

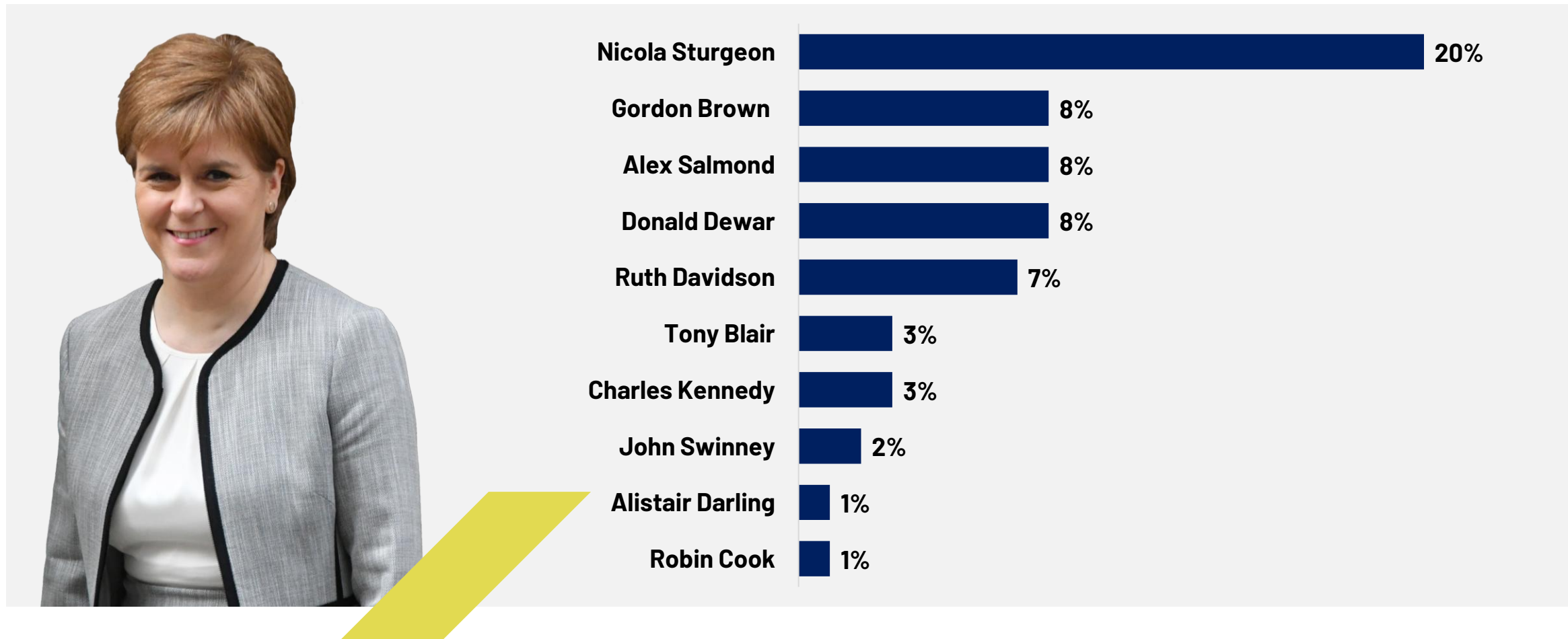
IPSOS SCOTLAND 30TH ANNIVERSARY

30th October 2025

Ipsos celebrates 30 years in Scotland!

Best Scottish politician of the last 30 years

Who do you see as the best Scottish politician from the last 30 years?

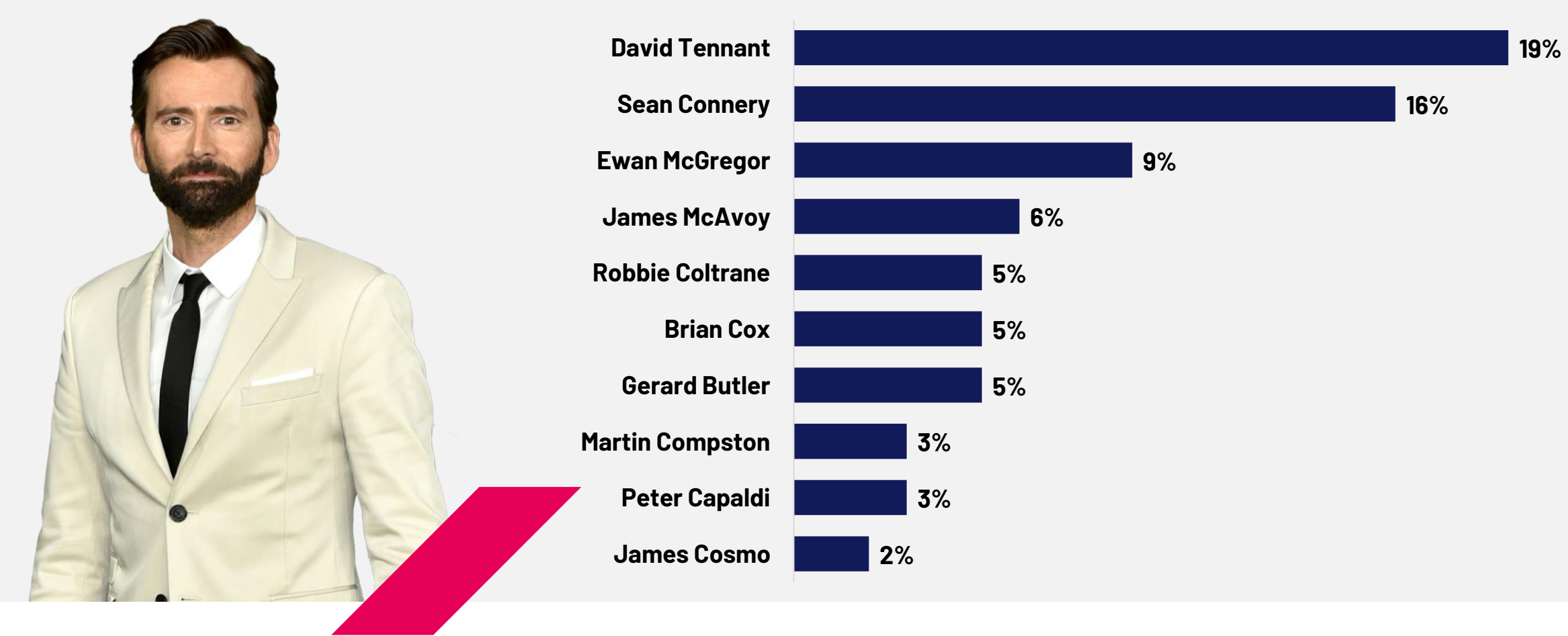


Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Source: Ipsos | Scottish Political Pulse

Best Scottish screen actor of the last 30 years

Who do you see as the best Scottish screen actor from the last 30 years?



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

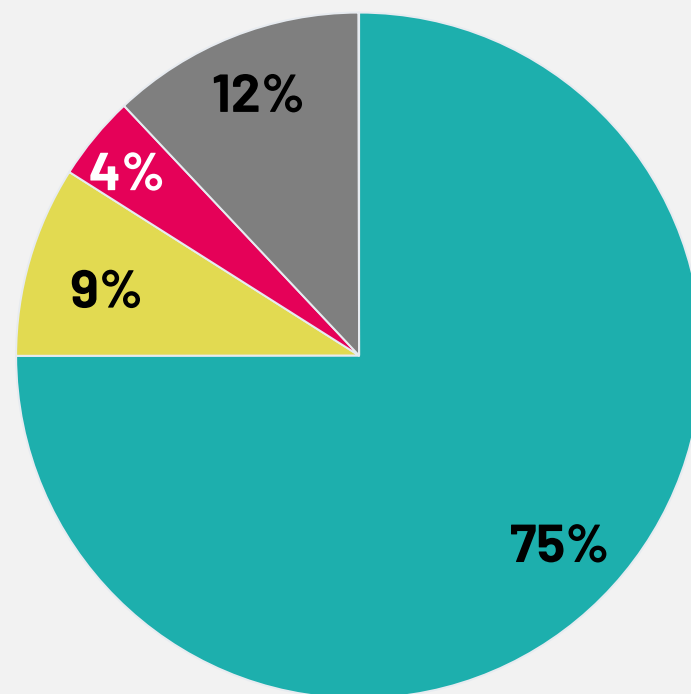
Source: Ipsos | Scottish Political Pulse

A photograph of a long row of red brick terraced houses built on a hillside. The houses have multiple stories with white-framed windows and bay windows. Green trees and bushes are in the foreground, partially obscuring the lower levels of the buildings. The sky is a clear, deep blue.

SOCIETAL CHANGES SINCE 1995

Easier to be LGBT in Scotland now?

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



Easier

About the same

Harder

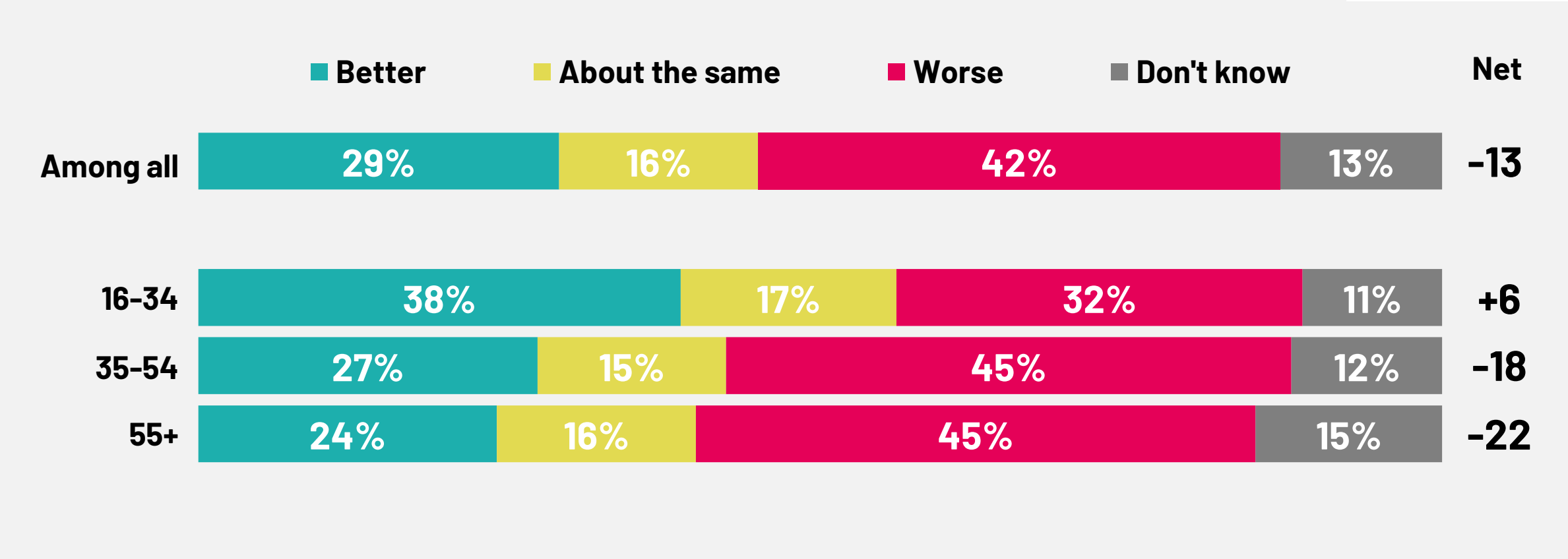
Don't know/prefer not to say

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

Source: Ipsos Scotland | Political Pulse

Life chances for babies born in Scotland now

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



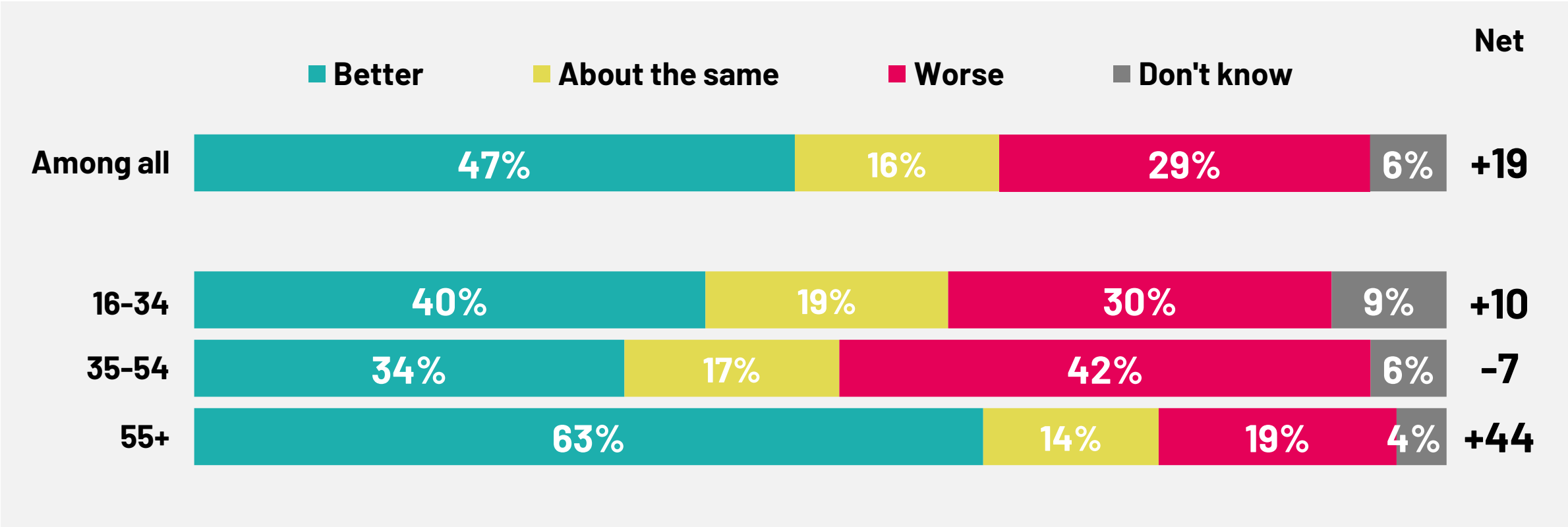
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Source: Ipsos Scotland | Political Pulse



Quality of life for different generations

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?



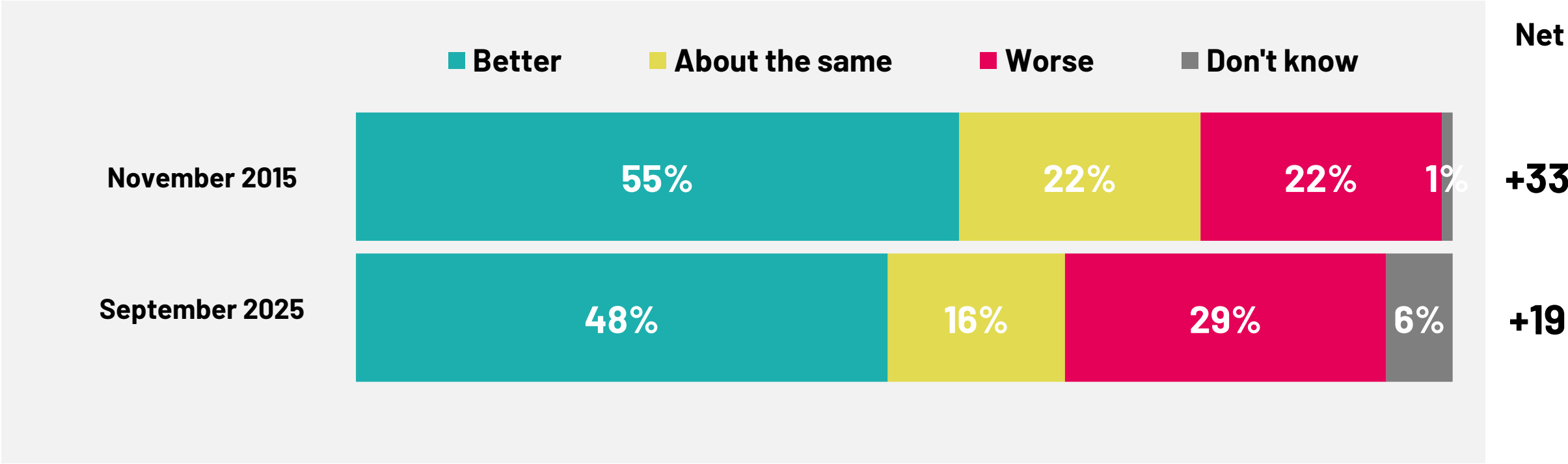
Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025

Source: Ipsos Scotland | Political Pulse



Scots more pessimistic about their generation’s quality of life now compared to a decade ago

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?

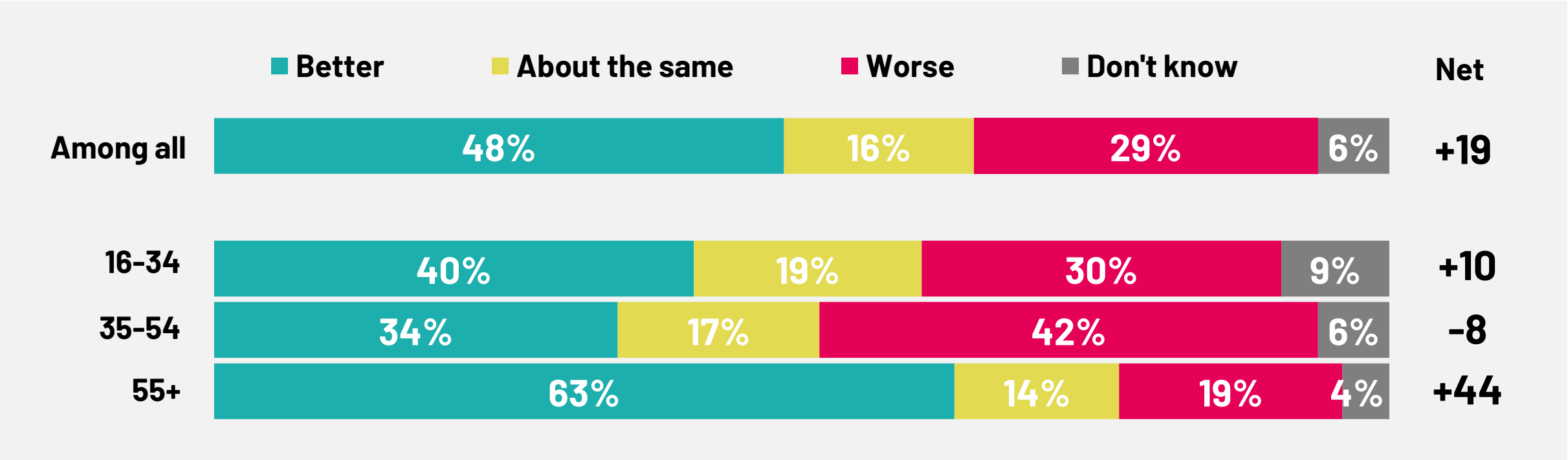


Base: 1,050 Scottish adults aged 16+, 12th to 22nd September 2025 | 1,029 Scottish adults 16+, 9th to 16th November 2015

Source: Ipsos Scotland | Political Pulse

Middle age group most likely to say their generation has it worse than their parents' generation

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?



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, October 2025

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