

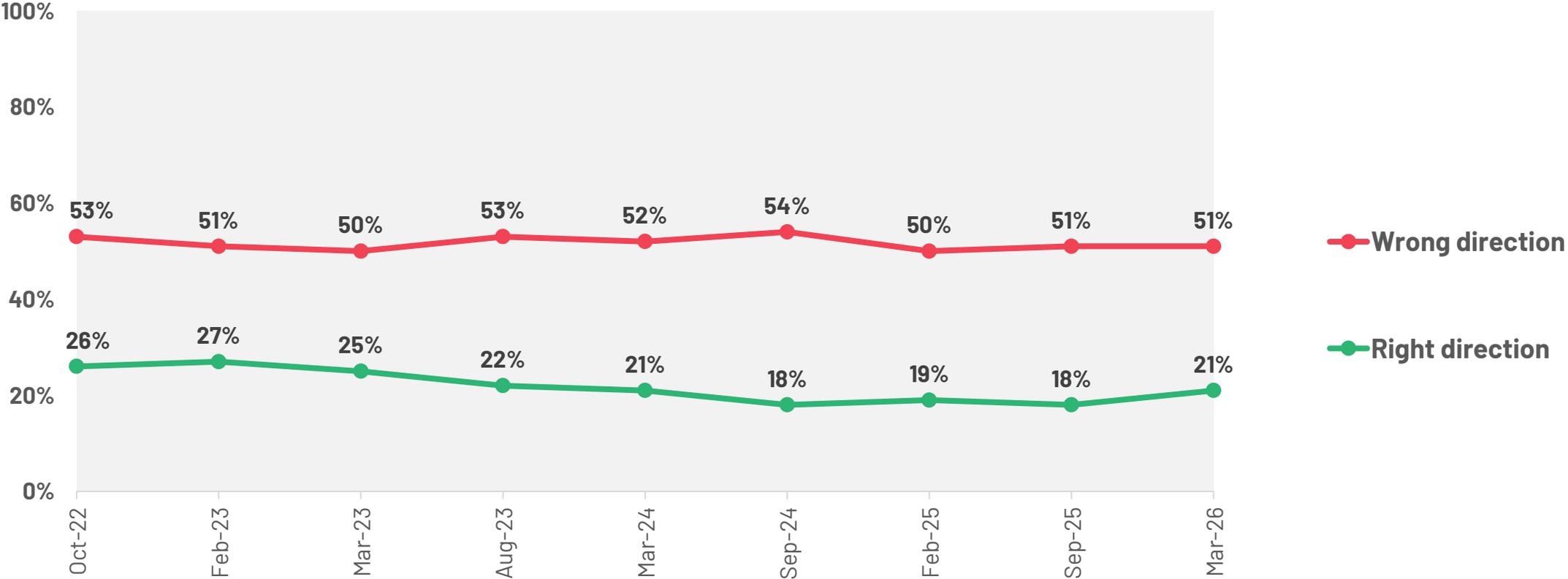
# SCOTLAND POLITICAL PULSE

Ipsos

March 2026

# Direction of the country: trend

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



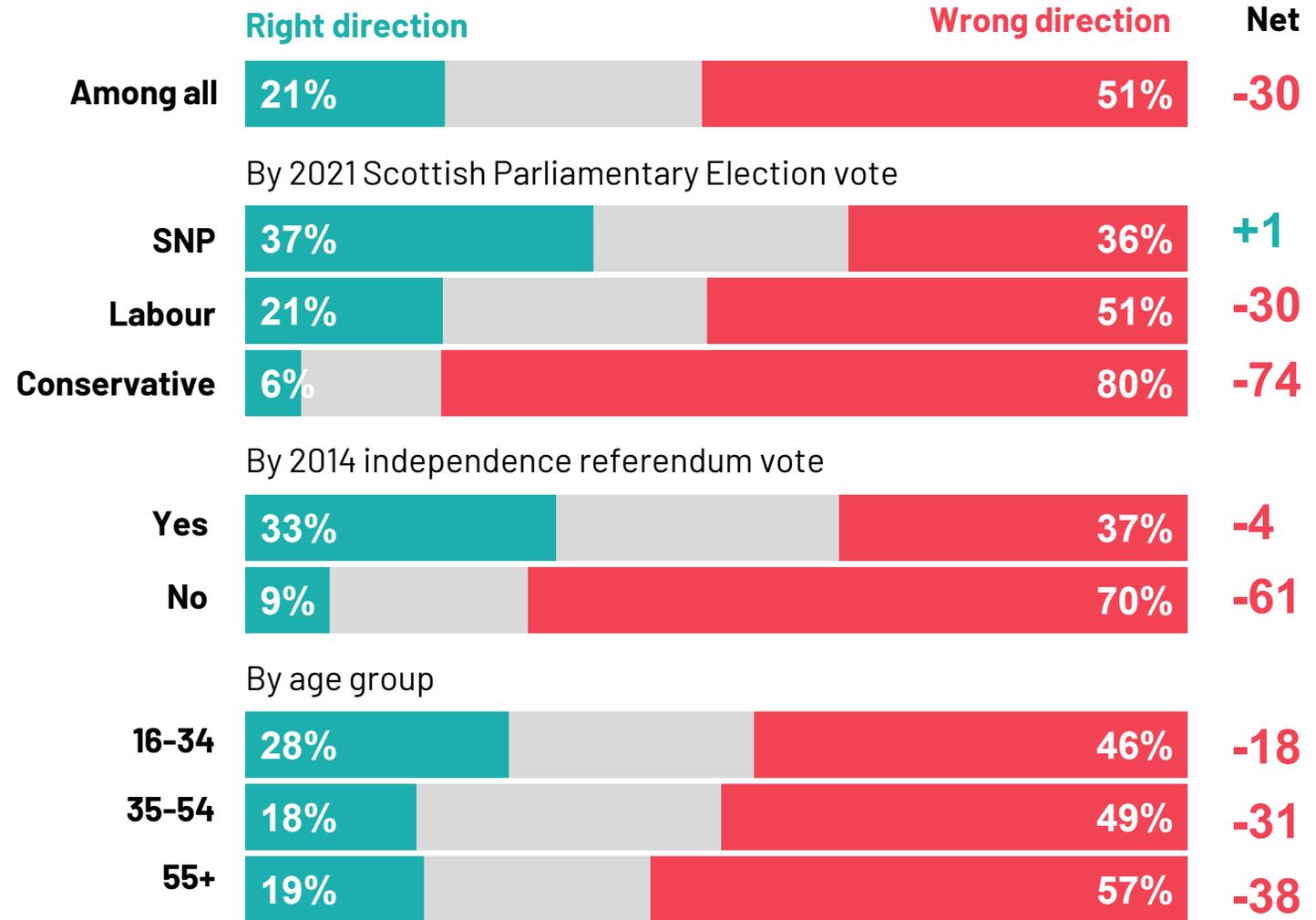
Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026 | 1,050 (Sept 2025) | 1,025 (Feb 2025) | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

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?



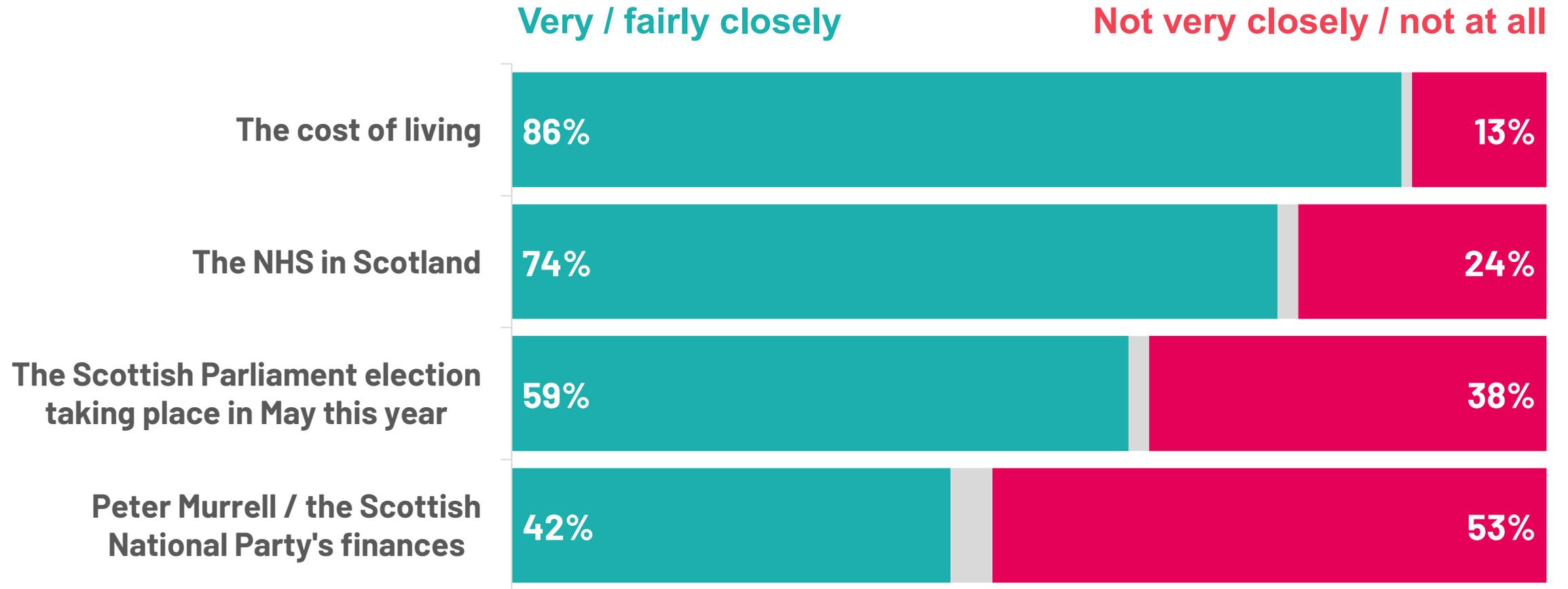
**Base:** 1,027 Online Scottish adults aged 16+, 6th - 16th March 2026, including 2021 Scottish Parliament Election SNP voters (328), Conservative Party voters (143), Labour Party voters (156); 2014 Independence referendum 'Yes' voters (333), 2014 'No' voters (341); 16-34 year olds (290), 35-54 year olds (315), 55+ year olds (422).

Source: Ipsos Scotland | Political Pulse



# Following news stories

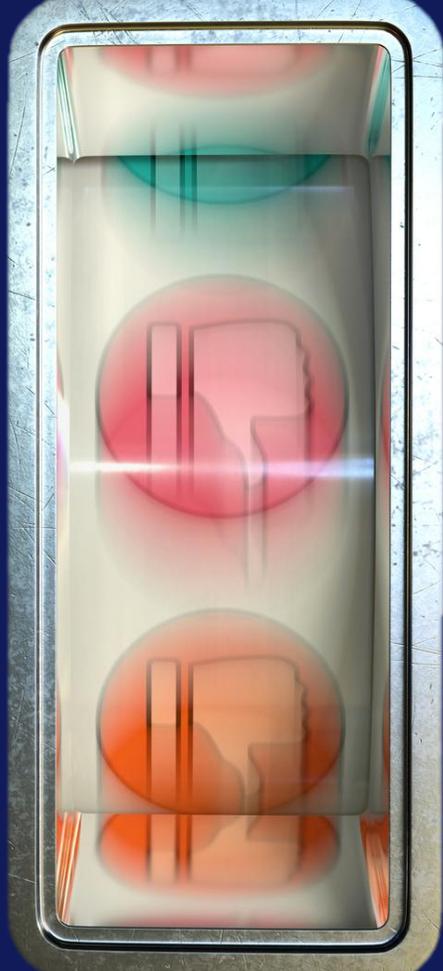
How closely, if at all, have you been following news about ...



Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup>- 16<sup>th</sup> March 2026

Source: Ipsos Scotland | Political Pulse

# FAVOURABILITY RATINGS

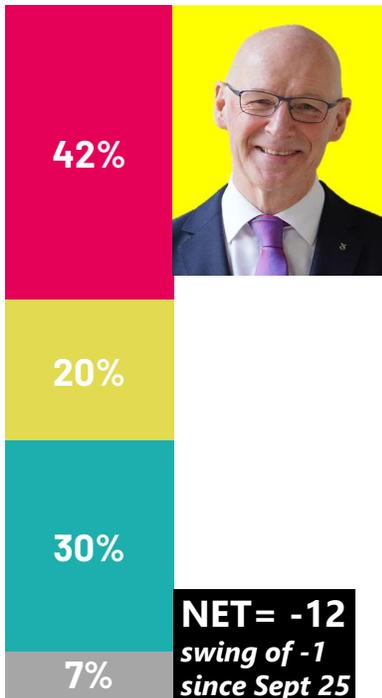


# Favourability towards Scottish party leaders

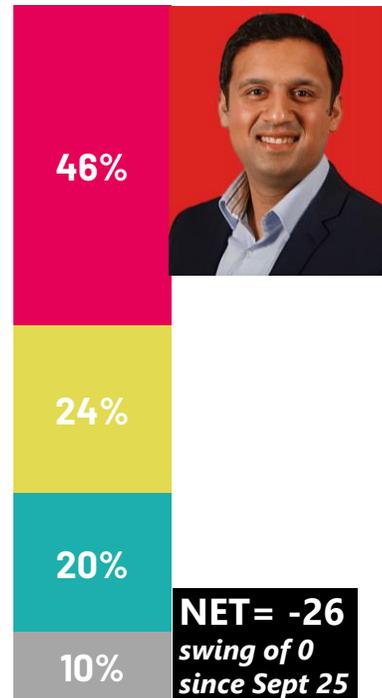
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

■ Favourable
 ■ Neither
 ■ Unfavourable
 ■ Don't know

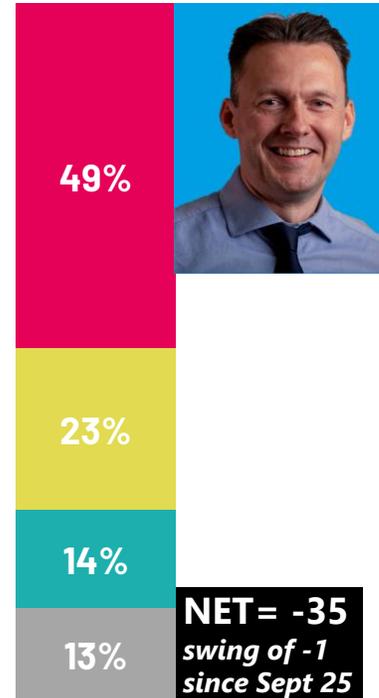
John Swinney



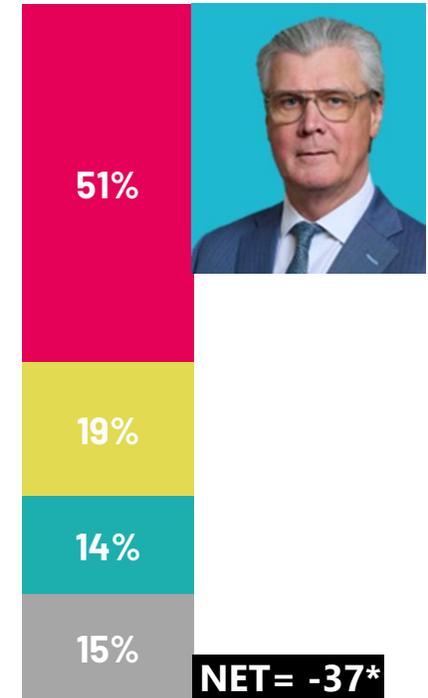
Anas Sarwar



Russell Findlay



Malcolm Offord



Base: 1,027 Online Scottish adults aged 16+, 6th - 16th March 2026

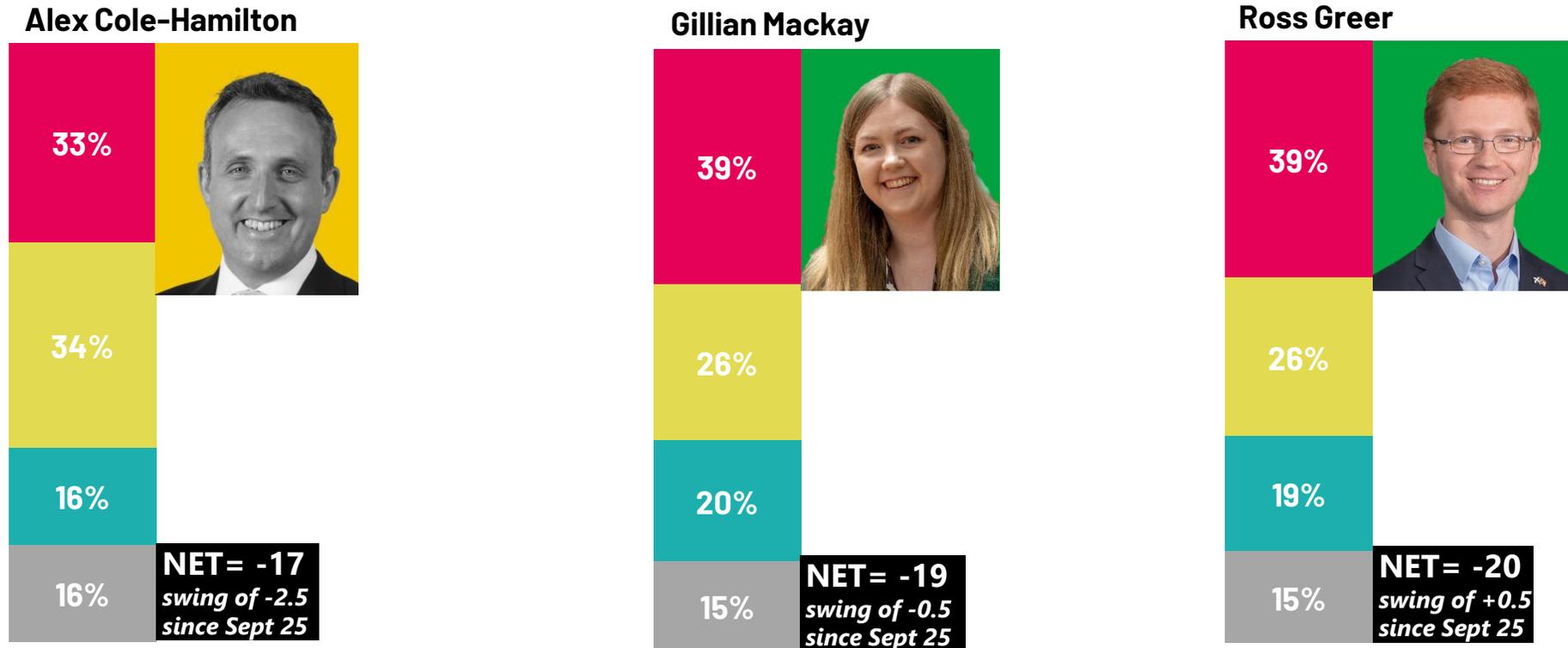
\*Not asked in September 2025

Source: Ipsos Scotland | Political Pulse

# 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: 1,027 Online Scottish adults aged 16+, 6th - 16th March 2026

Source: Ipsos Scotland | Political Pulse

# Favourability towards UK politicians

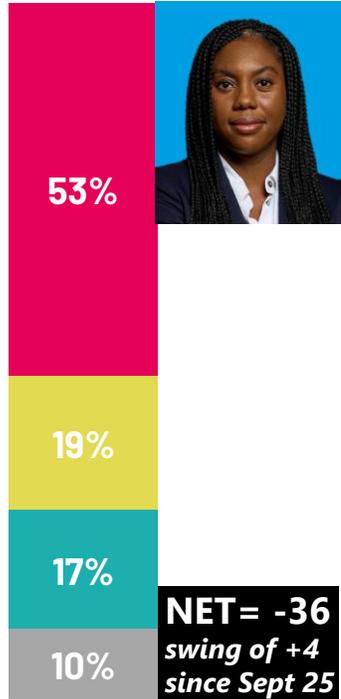
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

Favourable Neither Unfavourable Don't know

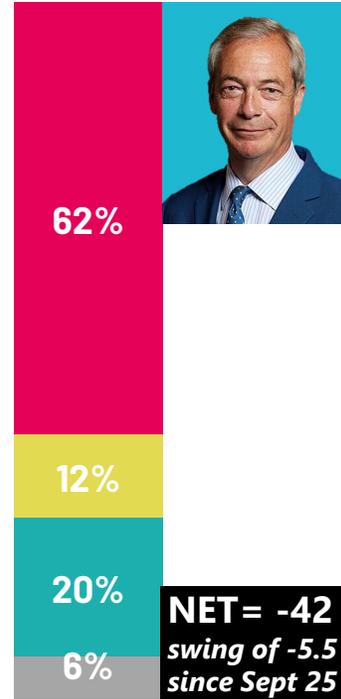
Keir Starmer



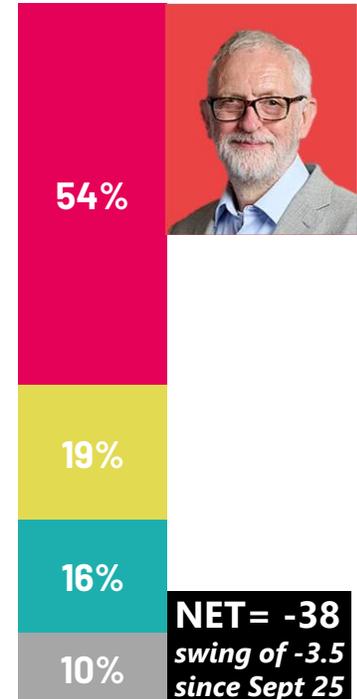
Kemi Badenoch



Nigel Farage



Jeremy Corbyn



Base: 1,027 Online Scottish adults aged 16+, 6th - 16th March 2026

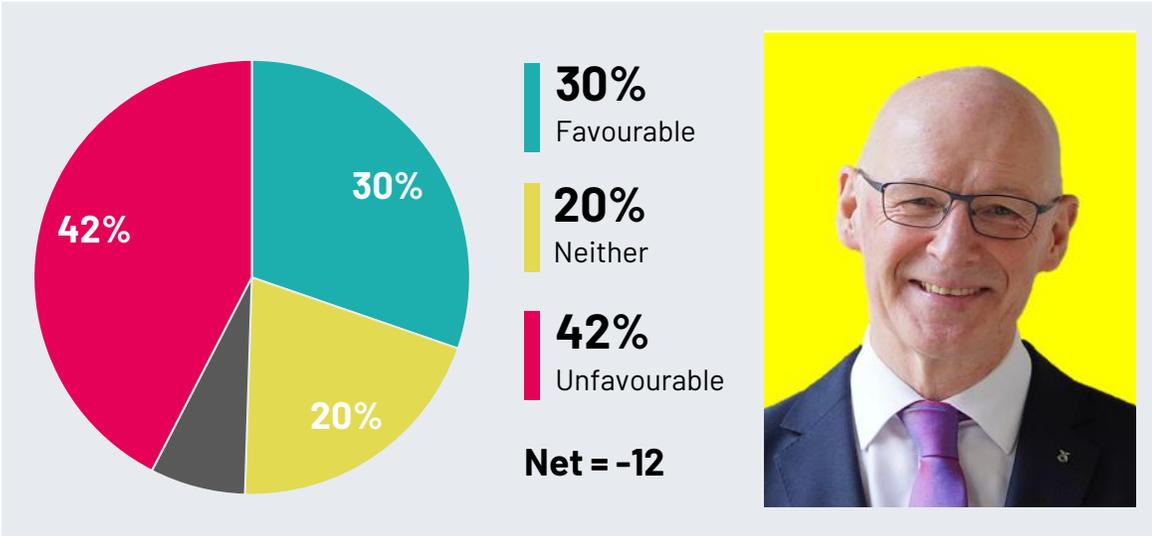
Source: Ipsos Scotland | Political Pulse

# John Swinney: Favourability trend

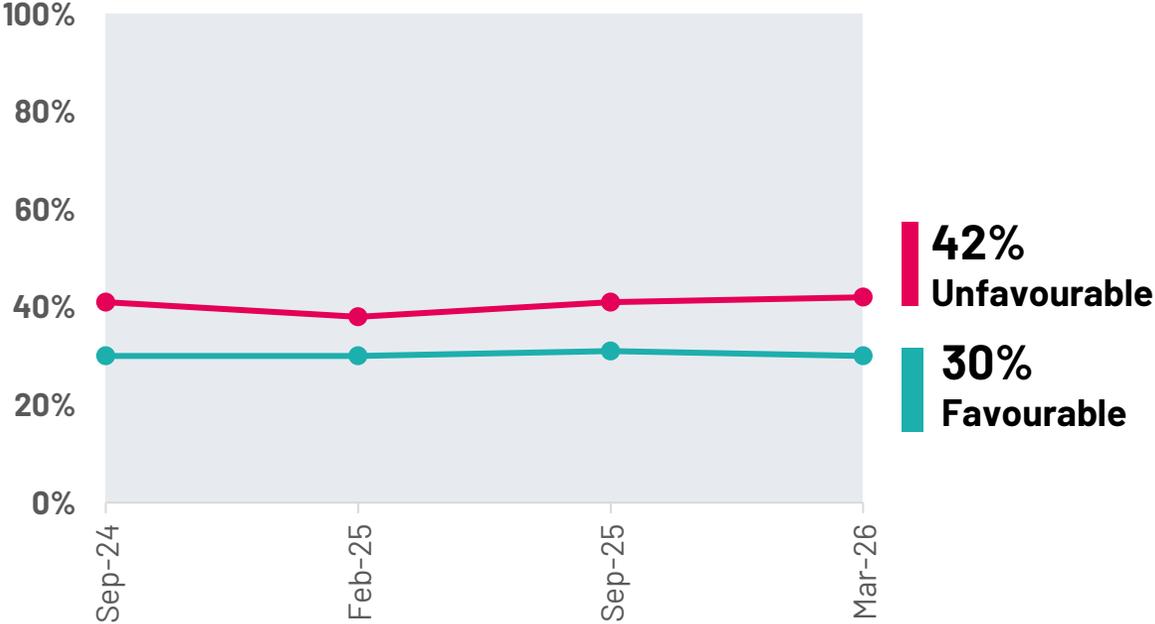
To what extent, if at all, do you have a favourable or unfavourable opinion of John Swinney, Leader of the SNP and First Minister?

March 2026

Among all



September 2024 – March 2026



Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026 | 1,050 (Sept 2025) | 1,025 (Feb 2025) | 1,000 (Sept 2024)

Source: Ipsos Scotland | Political Pulse

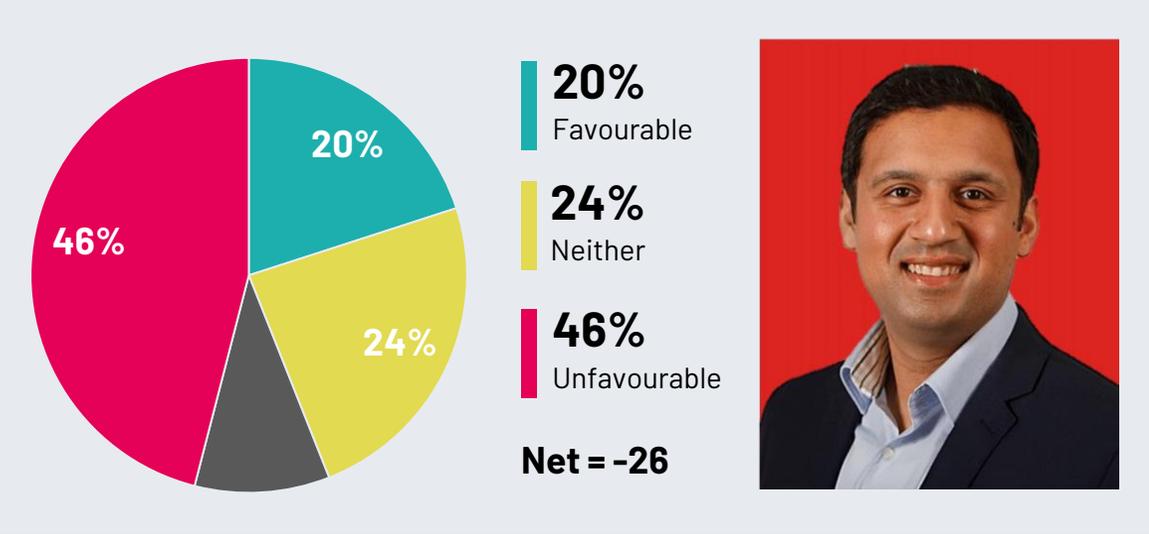


# Anas Sarwar: Favourability trend

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

March 2026

Among all



October 2022 – March 2026



Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026 | 1,050 (Sept 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

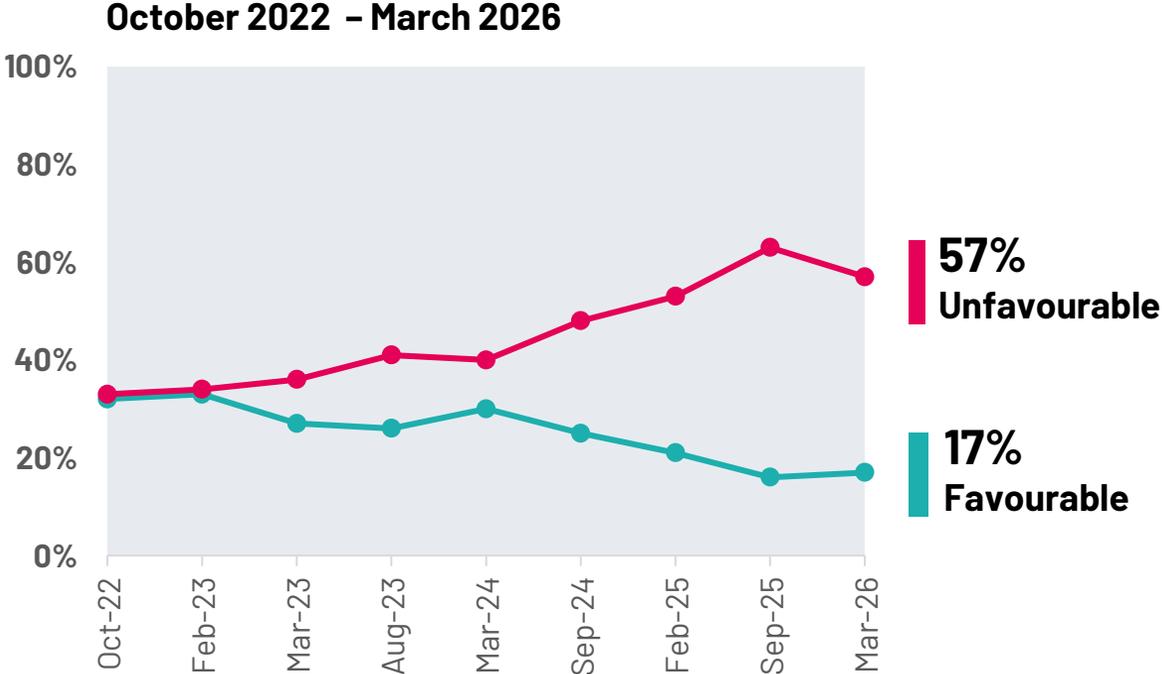
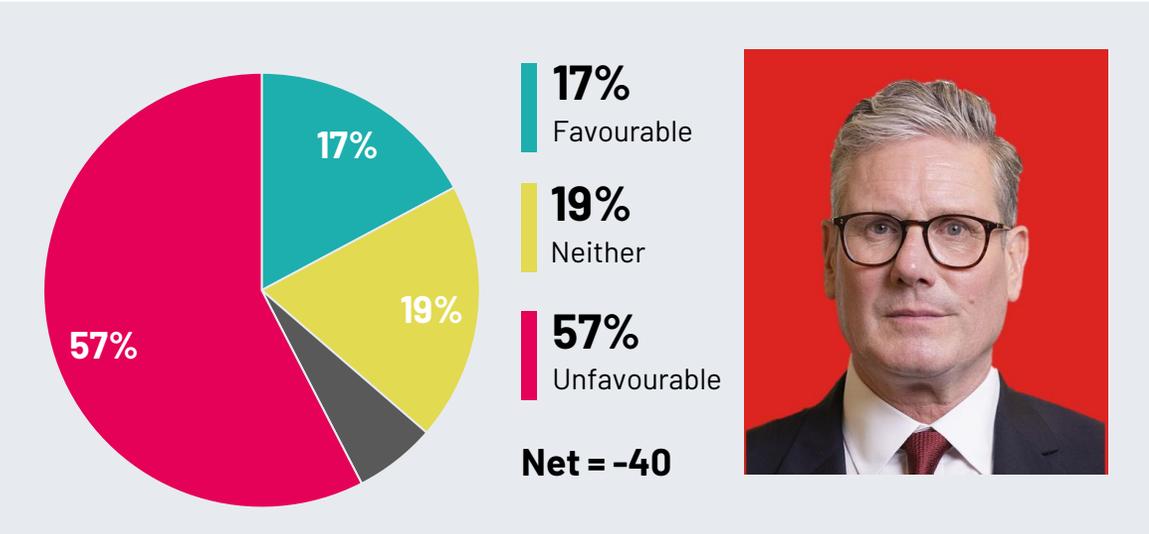


# Keir Starmer: Favourability trend

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?

## March 2026

Among all



Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026 | 1,050 (Sept 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

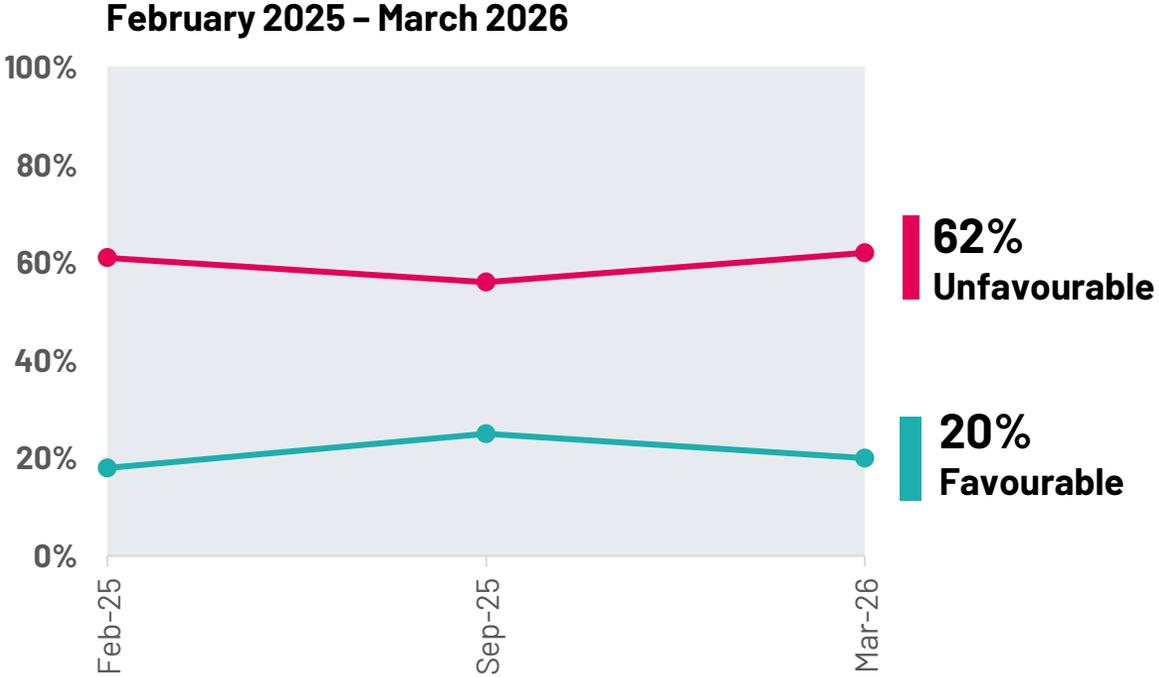
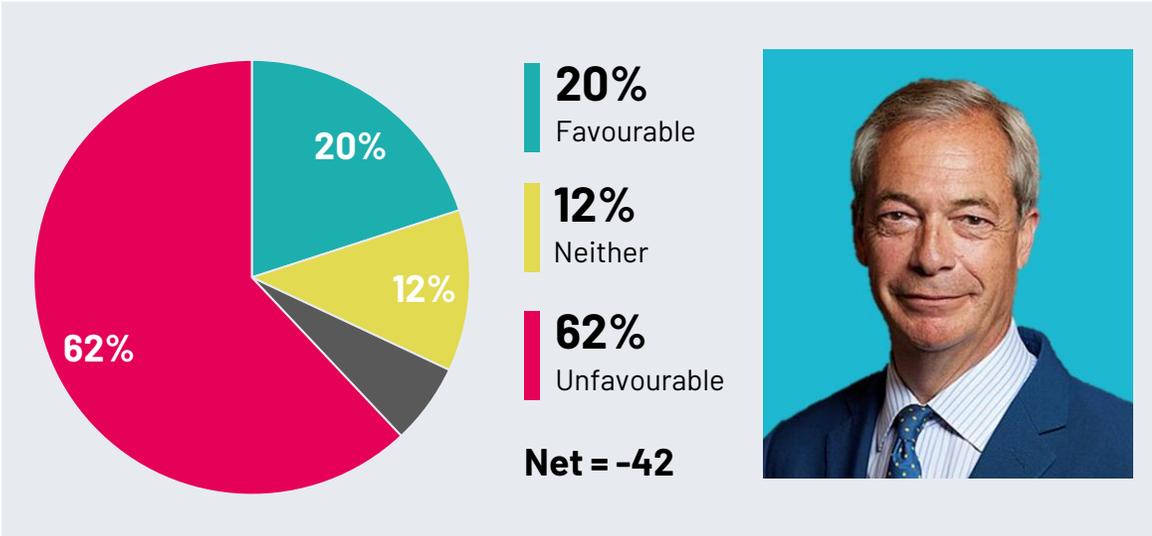


# Nigel Farage: Favourability trend

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

## March 2026

Among all



Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026 | 1,050 (Sept 2025) | 1,025 (Feb 2025)

Source: Ipsos Scotland | Political Pulse

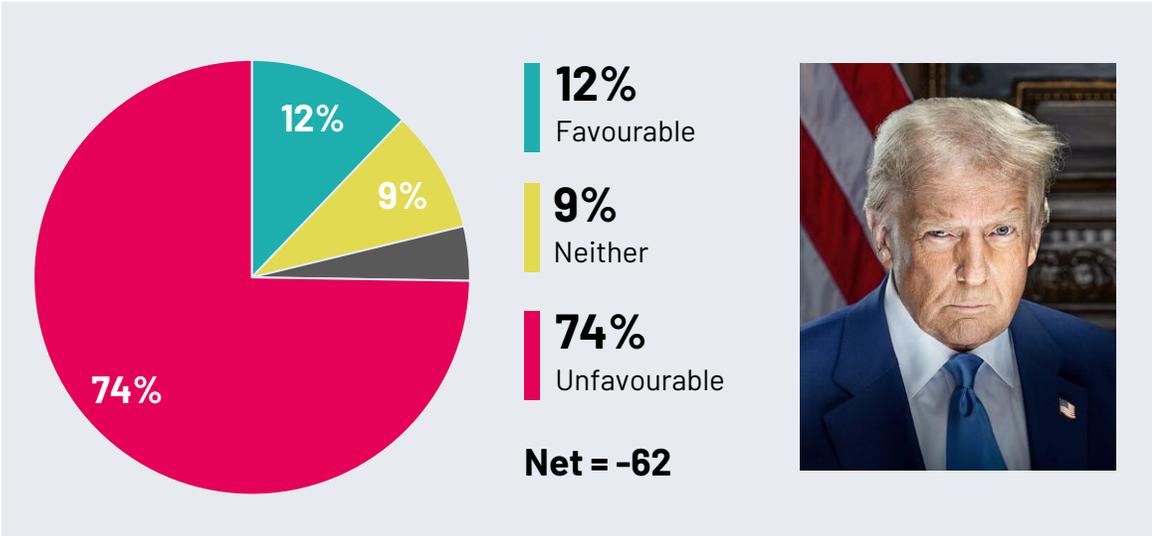


# Donald Trump: Favourability trend

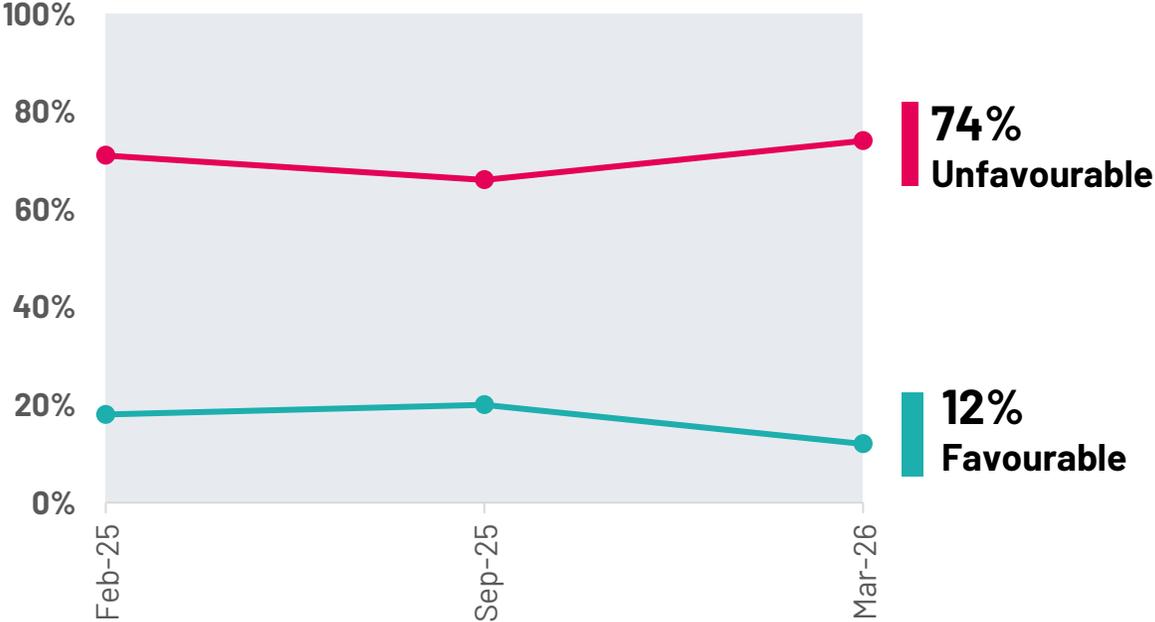
To what extent, if at all, do you have a favourable or unfavourable opinion of Donald Trump, President of the United States of America

## March 2026

Among all



## February 2025 – March 2026



**Base:** 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026 | 1,050 (Sept 2025) | 1,025 (Feb 2025)

**Source:** Ipsos Scotland | Political Pulse



# Image of the party leaders

Do you think each of the following statements does or does not apply to...?



**John Swinney**

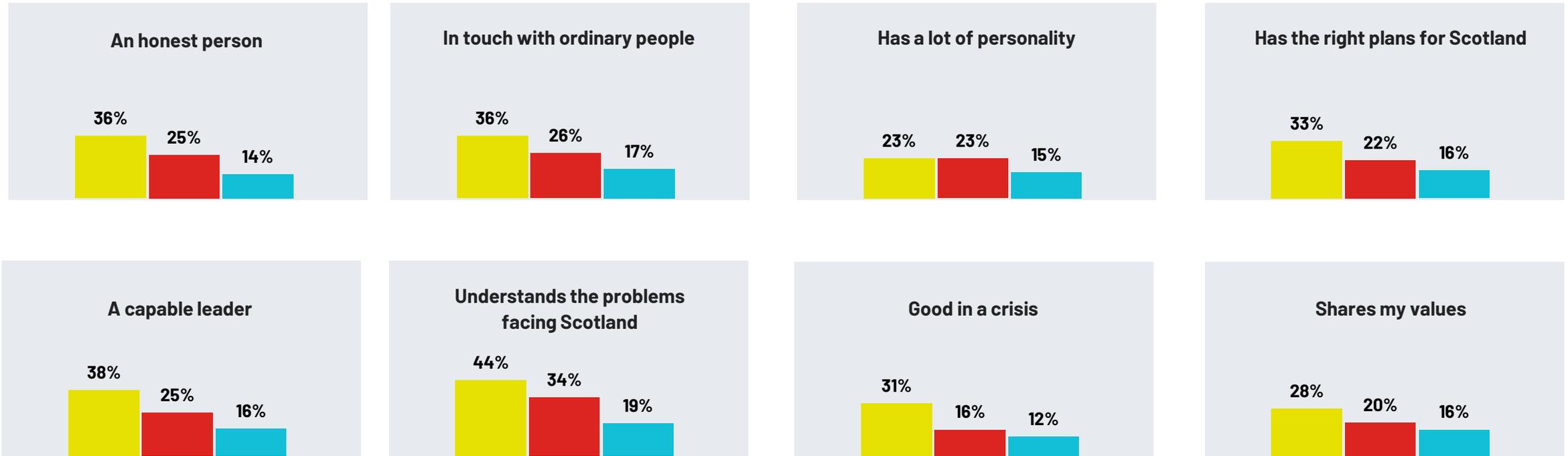


**Anas Sarwar**



**Malcolm Offord**

% does apply



Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026

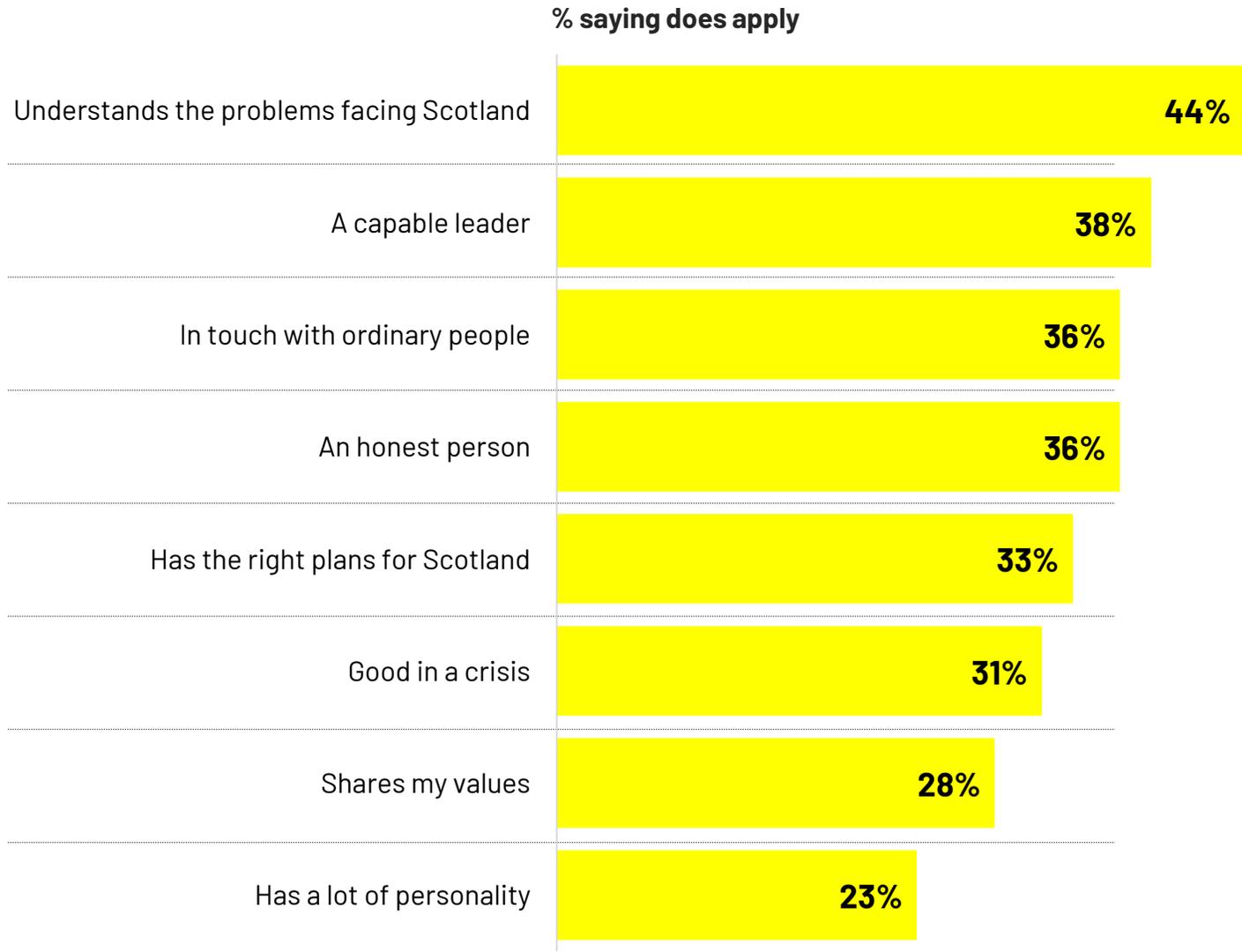
Source: Ipsos Scotland | Political Pulse

# Image of party leader: John Swinney

Do you think each of the following statements does or does not apply to...?



**John Swinney**  
First Minister



**Base:** 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026

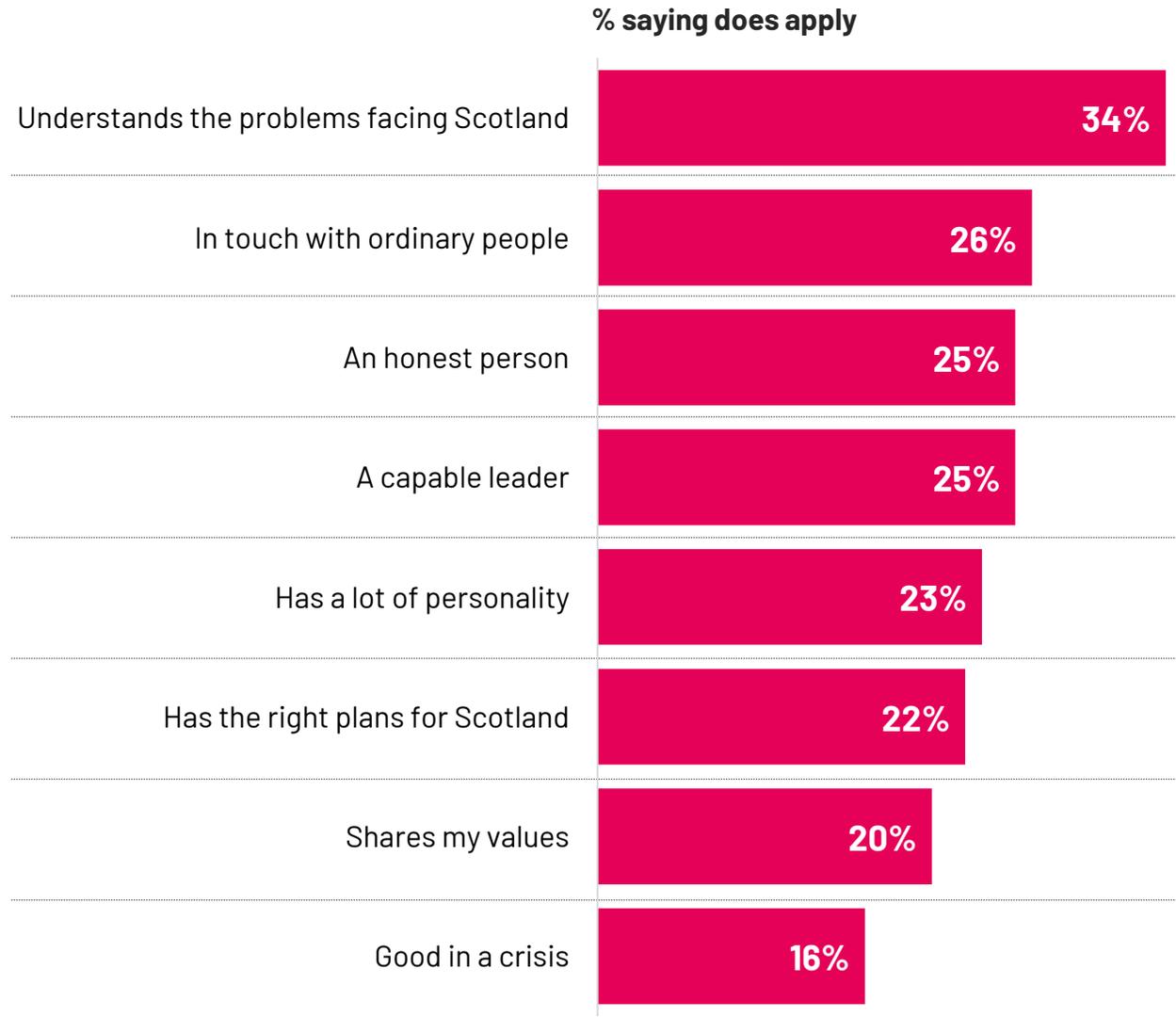
**Source:** Ipsos Scotland | Political Pulse

# Image of party leader: Anas Sarwar

Do you think each of the following statements does or does not apply to...?



**Anas Sarwar**  
Leader of the Scottish Labour Party



**Base:** 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026

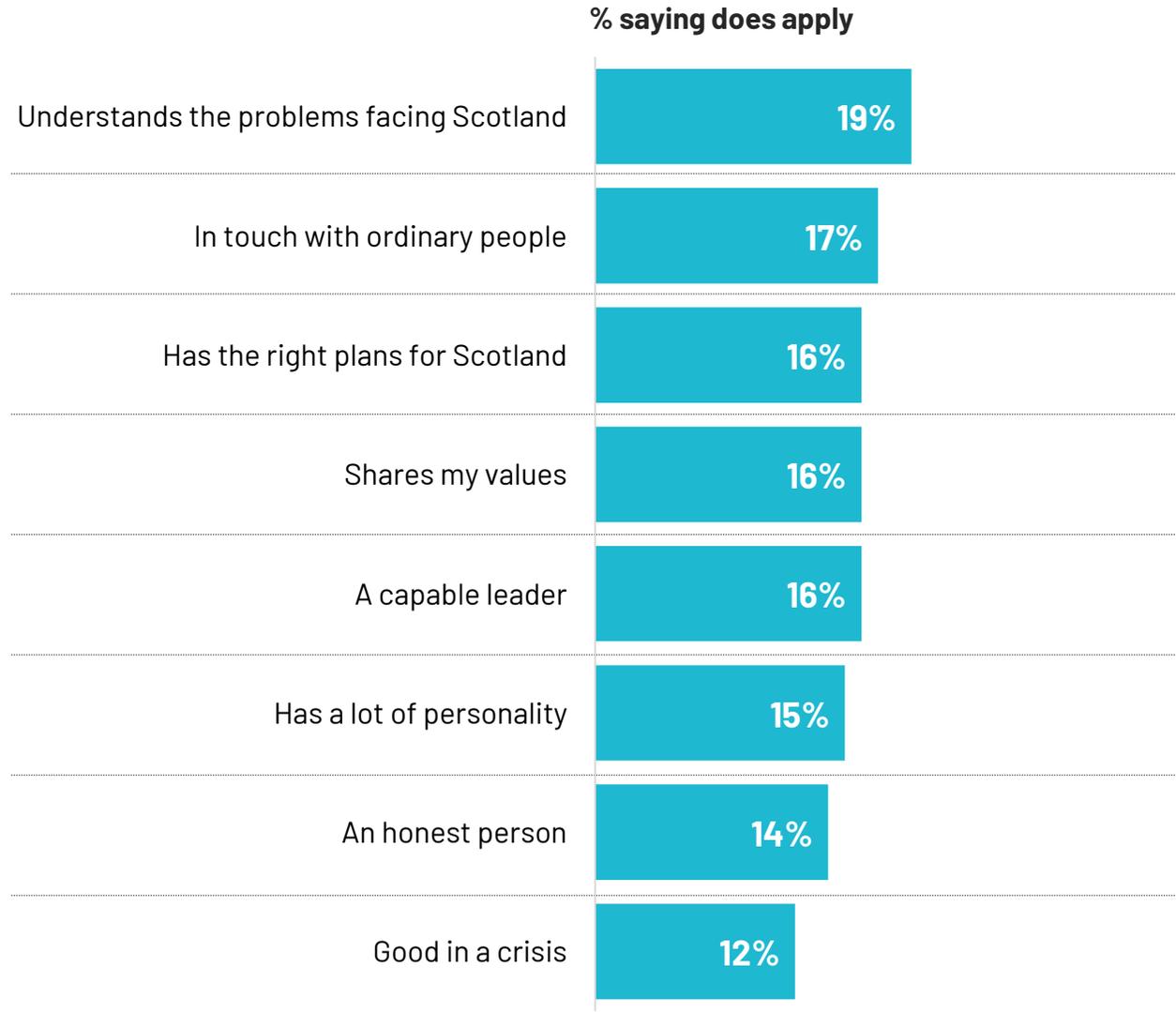
**Source:** Ipsos Scotland | Political Pulse

# Image of party leader: Malcolm Offord

Do you think each of the following statements does or does not apply to...?



**Malcolm Offord**  
Leader of Reform UK  
Scotland



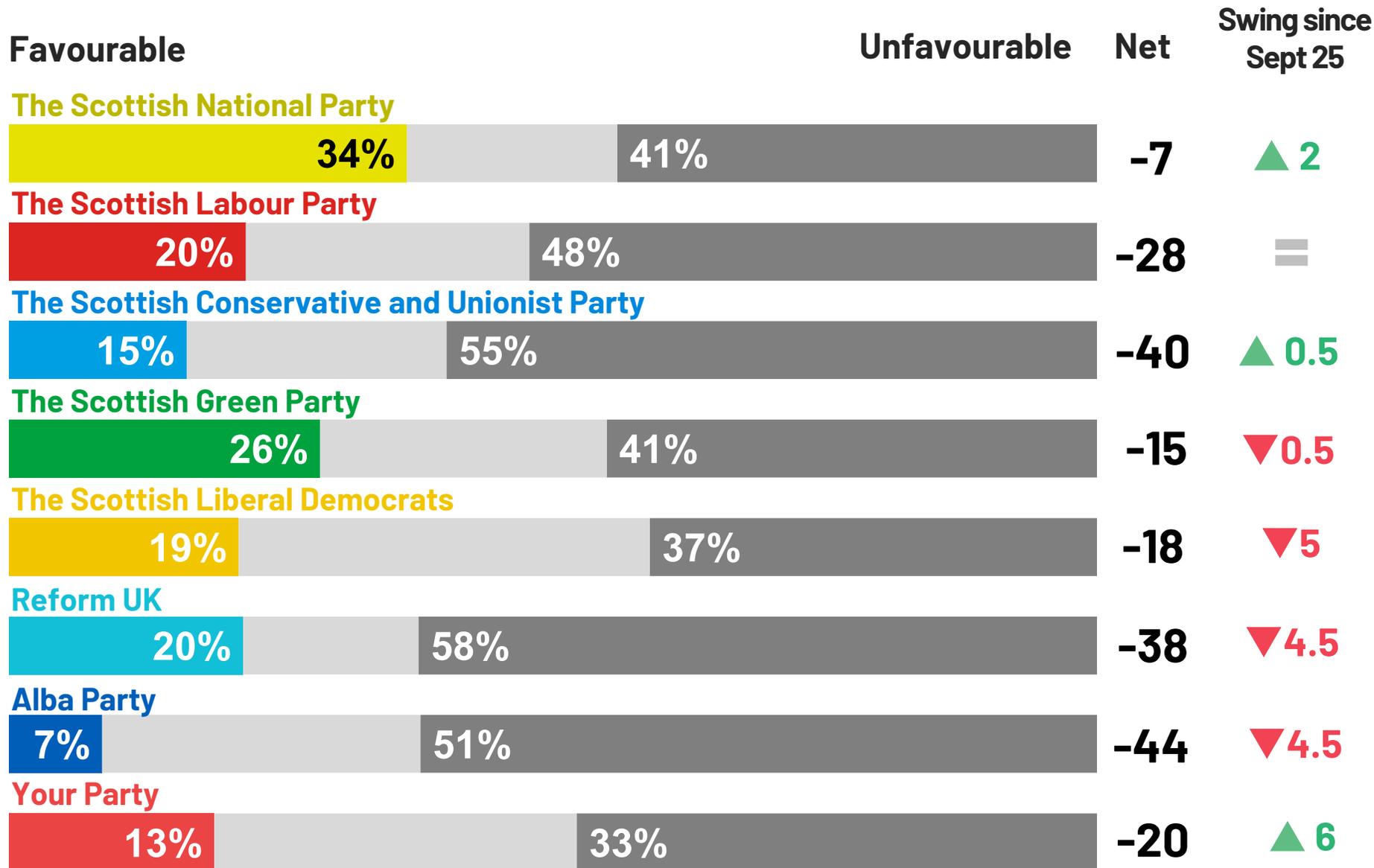
**Base:** 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026

**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?



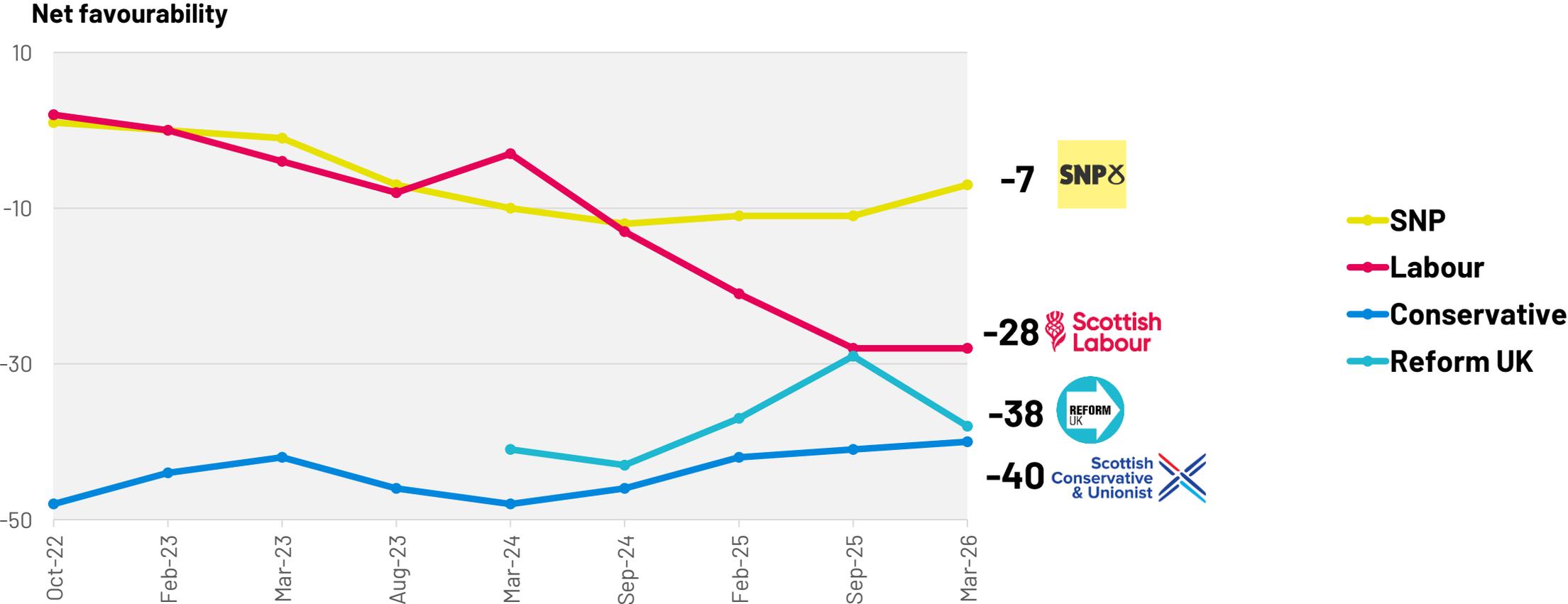
Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026

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:** 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026 | 1,050 (Sept 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)

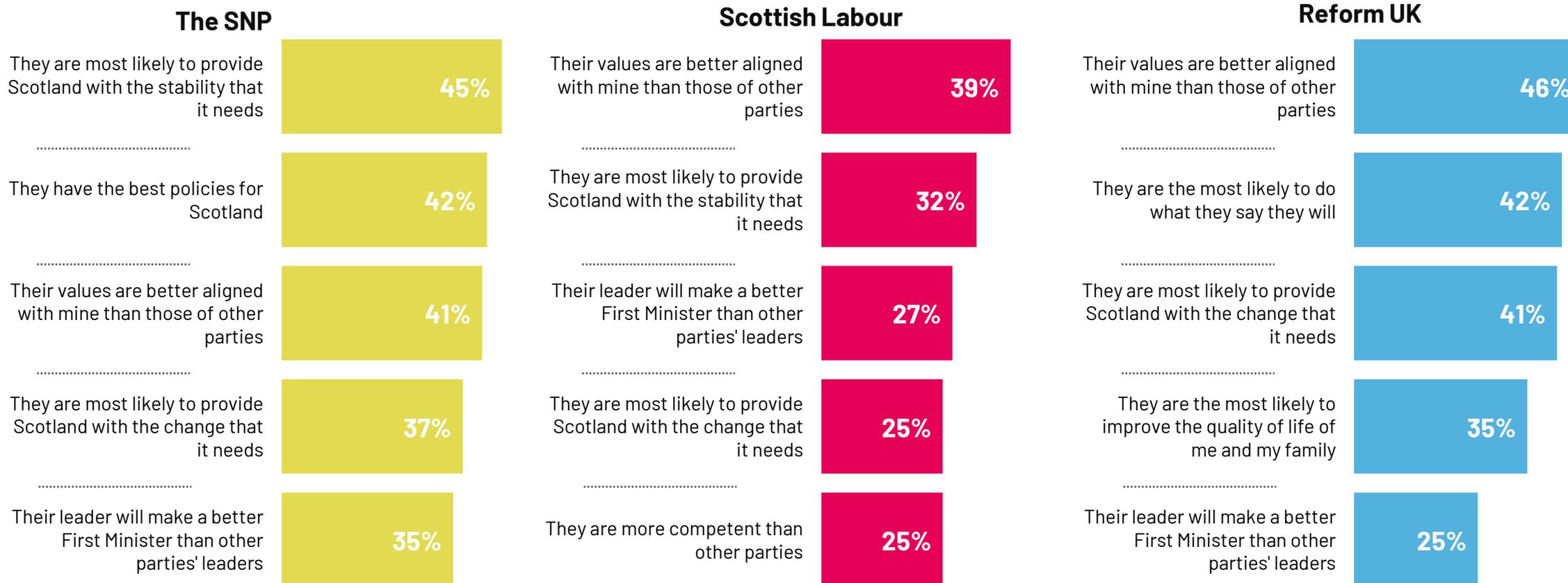
**Source:** Ipsos Scotland | Political Pulse



# Reasons for having a favourable opinion of political parties

You mentioned you have a favourable opinion of the following party/parties. Which of the following, if any, are the most important reasons for your favourable opinion of them? Please select all that apply.

## Top 5 reasons for having a favourable opinion of...



**Base:** 1,027 Online Scottish adults aged 16+, including 348 who have a favourable opinion of the Scottish National Party, 202 who have a favourable opinion of the Scottish Labour Party, and 205 who have a favourable opinion of Reform UK, 6th - 16th March 2026.

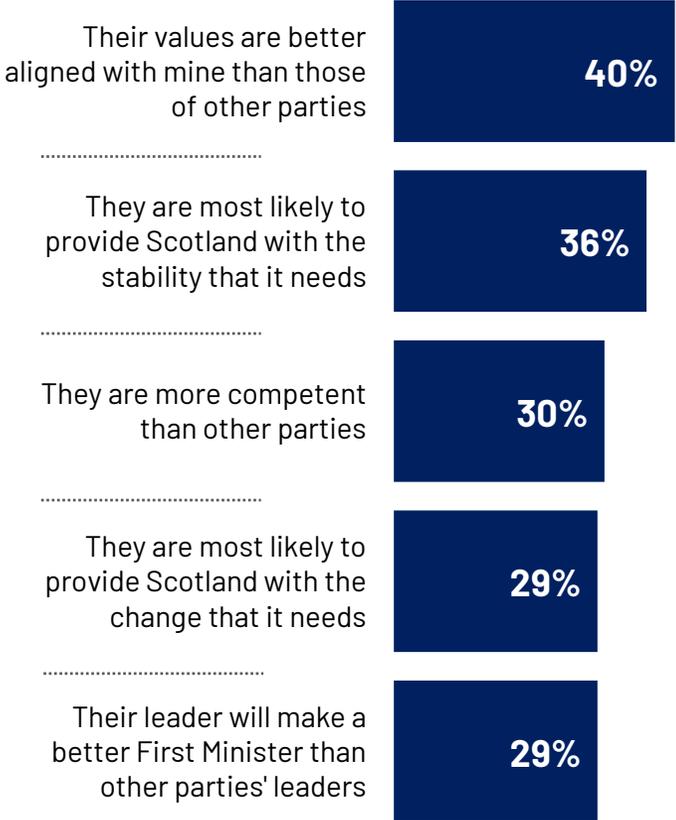
**Source:** Ipsos | Scottish Political Pulse

# Reasons for having a favourable opinion of political parties

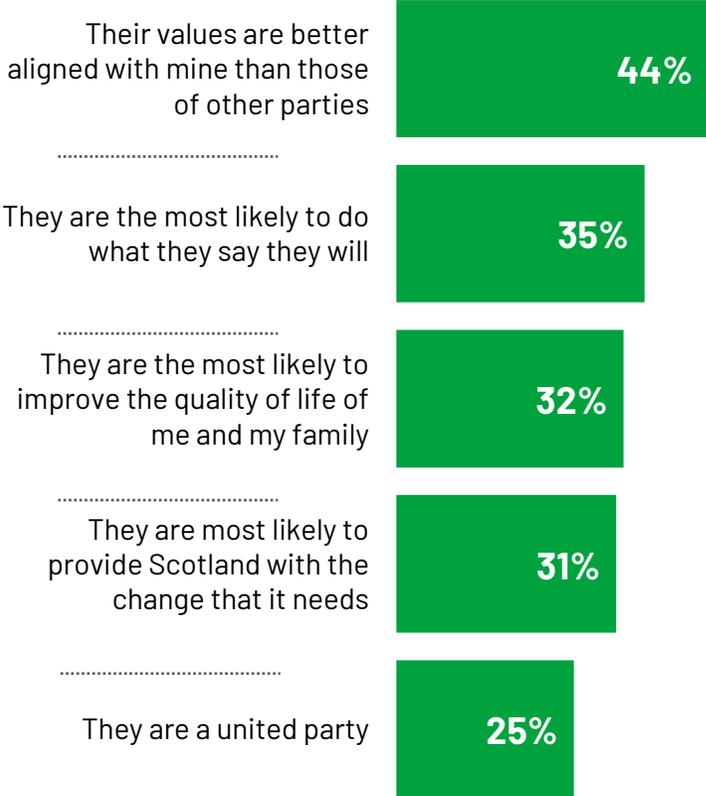
You mentioned you have a favourable opinion of the following party/parties. Which of the following, if any, are the most important reasons for your favourable opinion of them? Please select all that apply.

## Top 5 reasons for having a favourable opinion of...

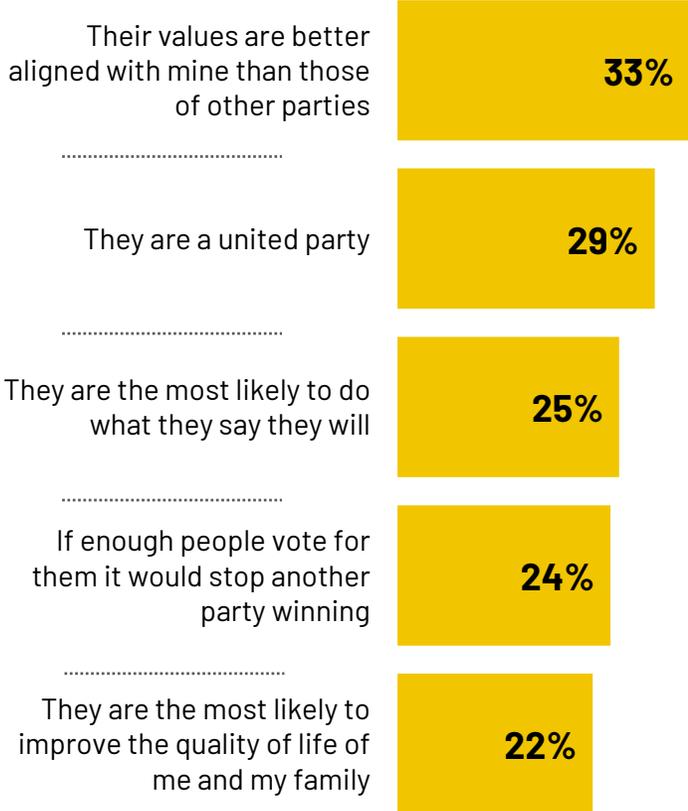
### The Scottish Conservatives



### The Scottish Greens



### The Scottish Liberal Democrats



Base: 1,027 Online Scottish adults aged 16+, including 153 who have a favourable opinion of the Scottish Conservative and Unionist Party, 270 who have a favourable opinion of the Scottish Green party, and 197 who have a favourable opinion of the Scottish Liberal Democrats, 6th - 16th March 2026.

Source: Ipsos | Scottish Political Pulse

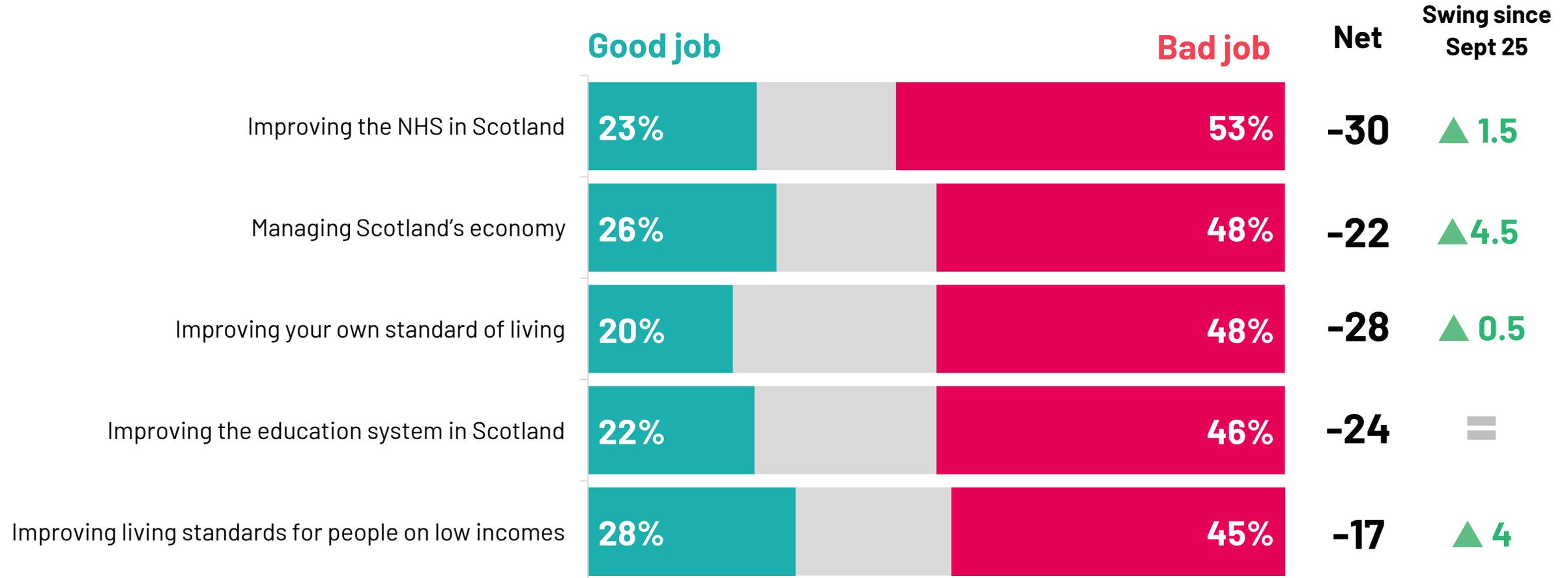


# GOVERNMENT PERFORMANCE



# 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?

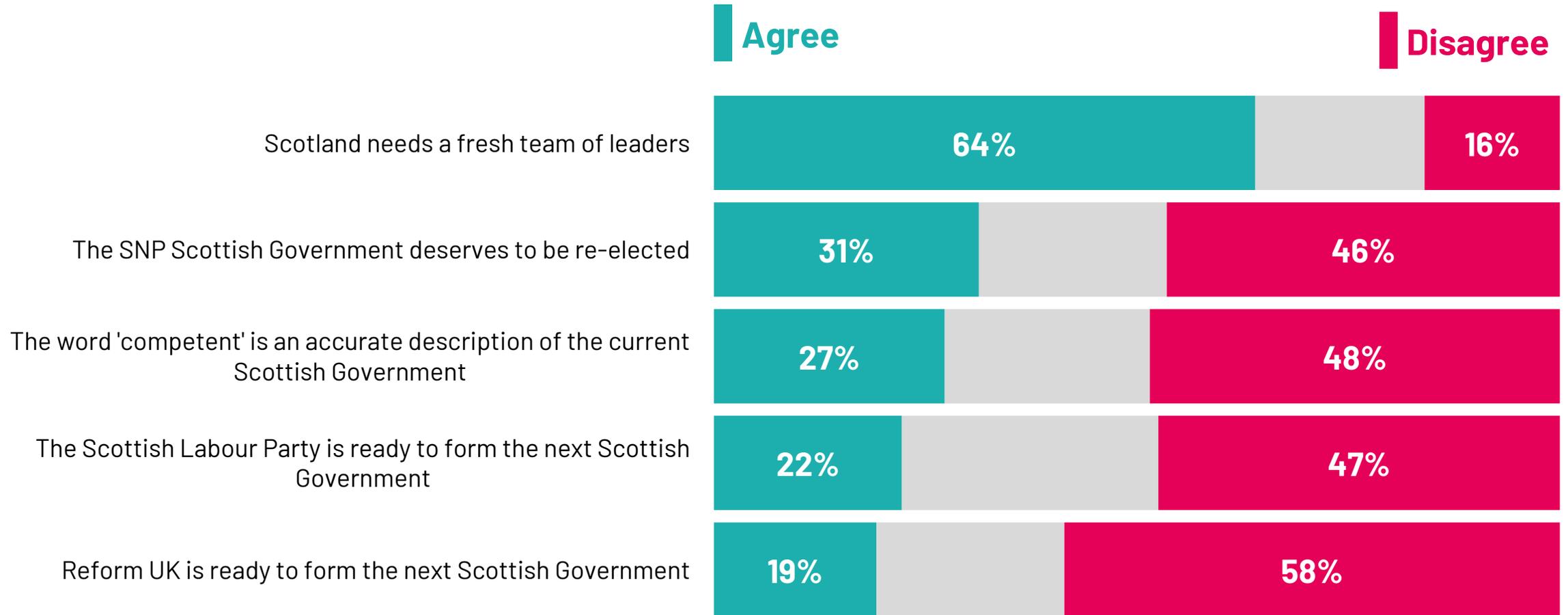


Base: 1,027 Online Scottish adults aged 16+, 6th - 16th March 2026

Source: Ipsos Scotland | Political Pulse

# Looking ahead to the next Scottish Government

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

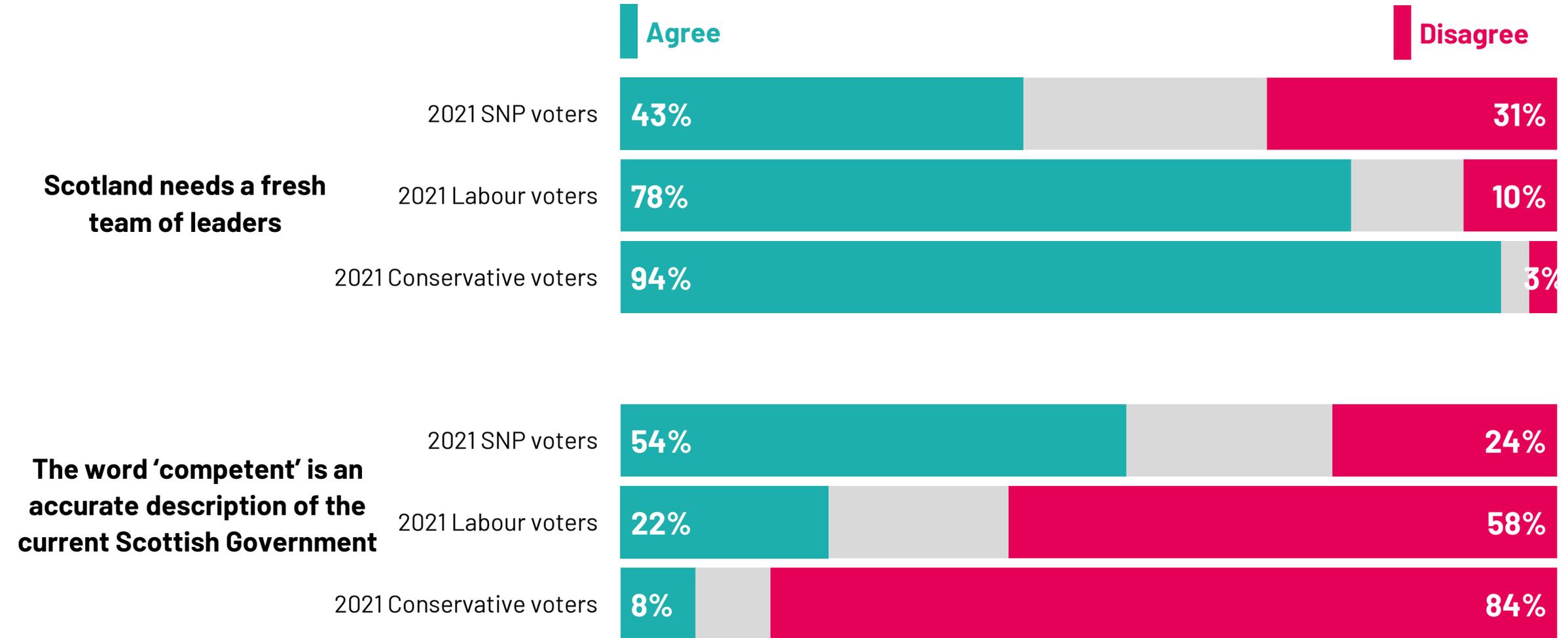


Base: 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026

Source: Ipsos Scotland | Political Pulse

# Time for change? Scottish Government

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

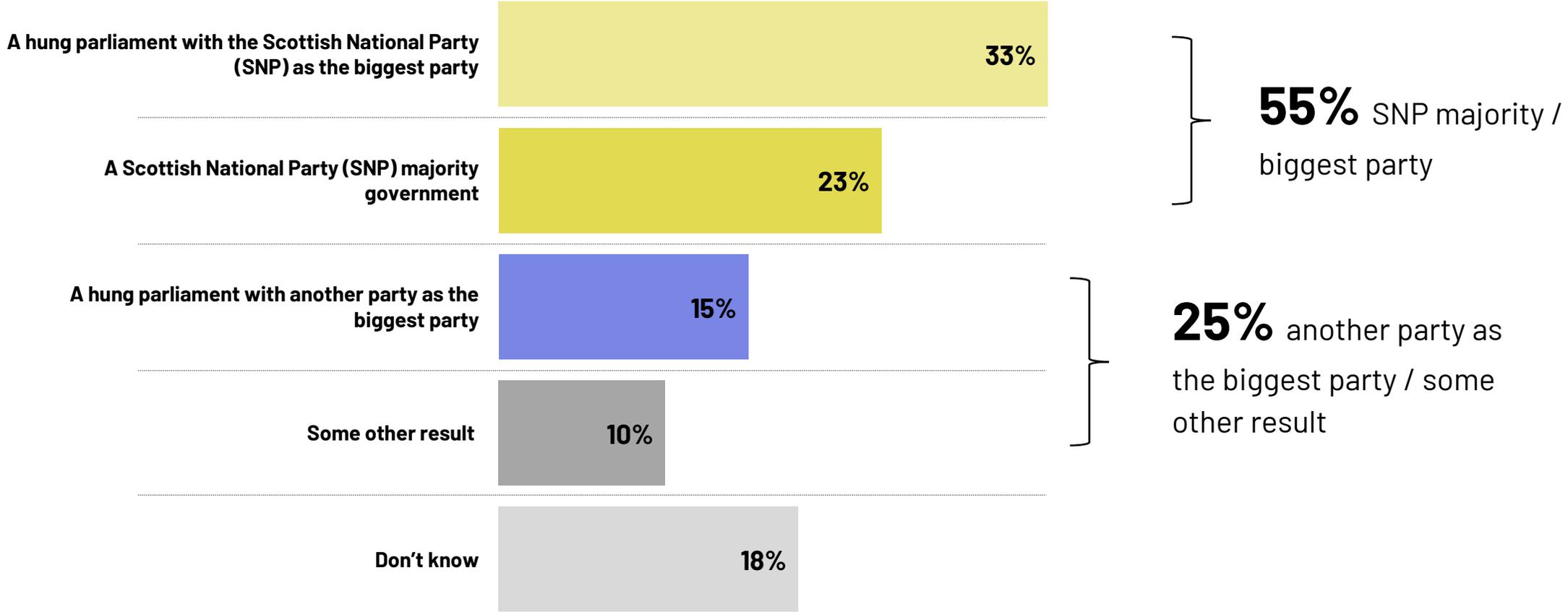


**Base:** 1,027 Online Scottish adults aged 16+, 6<sup>th</sup> – 16<sup>th</sup> March 2026, including 2021 Scottish Parliament Election SNP voters (328), Labour Party voters (156), Conservative Party voters (143).

**Source:** Ipsos Scotland | Political Pulse

# What will happen at the next Scottish Parliament election?

Thinking ahead to the next Scottish Parliament election, which of the following outcomes do you think is most likely?



Base: 1,027 Online Scottish adults aged 16+, 6th - 16th March 2026

Source: Ipsos Scotland | Political Pulse



# METHODS

- Ipsos interviewed a representative quota sample of 1,027 online adults aged 16+ in Scotland.
- Interviews took place online between 6<sup>th</sup> to 16<sup>th</sup> March 2026.
- Data has been weighted to the known offline population proportions.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories.
- All polls are subject to a wide range of potential sources of error.



## Scotland Political Pulse, March 2026

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