	3 2%	7 3%	4 2%	11 4%	5 2%	12 3%	4 2%	6 2%	6 2%	20 3%	6 3%	5 3%	3 5%	9 3%	15 3%	8 3%	12 3%	12 3%
James Cosmo	22 2%	18 2%	2 1%	4 2%	2 1%	8 4%	5 2%	6 3%	8 2%	1 1%	7 3%	7 3%	14 2%	* *	- -	- -	13 4% mn	8 2%	5 2%	12 3% t	4 1%
Kelly Macdonald	15 1%	14 2%	1 *	2 1%	3 1%	2 1%	8 3%	- -	5 1%	7 4% g	4 2%	11 4% l	5 1%	2 1%	8 5% p	- -	3 1%	8 2%	2 1%	2 1%	8 2%
Alan Cumming	15 1%	10 1%	5 2%	2 1%	2 1%	- -	8 3% e	3 1%	5 1%	3 2%	4 2%	4 1%	10 1%	- -	5 3% m	1 2%	6 2%	9 2%	4 1%	5 2%	5 1%
Karen Gillan	11 1%	8 1%	3 1%	- -	1 *	4 2%	5 2%	1 *	1 *	5 3% h	5 2% h	8 3% l	3 *	1 *	4 3%	2 2%	3 1%	4 1%	1 1%	3 1%	2 1%
Shirley Henderson	6 1%	3 *	3 1%	- -	4 2%	1 1%	1 *	1 *	3 1%	1 1%	1 *	2 1%	5 1%	- -	5 3% mp	- -	2 *	1 *	- -	1 *	* *
Kate Dickie	4 *	2 *	2 1%	4 2%	- -	- -	1 *	1 *	- -	1 1%	2 1%	2 1%	2 *	- -	- -	1 1%	1 *	1 *	1 *	1 *	1 *
Rose Leslie	4 *	3 *	1 *	- -	1 *	1 *	3 1%	- -	1 *	1 *	3 1%	4 2% l	- -	- -	3 2%	1 1%	1 *	2 *	1 *	2 1%	1 *
Ncuti Gatwa	2 *	1 *	1 1%	1 *	1 *	1 *	- -	- -	1 *	- -	1 1%	- -	2 *	- -	- -	1 1%	- -	- -	- -	- -	- -
Laura Fraser	1 *	1 *	* *	- -	1 1%	- -	- -	- -	- -	* *	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	- -
Someone else (please specify)	8 1%	7 1%	1 *	- -	3 1%	4 2%	1 *	- -	7 2%	1 *	* *	* *	8 1%	2 1%	- -	- -	4 1%	6 1%	2 1%	5 2%	2 1%
Don't know	150 14%	87 11%	51 20% a	32 17% f	33 13%	33 15%	27 9%	24 10%	59 15%	30 18%	37 15%	42 15%	109 14%	24 14% n	6 4%	3 5%	32 9%	45 9%	25 10%	26 8%	38 10%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p - q/r - s/t
Overlap formulae used. * small base

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Table 9

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Q30ANNIV5 - Do you feel that it is easier or harder for people to be lesbian, gay, bisexual or transgender in Scotland today, compared with 1995?

Base: Adults aged 16+ in Scotland

| | TOTAL | GENDER | | AGE BAND 1 | | | | | | AGE BAND 2 | | | SOCIAL GRADE | | | | SOCIAL GRADE 2 | | WORKING STATUS | | HIGHEST QUALIFICATION | | | PARLIAMENT REGION | | | | | | | |
		MEN (a)	WOMEN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	STANDARD GRADE OR BELOW (t)	HIGHER (u)	DEGREE OR ABOVE (v)	CENTRAL (w)	GLASGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (A)	MID SCOTLAND AND FIFE (B)	NORTH EAST SCOTLAND (C)	SOUTH (D)	WEST (E)
UNWEIGHTED BASE	1050	469	578	126	175	159	168	176	246	301	327	422	512	248	103	187	760	290	655	395	154	330	536	104	169	90	182	120	179	98	99
WEIGHTED BASE	1050	503	544	134	161	159	166	180	251	295	324	430	436	254	119*	241	690	360	578	472	224	449	339	128*	137	87*	152	129	147	133*	117*
	100%	48%	52%	13%	15%	15%	16%	17%	24%	28%	31%	41%	42%	24%	11%*	23%	66%	34%	55%	45%	21%	43%	32%	12%*	13%	8%*	15%	12%	14%	13%*	11%*
Significantly easier now	501	248	253	62	67	88	77	89	118	129	165	207	203	134	61	103	336	164	281	220	105	225	155	54	77	42	73	69	71	52	61
	48%	49%	47%	46%	41%	55% d	46%	49%	47%	44%	51%	48%	47%	53%	51%	43%	49%	46%	49%	47%	47%	50%	46%	43%	56% wD	49%	48%	54% D	48%	39%	45%
Slightly easier now	282	115	165 a	35	46	41	47	49	64	82	87	113	129	61	31	61	190	92	158	124	49	106	114 tu	48	25	18	48	23	42	42	35
	27%	23%	30% a	26%	29%	26%	28%	27%	25%	28%	27%	26%	30%	24%	26%	25%	28%	25%	27%	26%	22%	24%	34% tu	38% xyB	19%	21%	31% xB	18%	28%	31% xB	26%
About the same	98	56	41	8	19	12	22	12	24	27	34	36	38	20	15	26	57	40	56	42	24	46	25	9	13	10	9	12	13	16	16
	9%	11%	7%	6%	12%	8%	13%	7%	10%	9%	11%	8%	9%	8%	12%	11%	8%	11%	10%	9%	11%	10%	7%	7%	10%	11%	6%	10%	9%	12%	11%
Slightly harder now	38	19	19	7	14 efgh	2	4	4	7	22 ik	6	11	17	8	2	12	25	13	19	19	10	14	13	3	2	4	2	9	6	7	5
	4%	4%	4%	5%	9% efgh	1%	2%	2%	3%	7% ik	2%	3%	4%	3%	1%	5%	4%	4%	3%	4%	5%	3%	4%	2%	1%	4%	1%	7% xA	4%	6%	4%
Significantly harder now	9	*	8 a	1	1	1	1	1	4	3	2	4	4	2	-	3	5	3	4	5	1	6	1	-	3	-	1	2	-	2	1
	1%	*	2% a	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	-	2%	-	1%	1%	-	2%	1%
Don't know	106	57	49	12	11	15	13	23	32	23	28	56	43	23	8	32	66	40	52	54	31	43	27	13	14	13	16	11	12	12	16
	10%	11%	9%	9%	7%	9%	8%	13%	13%	8%	9%	13%	10%	9%	7%	13%	10%	11%	9%	11%	14% v	10%	8%	10%	10%	15%	10%	9%	8%	9%	12%
Prefer not to say	16	8	8	8 efgh	3	1	1	2	2	10 jk	2	4	3	7 i	2	4	10	6	8	8	3	8	3	1	2	-	4	2	3	2	2
	2%	2%	2%	6% efgh	2%	1%	1%	1%	1%	3% jk	1%	1%	1%	3% i	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	-	2%	2%	2%	2%	2%
Easier (NET)	783	363	418	98	113	128	124	138	182	211	252	320	332	195	92	164	527	256	439	344	154	331	269	103	102	60	121	93	113	94	96
	75%	72%	77%	73%	70%	81%	75%	77%	72%	71%	78%	74%	76%	77%	77%	68%	76%	71%	76%	73%	69%	74%	79%	81%	75%	70%	79%	72%	77%	70%	70%
Harder (NET)	47	19	28	8	16 efgh	3	5	4	11	24 ik	8	15	21	9	2	15	30	17	23	24	12	20	15	3	5	4	4	10	6	10	6
	4%	4%	5%	6%	10% efgh	2%	3%	2%	4%	8% ik	2%	3%	5%	4%	1%	6%	4%	5%	4%	5%	5%	5%	4%	2%	3%	4%	2%	8%	4%	7%	5%
NET Difference	736	344	390	89	97	126	119	134	171	186	245	305	311	186	90	149	497	239	416	320	142	310	254	100	97	57	117	83	107	84	90
	70%	68%	72%	66%	60%	79% cdh	72%	75% d	68%	63%	75% i	71%	71% o	73% o	76% o	62%	72%	66%	72%	68%	63%	69%	75% t	78% BD	71%	65%	77% BD	64%	73%	63%	66%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table 10
Q30ANNIV5 - Do you feel that it is easier or harder for people to be lesbian, gay, bisexual or transgender in Scotland today, compared with 1995?

Base: Adults aged 16+ in Scotland

| | TOTAL | TENURE | | INCOME | | | | HOUSEHOLD SIZE | | | | PRESENCE OF CHILDREN HH (17 OR UNDER) | | 2021 CONSTITUENCY VOTE | | | | BREXIT VOTE 2016 | | INDY REF VOTE 2014 | |
		OWNER OCCUPIED (a)	RENTER (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	1 (g)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	CONSERVATIVE (m)	LABOUR (n)	LIB DEM (o)	SNP (p)	REMAIN (q)	LEAVE (r)	YES (s)	NO (t)
UNWEIGHTED BASE	1050	798	229	144	236	237	350	220	395	156	279	311	739	159	163	74	357	558	217	344	391
WEIGHTED BASE	1050	763	257	194	248	225	302	232	400	170	248	284	766	175	149	66*	345	525	239	339	394
	100%	73%	25%	19%	24%	21%	29%	22%	38%	16%	24%	27%	73%	17%	14%	6%*	33%	50%	23%	32%	38%
Significantly easier now	501	377	108	78	129	122	142	108	203	77	113	129	371	90	67	29	168	225	144	171	194
	48%	49%	42%	40%	52%	54%	47%	46%	51%	45%	46%	46%	49%	51%	45%	45%	49%	43%	60%	50%	49%
					c	c													q		
Slightly easier now	282	201	80	44	62	58	96	59	98	47	77	74	208	39	46	23	102	181	33	94	108
	27%	26%	31%	23%	25%	26%	32%	26%	25%	28%	31%	26%	27%	22%	31%	35%	30%	34%	14%	28%	27%
																		r			
About the same	98	72	26	24	25	18	25	23	29	23	24	39	59	20	12	4	30	44	29	34	35
	9%	9%	10%	12%	10%	8%	8%	10%	7%	13%	10%	14%	8%	11%	8%	6%	9%	8%	12%	10%	9%
												l									
Slightly harder now	38	24	11	12	14	3	9	11	14	6	8	11	27	3	6	2	15	18	5	12	9
	4%	3%	4%	6%	6%	1%	3%	5%	3%	3%	3%	4%	4%	2%	4%	3%	4%	3%	2%	3%	2%
				e	e																
Significantly harder now	9	9	-	-	1	3	5	1	4	2	1	3	6	5	-	-	3	6	2	3	2
	1%	1%	-	-	1%	1%	2%	*	1%	1%	1%	1%	1%	3%	-	-	1%	1%	1%	1%	1%
Don't know	106	73	29	31	14	19	23	28	47	12	19	24	82	15	17	7	27	50	24	26	41
	10%	10%	11%	16%	6%	8%	8%	12%	12%	7%	8%	8%	11%	9%	11%	11%	8%	9%	10%	8%	10%
				def																	
Prefer not to say	16	8	3	5	2	2	2	2	4	5	5	4	12	4	*	-	-	3	2	-	5
	2%	1%	1%	3%	1%	1%	1%	1%	1%	3%	2%	1%	2%	2%	*	-	-	*	1%	-	1%
														p							
Easier (NET)	783	578	188	122	191	180	237	167	302	124	190	204	579	128	113	53	270	405	178	265	302
	75%	76%	73%	63%	77%	80%	79%	72%	76%	72%	77%	72%	76%	73%	76%	80%	78%	77%	74%	78%	77%
					c	c	c														
Harder (NET)	47	33	11	12	15	6	14	12	18	7	9	14	33	8	6	2	18	23	7	15	11
	4%	4%	4%	6%	6%	3%	5%	5%	5%	4%	4%	5%	4%	5%	4%	3%	5%	4%	3%	4%	3%
NET Difference	736	545	177	110	176	174	224	155	284	116	181	190	546	120	107	51	252	382	171	250	291
	70%	71%	69%	57%	71%	77%	74%	67%	71%	68%	73%	67%	71%	69%	72%	77%	73%	73%	72%	74%	74%
					c	c	c														

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p - q/r - s/t
Overlap formulae used. * small base

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Table 11

Q30ANNIV6 - In your view, will babies born in Scotland today have better or worse lives than babies born in Scotland in 1995?

Base: Adults aged 16+ in Scotland

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	TOTAL	MEN (a)	WOMEN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	STANDARD GRADE OR BELOW (t)	HIGHER (u)	DEGREE OR ABOVE (v)	CENTRAL (w)	GLASGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (A)	MID SCOTLAND AND FIFE (B)	NORTH EAST SCOTLAND (C)	SOUTH (D)	WEST (E)
		GENDER		AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
UNWEIGHTED BASE	1050	469	578	126	175	159	168	176	246	301	327	422	512	248	103	187	760	290	655	395	154	330	536	104	169	90	182	120	179	98	99
WEIGHTED BASE	1050	503	544	134	161	159	166	180	251	295	324	430	436	254	119*	241	690	360	578	472	224	449	339	128*	137	87*	152	129	147	133*	137*
	100%	48%	52%	13%	15%	15%	16%	17%	24%	28%	31%	41%	42%	24%	11%*	23%	66%	34%	55%	45%	21%	43%	32%	12%*	13%	8%*	15%	12%	14%	13%*	13%*
Significantly better	105	56	49	20	30	13	20	9	13	50	33	21	52	29	14	10	81	24	75	29	12	35	49	12	22	8	16	9	11	16	11
	10%	11%	9%	15% gh	19% egh	8%	12% gh	5%	5%	17% jk	10% k	5%	12% o	12% o	12% o	4%	12% q	7%	13% s	6%	5%	8%	14% tu	9%	16% 8C	9%	11%	7%	8%	12%	8%
Slightly better	198	100	98	28	35	32	23	32	48	62	55	80	91	49	20	38	140	58	109	89	36	83	75	18	30	20	33	25	30	21	19
	19%	20%	18%	21%	22%	20%	14%	18%	19%	21%	17%	19%	21%	19%	17%	16%	20%	16%	19%	19%	16%	19%	22%	14%	22%	23%	22%	20%	20%	16%	14%
About the same	168	95	71	21	28	18	32	27	42	49	50	69	69	44	19	36	113	55	83	85	32	79	51	30	25	13	21	16	28	16	18
	16%	19% b	13%	16%	18%	11%	19%	15%	17%	17%	15%	16%	16%	17%	16%	15%	16%	15%	14%	18%	14%	18%	15%	23%	18%	15%	14%	13%	19%	12%	13%
Slightly worse	300	128	171	34	35	48	49	45	89	69	97	134	125	66	28	81	191	109	146	154	62	137	87	39	25	16	38	48	46	44	44
	29%	25%	31%	25%	22%	30%	30%	25%	36% de	23%	30% i	31% i	29%	26%	24%	33%	28%	30%	25%	33% r	28%	31%	26%	31% x	18%	18%	25%	37% xvA	31% xv	33% xv	32% x
Significantly worse	136	65	71	8	18	26	24	31	29	26	50	60	49	25	24	38	74	62	90	46	36	52	47	18	14	13	23	15	13	19	20
	13%	13%	13%	6%	11%	16% c	14%	17% c	12%	9%	15% i	14% i	11%	10%	20% lm	16%	11%	17% p	16% s	10%	16%	12%	14%	14%	10%	15%	15%	12%	9%	14%	15%
Don't know	136	55	81	18	13	22	18	36	29	31	40	65	50	38	12	35	88	48	68	68	43	58	30	10	19	18	19	13	18	14	24
	13%	11%	15%	13%	8%	14%	11%	20% dfh	12%	11%	12%	15%	11%	15%	10%	15%	13%	13%	12%	14%	19% v	13%	9%	8%	14%	20% w	12%	10%	12%	11%	18%
Prefer not to say	7	5	2	5	2	-	-	-	-	7	-	-	-	2	2	3	2	5	6	1	2	4	-	-	2	-	1	1	1	2	-
	1%	1%	*	4% efgh	1%	-	-	-	-	2% jk	-	-	-	1%	2%	1%	*	1%	1%	*	1%	1%	-	-	1%	-	1%	1%	1%	2%	-
Better (NET)	303	156	147	48	65	45	43	41	61	113	88	102	143	78	34	48	221	82	185	118	48	118	124	30	52	27	49	35	41	37	31
	29%	31%	27%	36% ah	40% fah	28%	26%	23%	24%	38% ik	27% k	24%	33% o	31% o	28% o	20%	32% q	23%	32% s	25%	21%	26%	37% tu	24%	38% wE	27%	32%	27%	28%	28%	22%
Worse (NET)	436	193	242	42	53	73	73	76	119	95	146	195	174	91	52	119	265	171	236	200	99	189	134	57	39	28	62	63	59	63	64
	42%	38%	45%	31%	33%	46% cd	44%	42%	47%	32%	45% i	45% i	40%	36%	44%	49% lm	38%	47% p	41%	42%	44%	42%	40%	45% x	28%	33%	41%	49% x	40%	47% x	47% x
NET Difference	-133	-37	-95	6	12	-28	-30	-36	-58	18	-58	-93	-32	-12	-18	-71	-44	-89	-52	-82	-51	-71	-10	-27	13	-1	-12	-28	-18	-26	-34
	-13%	-7%	-17%	4%	8%	-18%	-18%	-20%	-23%	6%	-18%	-22%	-7%	-5%	-15%	-30%	-6%	-25%	-9%	-17%	-23%	-16%	-3%	-21%	10% vA	-1%	-8%	-22%	-12%	-20%	-25%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table 12
Q30ANNIV6 - In your view, will babies born in Scotland today have better or worse lives than babies born in Scotland in 1995?

Base: Adults aged 16+ in Scotland

	TOTAL	TENURE OWNER OCCUPIED (a)	TENURE RENTER (b)	INCOME UP TO £19,999 (c)	INCOME £20,000 - £34,999 (d)	INCOME £35,000 - £54,999 (e)	INCOME £55,000+ (f)	HH SIZE 1 (g)	HH SIZE 2 (h)	HH SIZE 3 (i)	HH SIZE 4+ (j)	CHILDREN ANY (k)	CHILDREN NONE (l)	2021 CONSTITUENCY CONSERVATIVE (m)	2021 CONSTITUENCY LABOUR (n)	2021 CONSTITUENCY LIB DEM (o)	2021 CONSTITUENCY SNP (p)	BREXIT REMAIN (q)	BREXIT LEAVE (r)	INDY YES (s)	INDY NO (t)
UNWEIGHTED BASE	1050	798	229	144	236	237	350	220	395	156	279	311	739	159	163	74	357	558	217	344	391
WEIGHTED BASE	1050	763	257	194	248	225	302	232	400	170	248	284	766	175	149	66*	345	525	239	339	394
	100%	73%	25%	19%	24%	21%	29%	22%	38%	16%	24%	27%	73%	17%	14%	6%*	33%	50%	23%	32%	38%
Significantly better	105 / 10%	76 / 10%	25 / 10%	12 / 6%	22 / 9%	19 / 9%	45 / 15% ce	14 / 6%	34 / 8%	13 / 7%	45 / 18% ghi	46 / 16% l	59 / 8%	3 / 2%	19 / 13% m	7 / 10% m	45 / 13% m	57 / 11% r	13 / 5%	48 / 14% t	18 / 5%
Slightly better	198 / 19%	142 / 19%	54 / 21%	29 / 15%	48 / 19%	44 / 19%	66 / 22%	42 / 18%	76 / 19%	22 / 13%	57 / 23% i	60 / 21%	137 / 18%	20 / 11%	39 / 26% m	16 / 24% m	73 / 21% m	114 / 22% r	26 / 11%	70 / 21%	65 / 17%
About the same	168 / 16%	137 / 18%	32 / 12%	37 / 19%	42 / 17%	32 / 14%	50 / 17%	44 / 19% j	55 / 14%	41 / 24% hj	29 / 12%	44 / 15%	124 / 16%	30 / 17%	22 / 15%	16 / 25%	57 / 17%	92 / 18%	33 / 14%	62 / 18%	59 / 15%
Slightly worse	300 / 29%	219 / 29%	75 / 29%	47 / 24%	79 / 32%	76 / 34% f	76 / 25%	74 / 32% i	121 / 30% i	50 / 30%	54 / 22%	66 / 23%	234 / 31% k	60 / 34%	44 / 30%	19 / 29%	99 / 29%	150 / 28%	76 / 32%	77 / 23%	141 / 36% s
Significantly worse	136 / 13%	99 / 13%	33 / 13%	29 / 15%	26 / 10%	27 / 12%	39 / 13%	25 / 11%	61 / 15%	18 / 11%	31 / 13%	37 / 13%	99 / 13%	39 / 22% nop	11 / 7%	1 / 2%	38 / 11% o	52 / 10%	58 / 24% q	47 / 14%	58 / 15%
Don't know	136 / 13%	87 / 11%	37 / 14%	39 / 20% ef	30 / 12%	26 / 11%	25 / 8%	33 / 14%	52 / 13%	25 / 15%	26 / 11%	30 / 11%	106 / 14%	24 / 13%	14 / 9%	6 / 10%	33 / 10%	60 / 11%	33 / 14%	35 / 10%	52 / 13%
Prefer not to say	7 / 1%	2 / *	2 / 1%	3 / 1%	1 / *	1 / *	- / -	1 / 1%	1 / *	1 / *	4 / 2% h	1 / *	6 / 1%	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -
Better (NET)	303 / 29%	218 / 29%	79 / 31%	41 / 21%	70 / 28%	63 / 28%	111 / 37% c	55 / 24%	110 / 27%	35 / 21%	103 / 41% ghi	106 / 37% l	196 / 26%	22 / 13%	58 / 39% m	23 / 34% m	118 / 34% m	171 / 33% r	39 / 16%	118 / 35%	84 / 21%
Worse (NET)	436 / 42%	318 / 42%	108 / 42%	76 / 39%	105 / 42%	104 / 46%	115 / 38%	99 / 43%	183 / 46% j	69 / 40%	86 / 35%	103 / 36%	333 / 44%	99 / 57% nop	55 / 37%	20 / 31%	136 / 39%	202 / 38%	134 / 56% q	124 / 37%	199 / 50% s
NET Difference	-133 / -13%	-100 / -13%	-29 / -11%	-35 / -18%	-35 / -14%	-40 / -18%	-4 / -1%	-44 / -19%	-73 / -18%	-34 / -20%	17 / 7%	4 / 1%	-137 / -18%	-77 / -44%	3 / 2%	2 / 3%	-18 / -5%	-31 / -6%	-95 / -40%	-6 / -2%	-115 / -29%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p - q/r - s/t
Overlap formulae used. * small base

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Table 13
Q30ANNIV7 - To what extent, if at all, do you feel that your generation will have had a better or worse life than your parents' generation, or will it be about the same?

Base: Adults aged 16+ in Scotland

	TOTAL	MEN (a)	WOMEN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	16-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	ABC1 (p)	C2DE (q)	WORKING (r)	NOT WORKING (s)	STANDARD GRADE OR BELOW (t)	HIGHER (u)	DEGREE OR ABOVE (v)	CENTRAL (w)	GLASGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (A)	MID SCOTLAND AND FIFE (B)	NORTH EAST SCOTLAND (C)	SOUTH (D)	WEST (E)
UNWEIGHTED BASE	1050	469	578	126	175	159	168	176	246	301	327	422	512	248	103	187	760	290	655	395	154	330	536	104	169	90	182	120	179	98	99
WEIGHTED BASE	1050	503	544	134	161	159	159	168	251	295	324	430	436	254	119*	241	690	360	578	472	224	449	339	128*	137	87*	152	129	147	133*	117*
	100%	48%	52%	13%	15%	15%	15%	16%	24%	28%	31%	41%	42%	24%	11%*	23%	66%	34%	55%	45%	21%	43%	32%	12%*	13%	8%*	15%	12%	14%	13%*	13%*
Significantly better	174	91	83	16	22	11	19	28	78	38	31	105	83	40	21	30	124	50	85	88	39	65	63	18	23	17	17	20	25	34	20
	17%	18%	15%	12%	14%	7%	12%	15%	31%	13%	10%	24%	19%	16%	17%	12%	18%	14%	15%	19%	17%	15%	19%	14%	17%	20%	11%	15%	17%	26%	15%
								e	cdefg			ij																		A	
Slightly better	327	160	166	28	52	35	46	63	102	81	81	165	142	79	31	75	221	106	166	161	64	147	109	43	45	22	54	39	36	33	54
	31%	32%	31%	21%	32%	22%	28%	35%	41%	27%	25%	38%	33%	31%	26%	31%	32%	29%	29%	34%	29%	33%	32%	34%	33%	26%	36%	30%	25%	25%	39%
								ce	cef			ij															C				C
About the same	172	88	82	31	27	23	31	26	33	57	54	60	75	40	23	33	115	57	97	75	46	77	46	21	23	20	20	21	30	24	11
	16%	18%	15%	23%	16%	15%	19%	15%	13%	19%	17%	14%	17%	16%	20%	14%	17%	16%	17%	16%	21%	17%	13%	17%	17%	24%	13%	17%	20%	18%	8%
				h						k											v					E					
Slightly worse	192	88	103	24	32	47	36	34	18	56	83	52	79	48	22	42	127	64	110	81	31	78	74	29	15	15	36	25	33	19	20
	18%	17%	19%	18%	20%	30%	22%	19%	7%	19%	26%	12%	18%	19%	19%	18%	18%	18%	19%	17%	14%	17%	22%	23%	11%	17%	24%	20%	22%	14%	14%
				h	h	cgh	h	h		k	k												t	x			E				
Significantly worse	114	51	62	13	19	29	23	21	9	32	52	30	35	22	17	39	57	57	84	30	24	50	34	10	18	6	16	15	14	14	22
	11%	10%	11%	10%	11%	18%	14%	12%	4%	11%	16%	7%	8%	9%	15%	16%	8%	16%	14%	6%	11%	11%	10%	8%	13%	7%	10%	12%	9%	10%	16%
				h	h	cdgh	h	h			k				lm			o	s				x								
Don't know	64	19	45	17	10	11	9	9	9	27	20	18	18	23	3	20	41	23	29	35	17	27	11	6	10	6	8	7	8	9	10
	6%	4%	8%	13%	6%	7%	5%	5%	4%	9%	6%	4%	4%	9%	3%	8%	6%	6%	5%	7%	8%	6%	3%	5%	7%	7%	5%	6%	5%	7%	7%
			a	gh						k				ln		o					v										
Prefer not to say	8	6	2	5	*	2	1	-	-	5	3	-	3	2	1	2	5	3	6	2	1	4	1	-	3	-	1	1	2	-	-
	1%	1%	*	3%	*	1%	1%	-	-	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	-	2%	-	1%	1%	2%	-	-
				gh						k																					
Better (NET)	501	252	249	44	74	47	65	90	180	118	112	271	226	119	52	105	344	156	251	250	103	212	173	61	68	39	71	59	61	67	74
	48%	50%	46%	33%	46%	29%	39%	50%	72%	40%	34%	63%	52%	47%	43%	43%	50%	43%	43%	53%	46%	47%	51%	48%	50%	45%	47%	45%	41%	50%	54%
					ce			oe	cdefg			ij	no				r			x											
Worse (NET)	305	139	165	37	50	76	59	54	28	88	136	82	114	70	39	82	184	121	194	111	55	128	108	38	32	21	52	40	46	33	42
	29%	28%	30%	28%	31%	48%	36%	30%	11%	30%	42%	19%	26%	28%	33%	34%	27%	34%	34%	24%	25%	29%	32%	30%	24%	24%	34%	31%	32%	25%	31%
				h	h	cdgh	h	h		k	ik					p		p	s												
NET Difference	195	113	84	7	24	-29	6	36	152	30	-24	189	111	49	12	23	160	35	57	138	48	84	64	23	36	18	19	18	14	34	33
	19%	22%	16%	5%	15%	-19%	3%	20%	61%	10%	-7%	44%	25%	19%	10%	10%	23%	10%	10%	29%	21%	19%	19%	18%	26%	21%	13%	14%	10%	26%	24%
		b			cf			cef	cdefg	i		ii	no	o			o			r					ABC	C				AC	AC

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/A/B/C/D/E
Overlap formulae used. * small base

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Table 14
Q30ANNIV7 - To what extent, if at all, do you feel that your generation will have had a better or worse life than your parents' generation, or will it be about the same?

Base: Adults aged 16+ in Scotland

	TOTAL	TENURE		INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014	
		OWNER OCCUPIED (a)	RENTER (b)	UP TO £19,999 (c)	£20,000 - £34,999 (d)	£35,000 - £54,999 (e)	£55,000+ (f)	1 (g)	2 (h)	3 (i)	4+ (j)	ANY (k)	NONE (l)	CONSERVATIVE (m)	LABOUR (n)	LIB DEM (o)	SNP (p)	REMAIN (q)	LEAVE (r)	YES (s)	NO (t)
UNWEIGHTED BASE	1050	798	229	144	236	237	350	220	395	156	279	311	739	159	163	74	357	558	217	344	391
WEIGHTED BASE	1050	763	257	194	248	225	302	232	400	170	248	284	766	175	149	66*	345	525	239	339	394
	100%	73%	25%	19%	24%	21%	29%	22%	38%	16%	24%	27%	73%	17%	14%	6%*	33%	50%	23%	32%	38%
Significantly better	174	136	34	23	44	42	57	29	81	27	37	40	134	32	28	10	68	90	46	71	54
	17%	18%	13%	12%	18%	18%	19%	13%	20% g	16%	15%	14%	18%	18%	19%	15%	20%	17%	19%	21% t	14%
Slightly better	327	256	66	61	83	71	91	83	126	45	72	92	235	66	48	24	117	183	76	115	142
	31%	34% b	26%	32%	33%	32%	30%	36%	32%	27%	29%	32%	31%	38%	32%	36%	34%	35%	32%	34%	36%
About the same	172	120	49	37	41	33	53	39	64	27	42	49	123	24	26	16	44	80	32	38	68
	16%	16%	19%	19%	17%	15%	18%	17%	16%	16%	17%	17%	16%	13%	17%	24% p	13%	15%	13%	11%	17% s
Slightly worse	192	136	50	26	43	46	58	37	70	34	51	49	143	26	33	11	61	105	36	60	71
	18%	18%	19%	13%	17%	20%	19%	16%	17%	20%	21%	17%	19%	15%	23%	17%	18%	20%	15%	18%	18%
Significantly worse	114	70	36	30	24	23	29	26	31	25	32	36	77	20	9	3	44	48	33	42	39
	11%	9%	14%	15%	10%	10%	10%	11%	8%	15% h	13%	13%	10%	11%	6%	4%	13%	9%	14%	12%	10%
Don't know	64	42	21	17	12	8	12	17	27	11	10	14	50	8	2	2	10	17	16	11	19
	6%	5%	8%	9%	5%	4%	4%	7%	7%	6%	4%	5%	7%	4%	2%	3%	3%	3%	7%	3%	5%
Prefer not to say	8	4	2	1	2	2	2	1	2	1	4	4	4	-	2	-	1	3	-	1	2
	1%	*	1%	*	1%	1%	1%	1%	1%	*	2%	1%	1%	-	1%	-	*	1%	-	*	*
Better (NET)	501	392	100	84	126	113	148	113	207	73	108	132	369	98	76	34	184	273	122	187	195
	48%	51% b	39%	43%	51%	50%	49%	49%	52%	43%	44%	46%	48%	56%	51%	51%	53%	52%	51%	55%	50%
Worse (NET)	305	206	86	56	66	69	87	62	101	59	83	85	220	46	43	14	105	153	69	102	109
	29%	27%	33%	29%	27%	31%	29%	27%	25%	35%	34% h	30%	29%	26%	29%	21%	31%	29%	29%	30%	28%
NET Difference	195	187	14	28	60	44	61	50	106	13	25	47	148	52	33	20	79	120	53	85	86
	19%	24% b	6%	15%	24% c	19%	20%	22% ij	27% ij	8%	10%	17%	19%	30%	22%	31%	23%	23%	22%	25%	22%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f - g/h/i/j - k/l - m/n/o/p - q/r - s/t
Overlap formulae used. * small base

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