

26 017557 01 - SCOTLAND POLITICAL PULSE
01th-16th March 2024
PUBLIC
IPSS

17 Mar 2024

Table 3
DIRECT - Generally speaking, do you think things in Scotland are heading in the right direction or wrong direction?

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	510	496	121	245	148	271	181	211	290	319	412	411	228	115	333	641	366	629	408	220	361	428	212	188	74	177	212	174	93	83		
WEIGHTED BASE	1027	492	535	132	245	153	262	176	246	290	315	422	381	211	169	307	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*		
16-24	11%	11%	12%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	
Right direction	218	127	91	36	44	30	27	44	80	57	80	99	41	31	44	142	76	132	86	45	73	89	25	40	16	31	25	30	24	21	13		
	21%	26%	17%	28%	28%	20%	17%	21%	18%	28%	18%	19%	28%	20%	19%	17%	24%	17%	23%	19%	19%	18%	27%	20%	30%	19%	23%	20%	21%	18%	18%		
Wrong direction	527	246	281	59	74	74	79	79	97	134	153	240	180	130	92	145	290	237	276	251	131	217	156	73	65	56	59	63	69	65	74		
	52%	50%	53%	45%	47%	48%	49%	55%	58%	46%	49%	57%	47%	53%	55%	54%	49%	49%	49%	54%	54%	47%	59%	49%	49%	67%	40%	51%	49%	51%	56%		
Neither	212	102	110	13	33	35	43	36	53	45	78	89	81	41	32	57	122	90	117	95	51	82	69	22	19	8	39	29	32	31	28		
	21%	21%	21%	10%	10%	10%	10%	10%	10%	16%	20%	21%	21%	19%	19%	20%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%		
Don't know	68	24	47	22	7	6	6	6	6	28	1	13	18	16	11	19	24	29	27	27	17	31	14	3	9	3	13	5	11	8	8		
	6%	3%	9%	16%	4%	6%	6%	3%	3%	10%	7%	3%	5%	8%	6%	7%	6%	7%	7%	6%	7%	8%	4%	3%	7%	4%	6%	4%	7%	7%	6%		
Prefer not to say	7	3	3	1	1	2	-	-	-	3	4	-	3	*	1	2	4	3	3	3	1	2	2	1	*	-	3	2	1	-			
	1%	1%	1%	1%	1%	1%	-	-	-	1%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	-	2%	1%	1%	-	-		

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/z/AA/BB/CC/DD
Oversize 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026

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Table 2
DIRECT - Generally speaking, do you think things in Scotland are heading in the right direction or wrong direction?

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Right direction	218	138	78	32	63	46	65	51	70	49	47	73	145	8	32	8	121	138	24	109	30
	21%	21%	23%	17%	26%	19%	24%	21%	18%	25%	23%	25%	20%	6%	21%	15%	37%	25%	13%	33%	9%
															m	mno	r			t	
Wrong direction	527	348	166	100	132	133	120	125	217	92	92	133	394	114	79	32	117	231	135	124	239
	51%	53%	48%	53%	54%	56%	45%	51%	57%	47%	45%	46%	54%	80%	51%	63%	36%	45%	74%	37%	70%
														ppp	p	p			q		s
Neither	212	137	73	40	39	52	66	52	72	42	46	62	150	18	39	8	79	129	20	85	61
	21%	21%	21%	21%	16%	22%	24%	21%	19%	22%	22%	21%	20%	13%	25%	16%	24%	25%	11%	26%	18%
															m	m		r		t	
Don't know	63	36	26	18	12	8	15	16	19	10	19	21	42	3	5	3	10	21	3	14	9
	6%	5%	7%	9%	5%	3%	5%	7%	5%	5%	9%	7%	6%	2%	3%	5%	3%	4%	2%	4%	3%
Prefer not to say	7	3	1	-	-	*	4	-	4	2	1	1	5	-	1	1	*	2	-	1	1
	1%	*	*	-	-	*	2%	-	1%	1%	1	*	1%	-	*	1%	*	*	-	*	*

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 3
SNPELEC1 - Summary Table - How closely, if at all, have you been following news about...**

Base: Adults aged 16+ in Scotland

	The Scottish Parliament election taking place in May this year	The cost of living	The NHS in Scotland	Peter Murrell/ the Scottish National Party's finances
UNWEIGHTED BASE	1027	1027	1027	1027
WEIGHTED BASE	1027	1027	1027	1027
Very closely	223 22%	434 42%	283 28%	139 14%
Fairly closely	383 37%	448 44%	480 47%	287 28%
Not very closely	256 25%	93 9%	187 18%	300 29%
Not at all closely	139 14%	36 3%	58 6%	249 24%
Don't know	23 2%	13 1%	17 2%	44 4%
Prefer not to say	5 *	3 *	2 *	7 1%
Closely (NET)	605 59%	882 86%	763 74%	426 42%
Not closely (NET)	394 38%	129 13%	245 24%	549 53%
NET Difference	211 21%	753 73%	517 50%	-123 -12%

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Table 4
 SNPELEC_1 - How closely, if at all, have you been following news about...The Scottish Parliament election taking place in May this year

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	510	496	121	245	148	271	181	211	290	317	417	411	228	115	313	641	366	619	408	230	361	408	211	188	71	177	212	174	93	83		
WEIGHTED BASE	1027	492	535	132	158	103	162	176	240	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*		
16-24	11%	10%	12%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	
Very closely	22%	13%	31%	24%	30%	19%	39%	25%	27%	19%	18%	26%	27%	22%	16%	17%	25%	17%	22%	22%	21%	20%	20%	22%	22%	24%	24%	15%	27%	21%	19%		
Fairly closely	38%	19%	59%	35%	37%	37%	28%	37%	37%	36%	33%	42%	41%	35%	40%	31%	39%	35%	39%	38%	42%	38%	35%	38%	35%	38%	35%	39%	42%	42%	41%		
Not very closely	25%	10%	34%	26%	43%	46%	45%	43%	43%	48%	59%	48%	48%	58%	44%	73%	138%	117%	136%	119%	66%	113%	75%	30%	30%	20%	41%	34%	32%	28%	35%		
Not at all closely	13%	5%	3%	23%	13%	13%	10%	13%	13%	16%	15%	11%	9%	13%	15%	19%	11%	17%	13%	15%	22%	13%	8%	15%	10%	11%	10%	16%	13%	12%	14%		
Don't know	2%	6%	16%	6%	5%	3%	2%	-	-	1%	8%	2%	7%	3%	1%	12%	9%	13%	11%	12%	9%	8%	3%	4%	4%	1%	2%	3%	6%	2%	-		
Prefer not to say	5%	3%	1%	3%	-	1%	-	-	-	3%	1%	-	-	1%	3%	1%	1%	3%	3%	1%	3%	2%	-	-	1%	-	1%	-	-	3%	-		
Closely (NET)	60%	32%	90%	59%	68%	76%	85%	62%	64%	55%	51%	69%	68%	58%	57%	68%	64%	52%	61%	57%	49%	57%	60%	58%	58%	64%	60%	54%	60%	63%	60%		
Not closely (NET)	38%	67%	10%	41%	40%	40%	40%	38%	36%	40%	49%	32%	30%	41%	41%	47%	34%	43%	37%	40%	46%	41%	31%	39%	38%	34%	34%	34%	36%	34%	40%		
NET Difference	22%	16%	31%	18%	25%	5%	11%	24%	27%	19%	18%	37%	37%	27%	16%	26%	30%	24%	16%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/a/b - U/A - U/m/a - o/a - r/s - t/u/v - w/x/n/a/b/c/d/e
 Overlap formulae used. * small base

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Table 5
SNPELEC1_1 - How closely, if at all, have you been following news about...The Scottish Parliament election taking place in May this year

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	63%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very closely	223	157	64	28	54	61	59	40	93	34	45	62	161	44	33	14	98	124	52	98	78
	22%	24%	19%	15%	22%	26%	22%	20%	24%	17%	22%	21%	22%	31%	21%	27%	30%	24%	28%	30%	23%
Fairly closely	383	270	105	61	91	89	116	75	144	76	88	112	271	60	69	19	133	220	67	135	135
	37%	41%	31%	32%	37%	37%	43%	31%	38%	39%	43%	39%	37%	42%	44%	37%	41%	43%	37%	40%	40%
Not very closely	256	156	97	53	55	58	64	69	88	57	42	73	183	27	41	13	69	122	40	65	94
	25%	24%	28%	28%	23%	24%	24%	28%	23%	29%	21%	25%	25%	19%	26%	26%	21%	24%	22%	19%	27%
Not at all closely	139	68	64	37	39	28	24	42	49	24	24	40	99	12	11	5	26	43	21	34	31
	14%	10%	19%	20%	16%	12%	9%	17%	13%	12%	12%	14%	13%	8%	7%	10%	8%	8%	12%	10%	9%
Don't know	23	10	11	9	4	4	4	7	7	4	5	4	19	-	2	-	1	2	2	-	2
	2%	1%	3%	5%	2%	2%	2%	3%	2%	2%	2%	1%	3%	-	2%	-	*	*	1%	-	1%
Prefer not to say	5	1	1	1	1	-	1	3	1	1	-	-	5	-	-	-	-	-	-	1	-
	*	*	*	1%	*	-	*	1%	*	1%	-	-	1%	-	-	-	-	-	-	*	-
Closely (NET)	605	427	169	90	145	150	175	124	237	110	135	173	432	104	102	32	231	344	119	233	214
	59%	64%	49%	47%	59%	63%	65%	51%	62%	56%	66%	60%	59%	73%	65%	64%	71%	67%	65%	70%	63%
Not closely (NET)	394	225	161	90	95	86	88	110	137	81	66	113	282	39	52	18	95	166	62	99	125
	38%	34%	47%	48%	39%	36%	33%	45%	36%	41%	32%	39%	38%	27%	33%	36%	29%	32%	34%	30%	37%
NET Difference	211	202	8	-1	51	65	87	14	99	29	69	61	150	65	50	14	136	178	57	135	89
	21%	31%	2%	*	21%	27%	33%	6%	26%	15%	33%	21%	20%	46%	32%	28%	42%	35%	31%	40%	26%
		b	a	c	c	c	cd		g	g	g			no						t	

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 6
SNPELEC_2 - How closely, if at all, have you been following news about...The cost of living

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST				
UNWEIGHTED BASE	1007	510	496	121	245	148	271	181	211	290	33	413	411	218	115	433	64	380	629	378	220	361	426	21	188	74	177	212	174	9	13				
WEIGHTED BASE	1027	512	515	132	258	153	262	176	246	290	315	422	381	211	169	267	192	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*				
100%	434	238	195	56	69	65	70	77	97	115	135	124	165	97	65	108	262	172	256	178	98	171	143	48	61	44	57	48	57	56	59				
Very closely	42%	48%	37%	42%	44%	43%	43%	44%	40%	43%	43%	41%	43%	46%	39%	40%	44%	40%	45%	39%	40%	42%	43%	39%	46%	52%	39%	39%	40%	43%	44%				
Fairly closely	44%	39%	49%	35%	42%	42%	45%	43%	51%	39%	43%	48%	44%	46%	44%	42%	44%	43%	42%	46%	40%	44%	47%	56	49	33	66	55	64	57	63				
Not very closely	9%	9%	9%	11%	7%	10%	9%	11%	8%	8%	9%	9%	10%	7%	11%	9%	9%	8%	10%	9%	9%	10%	7%	11	11	7	17	15	14	7	10				
Not at all closely	3%	2%	4%	7%	3%	5%	2%	1%	-	1%	4%	1%	3%	1%	2%	8%	3%	10%	7%	6%	7%	2%	4	4	-	2	3	2	-	-					
Don't know	1%	4%	9%	4%	5%	2%	1%	-	1%	9%	4%	1%	3%	1%	2%	8%	3%	10%	7%	6%	7%	2%	4	4	-	2	3	2	-	-					
Prefer not to say	3%	-	-	-	-	-	-	-	-	3%	-	-	-	-	2%	-	-	3%	1%	1%	1%	-	-	-	-	-	-	-	-	-	-				
Closely (NET)	88%	87%	85%	78%	85%	83%	88%	86%	91%	82%	86%	89%	87%	92%	83%	82%	89%	82%	87%	84%	80%	86%	90%	84%	83%	91%	83%	83%	85%	87%	92%				
Not closely (NET)	12%	13%	15%	22%	15%	17%	14%	9%	9%	14%	13%	11%	12%	8%	13%	11%	11%	13%	13%	14%	14%	10%	13%	14%	9%	10%	15%	15%	14%	13%	8%				
NET Difference	79%	79%	73%	61%	68%	68%	77%	73%	81%	68%	73%	78%	78%	83%	68%	67%	79%	67%	74%	70%	65%	73%	81%	73%	70%	81%	68%	68%	71%	76%	83%				

Proportions/Means: Columns Totalled (% risk level) - a/b - U/Uh/h - U/A - U/m/h - p/h - r/s - U/v - w/v/A/B/C/D/E
Overline formulae used. * small base

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Table 7
SNPELEC1_2 - How closely, if at all, have you been following news about...The cost of living

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	61%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very closely	434	283	149	82	100	109	114	99	157	69	109	138	295	64	68	20	160	225	84	153	151
	42%	43%	43%	43%	41%	46%	42%	41%	41%	35%	53%	48%	40%	45%	44%	39%	49%	44%	46%	46%	44%
Fairly closely	448	300	138	76	117	98	118	109	172	91	76	114	334	65	69	22	143	241	78	149	154
	44%	45%	40%	40%	48%	41%	44%	45%	45%	46%	37%	39%	45%	45%	44%	44%	44%	47%	43%	45%	45%
Not very closely	93	65	25	17	21	20	24	19	38	25	12	25	68	9	14	9	18	39	15	20	29
	9%	10%	7%	9%	9%	8%	9%	8%	10%	13%	6%	9%	9%	7%	9%	17%	5%	8%	8%	6%	9%
Not at all closely	36	12	22	11	7	9	7	11	9	9	7	11	25	4	5	-	5	6	5	9	7
	3%	2%	6%	6%	3%	4%	3%	4%	2%	5%	3%	4%	3%	2%	3%	-	2%	1%	3%	3%	2%
Don't know	13	3	7	4	-	2	4	6	5	*	2	2	11	1	-	-	1	-	1	2	-
	1%	1%	2%	2%	-	1%	2%	2%	1%	*	1%	1%	2%	1%	-	-	*	-	*	1%	-
Prefer not to say	3	-	1	-	-	1	1	-	1	1	-	-	3	-	-	-	1	-	-	-	-
	*	-	*	-	-	1%	*	-	*	1%	-	-	*	-	-	-	*	-	-	-	-
Closely (NET)	882	582	287	157	217	207	232	208	329	160	185	252	630	129	137	42	303	466	162	302	305
	86%	88%	84%	83%	88%	87%	86%	85%	86%	82%	90%	87%	85%	90%	88%	83%	92%	91%	89%	91%	89%
Not closely (NET)	129	76	47	28	28	29	31	30	47	34	18	36	93	13	19	9	23	45	20	29	37
	13%	12%	14%	15%	12%	12%	12%	12%	12%	17%	9%	12%	13%	9%	12%	17%	7%	9%	11%	9%	11%
NET Difference	753	506	241	129	189	178	201	179	282	126	167	216	537	116	118	34	279	421	141	273	268
	73%	76%	70%	68%	77%	74%	75%	73%	74%	64%	81%	75%	73%	81%	76%	66%	85%	82%	77%	82%	78%

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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
01N-01TH MAR 2024
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17 Mar 2024

Table 8
SNPELEC_3 - How closely, if at all, have you been following news about...The NHS in Scotland

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE					SOCIAL GRADE 2				WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST						
UNWEIGHTED BASE	1027	513	514	121	245	158	271	181	213	290	319	412	411	228	115	313	641	386	643	408	230	361	448	211	188	74	177	222	174	93	43						
WEIGHTED BASE	1027	492	535	132	158	103	162	176	240	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*						
Very closely	288	145	143	39	39	44	32	33	53	82	83	65	135	321	53	42	67	174	109	162	122	42	103	105	36	26	20*	34*	26*	30*	32*	27*					
Fairly closely	480	229	251	41	77	71	84	81	126	118	154	207	181	104	63	133	285	195	256	224	102	194	161	52	65	36	72	52	64	67	67						
Not very closely	187	86	99	28	24	35	34	33	33	52	69	66	62	36	52	38	98	90	105	82	50	78	52	27	28	16	27	26	17	19	22						
Not at all closely	18	28	30	18	9	20	8	5	27	27	14	14	12	15	9	10	27	31	21	27	21	25	11	4	20	2	7	7	13	8	6						
Don't know	17	8	10	4	4	6	3	-	8	6	9	-	5	4	1	8	8	9	10	7	9	5	1	6	4	1	1	1	2	-	2						
Prefer not to say	2	1	1	2	-	-	-	-	2	-	-	-	1	-	1	-	1	1	1	1	-	1	-	-	-	-	1	1	-	-	-						
Closely (NET)	768	370	392	80	121	103	116	134	208	201	219	342	302	157	105	199	459	304	417	345	164	297	266	87	91	65	110	89	110	101	103						
Not closely (NET)	245	113	130	46	33	45	42	41	38	79	87	80	74	51	61	59	125	120	136	109	71	103	63	30	38	18	35	33	30	28	28						
NET Difference	523	256	262	34	89	58	74	93	170	122	133	263	227	106	43	140	334	184	281	237	92	194	202	57	53	46	76	56	80	72	76						
	50%	52%	49%	25%	56%	55%	60%	53%	70%	42%	42%	62%	60%	50%	26%	53%	56%	50%	53%	53%	38%	48%	61%	46%	40%	34%	55%	51%	45%	54%	56%						

Proportions/Means: Columns Totalled 100% (n=1027) - 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)/z)/AA)/BB)/CC)/DD)
Overlapping formulae used. * small base

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26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
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17 Mar 2026

Table 9
SNPELEC1_3 - How closely, if at all, have you been following news about...The NHS in Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very closely	283	200	83	44	72	72	77	58	109	50	65	91	192	50	44	16	100	145	56	101	101
	28%	30%	24%	23%	30%	30%	29%	24%	28%	26%	32%	31%	26%	35%	28%	32%	31%	28%	31%	30%	30%
Fairly closely	480	321	152	76	113	114	137	107	195	94	83	121	358	71	82	23	168	272	85	171	166
	47%	48%	44%	40%	46%	48%	51%	44%	51%	48%	40%	42%	49%	50%	52%	46%	51%	53%	47%	51%	49%
Not very closely	187	114	64	45	45	37	39	52	56	38	40	53	134	19	24	10	45	80	32	47	60
	18%	17%	19%	24%	18%	15%	14%	21%	15%	20%	20%	18%	18%	13%	15%	20%	14%	16%	18%	14%	18%
Not at all closely	58	22	33	18	10	15	11	19	16	11	13	18	39	3	6	1	12	15	8	15	12
	6%	3%	10%	9%	4%	6%	4%	8%	4%	5%	6%	6%	5%	2%	4%	1%	4%	3%	4%	4%	3%
Don't know	17	4	12	7	5	1	4	8	5	1	4	5	12	-	-	-	2	1	1	-	2
	2%	1%	3%	3%	2%	*	1%	3%	1%	*	2%	2%	2%	-	-	-	*	*	1%	-	*
Prefer not to say	2	1	-	-	-	1	1	-	1	1	-	1	1	-	-	-	1	-	-	-	-
	*	*	-	-	-	*	*	-	*	1%	-	*	*	-	-	-	*	-	-	-	-
Closely (NET)	763	521	234	121	186	186	214	166	304	145	148	213	550	121	126	40	268	417	141	272	267
	74%	79%	68%	63%	76%	78%	80%	68%	80%	74%	72%	73%	75%	85%	81%	78%	82%	81%	77%	82%	78%
Not closely (NET)	245	136	97	63	55	52	50	71	72	49	53	72	173	22	30	11	57	95	40	62	72
	24%	21%	28%	33%	22%	22%	18%	29%	19%	25%	26%	25%	24%	15%	19%	22%	17%	18%	22%	18%	21%
NET Difference	517	384	137	58	131	135	165	95	232	96	95	141	377	99	96	29	211	322	101	210	195
	50%	58%	40%	30%	53%	56%	61%	39%	61%	49%	46%	48%	51%	70%	61%	57%	64%	63%	55%	63%	57%

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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26 01557 01 - SCOTLAND POLITICAL PULSE
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17 Mar 2026

Table 10
 SNPELEC1_4 - How closely, if at all, have you been following news about...Peter Murrell/the Scottish National Party's finances

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	245	148	271	161	211	290	337	413	411	228	115	333	64	386	149	458	230	361	426	21	188	74	177	212	176	9	43	
WEIGHTED BASE	1027	492	535	132	258	153	262	176	246	290	315	422	381	211	169	267	92	435	165	462	245	404	331	124	132	84*	148	125	142	239*	131*	
Very closely	139	96	44	9	19	15	22	29	45	28	37	24	59	31	19	29	92	48	71	66	33	45	54	15	19	14	19	13	24	20	16	
	14%	19%	8%	7%	12%	10%	14%	16%	18%	10%	12%	18%	15%	16%	11%	11%	15%	11%	14%	14%	11%	16%	12%	14%	14%	16%	13%	10%	17%	16%	12%	
Fairly closely	287	139	148	21	39	32	42	58	95	60	74	53	135	57	34	61	192	95	161	126	57	104	121	30	37	25	33	34	38	36	52	
	28%	28%	28%	16%	24%	21%	26%	33%	39%	21%	23%	26%	35%	27%	20%	23%	32%	22%	29%	23%	23%	26%	24%	28%	26%	30%	22%	27%	27%	28%	30%	
Not very closely	300	131	167	49	54	58	40	45	60	97	98	105	107	68	53	73	174	126	175	126	71	121	91	43	36	29	48	37	39	42	25	
	29%	27%	31%	32%	34%	38%	23%	28%	24%	33%	31%	23%	28%	32%	32%	23%	29%	29%	31%	27%	29%	30%	35%	27%	35%	27%	34%	31%	30%	28%	32%	
Not at all closely	240	104	134	42	30	29	33%	54	43	45	72	80	88	65	47	50	87	112	137	121	128	71	112	55	30	28	23	37	34	32	39	
	24%	21%	27%	32%	19%	23%	33%	24%	18%	25%	28%	21%	17%	22%	30%	33%	19%	32%	21%	28%	17%	29%	28%	24%	21%	15%	23%	23%	28%	23%	29%	
Don't know	44	18	26	8	13	11	4	1	1	28	15	1	15	5	10	14	20	24	32	12	9	20	10	6	12	4	8	4	8	1	1	
	4%	4%	5%	6%	10%	9%	2%	1	*	10%	5%	*	4%	3%	6%	5%	3%	6%	6%	3%	4%	5%	3%	5%	9%	5%	5%	4%	5%	1%	-	
Prefer not to say	7	4	3	3	1	2	-	1	-	5	2	1	1	1	1	3	2	5	2	5	2	5	4	1	1	-	1	-	3	2	1	-
	1%	1%	1%	2%	1%	1%	-	*	-	2%	1%	*	*	1%	1%	1%	*	1%	*	1%	2%	*	*	-	1%	-	2%	2%	1%	-	-	
Closely (NET)	426	235	191	30	58	47	64	87	140	88	111	227	194	90	53	90	284	143	235	192	90	149	175	45	56	39	52	47	62	56	68	
	42%	48%	38%	23%	37%	31%	40%	49%	57%	30%	35%	54%	51%	43%	31%	34%	48%	31%	42%	41%	37%	37%	35%	42%	40%	46%	35%	37%	43%	44%	52%	
Not closely (NET)	549	235	311	85	84	94	88	88	105	109	107	103	122	115	103	160	288	203	295	264	142	234	245	71	64	64	41	85	71	72	71	64
	54%	48%	59%	65%	53%	61%	58%	50%	43%	54%	59%	46%	45%	54%	62%	60%	48%	61%	52%	55%	58%	58%	44%	59%	48%	49%	58%	57%	50%	55%	48%	
NET Difference	-123	*	-130	-55	-26	-45	-30	-1	35	-41	-76	34	22	-25	-51	-70	-1	-2	-130	-42	-52	-81	29	-28	-8	-3	-33	-25	-10	-15	4	
	-12%	*	-23%	-42%	-16%	-30%	-19%	-1%	14%	-28%	-24%	8%	6%	-12%	-30%	-26%	*	-28%	-11%	-13%	-21%	-21%	9%	-23%	-6%	-3%	-22%	-20%	-7%	-12%	1%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/m/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/n/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 11
SNPELEC1_4 - How closely, if at all, have you been following news about...Peter Murrell/the Scottish National Party's finances

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very closely	130	103	35	19	32	35	39	28	64	19	29	37	102	34	29	7	44	78	36	53	62
	14%	16%	10%	10%	13%	15%	15%	11%	17%	10%	14%	13%	14%	24%	18%	14%	13%	15%	20%	16%	18%
		b							i					p							
Fairly closely	287	224	61	39	69	71	91	60	115	49	63	77	210	68	52	16	107	173	65	103	127
	28%	34%	18%	21%	28%	30%	34%	24%	30%	25%	31%	27%	28%	47%	33%	33%	33%	34%	35%	31%	37%
		b					c							np							
Not very closely	300	185	111	47	77	68	80	67	103	72	58	93	207	29	42	13	101	142	43	98	82
	29%	28%	32%	25%	31%	28%	30%	27%	27%	37%	28%	32%	28%	20%	27%	26%	31%	28%	24%	30%	24%
									h					m							
Not at all closely	249	130	110	70	54	56	47	74	85	47	43	66	183	12	29	14	67	108	34	67	66
	24%	20%	32%	37%	22%	23%	18%	30%	22%	24%	21%	23%	25%	9%	18%	27%	20%	21%	19%	20%	19%
			a	def				h						m		m	m				
Don't know	44	20	21	15	11	9	9	12	15	7	10	14	31	-	5	1	7	10	5	11	4
	4%	3%	6%	8%	4%	4%	3%	5%	4%	3%	5%	5%	4%	-	3%	1%	2%	2%	2%	3%	1%
		a												m							
Prefer not to say	7	-	5	-	3	-	2	3	-	1	3	3	4	-	-	-	1	1	-	1	*
	1%	-	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	-	-	-	*	*	-	*	*
			a					h													
Closely (NET)	426	327	96	58	101	106	130	88	179	68	92	114	312	101	81	23	151	251	101	156	189
	42%	49%	28%	31%	41%	44%	48%	36%	47%	35%	45%	39%	42%	71%	52%	46%	46%	49%	55%	47%	55%
		b					c		gl					nod							s
Not closely (NET)	549	315	220	117	131	124	128	141	188	119	101	159	390	41	70	27	168	249	77	165	148
	53%	48%	64%	62%	53%	52%	48%	58%	49%	61%	49%	55%	53%	29%	45%	52%	51%	49%	42%	50%	43%
		a		f				hj						m	m	m	m				
NET Difference	-123	12	-124	-58	-30	-18	2	-53	-9	-51	-9	-45	-77	60	10	-3	-17	2	24	-9	42
	-12%	2%	-36%	-31%	-12%	-8%	1%	-22%	-2%	-26%	-4%	-16%	-11%	42%	7%	-6%	-5%	*	13%	-3%	12%
														npp	o			q			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
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 12
FAV1 - Summary Table - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?

Base: Adults aged 16+ in Scotland

	Russell Findlay, Leader of the Scottish Conservative and Unionist Party	Anas Sarwar, Leader of the Scottish Labour Party	John Swinney, Leader of the SNP and First Minister	Keir Starmer, Leader of the Labour Party, and Prime Minister	Kemi Badenoch, Leader of the Conservative Party	Alex Cole- Hamilton, Leader of the Scottish Liberal Democrats	Ross Greer, Co- leader of the Scottish Green Party	Gillian Mackay, Co- Leader of the Scottish Green Party	Nigel Farage, Leader of Reform UK	Donald Trump, President of the United States of America	Jeremy Corbyn, former leader of the Labour Party and founder of a new left-wing political party	Malcolm Offord, Leader of Reform UK Scotland	The Scottish Labour Party	The Scottish Conservative and Unionist Party	The Scottish Liberal Democrats	The Scottish Green Party	The Scottish National Party	Reform UK	Alba Party	Your Party
UNWEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027
WEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027	1027
Very favourable	41	31	105	39	39	28	50	53	84	53	44	48	48	38	34	69	149	85	19	54
Fairly favourable	4%	3%	10%	4%	4%	3%	5%	5%	8%	5%	4%	5%	5%	4%	3%	7%	15%	8%	2%	5%
Neither favourable nor unfavourable	238	244	203	199	197	347	268	264	125	91	196	199	246	224	348	244	180	151	251	234
Fairly unfavourable	23%	24%	20%	19%	19%	34%	26%	26%	12%	9%	19%	19%	24%	22%	34%	24%	18%	15%	24%	23%
Very unfavourable	19%	21%	14%	20%	18%	16%	14%	14%	11%	10%	17%	11%	21%	19%	20%	14%	13%	11%	17%	8%
Don't know	309	255	285	372	358	175	265	254	517	655	372	404	275	367	176	275	285	480	347	258
Prefer not to say	136	101	75	58	99	164	151	150	57	45	107	152	75	79	93	79	69	68	169	300
	13%	10%	7%	6%	10%	16%	15%	15%	6%	4%	10%	15%	7%	8%	9%	8%	7%	7%	16%	29%
	7	8	9	10	10	9	9	11	8	8	10	9	11	9	11	11	12	7	12	19
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Favourable (NET)	146	200	306	178	173	169	194	204	201	126	163	149	202	153	197	270	348	205	72	133
Unfavourable (NET)	49%	46%	42%	57%	53%	33%	39%	39%	62%	74%	54%	51%	48%	55%	37%	41%	41%	58%	51%	33%
NET Difference	-354	-273	-127	-404	-375	-168	-212	-194	-434	-632	-387	-370	-292	-408	-182	-153	-70	-391	-453	-208
	-34%	-27%	-12%	-39%	-37%	-16%	-21%	-19%	-42%	-62%	-38%	-36%	-28%	-40%	-18%	-15%	-7%	-38%	-44%	-20%

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.

Table 22 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Russell Findlay, Leader of the Scottish Conservative and Unionist Party
Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE						SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST					
UNWEIGHTED BASE	1007	510	496	121	245	158	271	181	213	290	337	413	218	315	333	641	356	129	408	220	361	426	215	188	74	177	222	176	93	83						
WEIGHTED BASE	1027	492	535	132	258	162	240	176	240	290	315	422	381	311	169	267	522	435	165	462	245	404	331	124	132	144	125	142	129*	131*						
100%	41%	52%	13%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%					
Very favourable	44	19	21	7	8	3	3	6	14	14	6	20	18	5	6	12	24	17	18	8	17	14	2	4	4	9	5	5	7	4						
Fairly favourable	4%	4%	4%	5%	5%	2%	2%	3%	3%	5%	2%	5%	5%	2%	3%	4%	4%	4%	3%	3%	4%	4%	4%	1%	3%	5%	6%	4%	3%	6%	3%					
10%	15%	15%	10%	7%	11%	6%	7%	10%	17%	9%	6%	14%	14%	10%	9%	7%	12%	7%	9%	8%	9%	13%	7%	7%	18%	8%	8%	17%	13%	17%						
Neither favourable nor unfavourable	23%	23%	24%	25%	27%	25%	23%	22%	21%	26%	23%	21%	24%	25%	24%	20%	24%	22%	25%	21%	21%	24%	23%	19%	21%	24%	24%	26%	25%	27%	22%					
Fairly unfavourable	19%	9%	9%	20%	28%	20%	27%	38%	37%	57%	69%	65%	71%	43%	33%	45%	113%	78%	111%	80%	43%	80%	62%	27%	27%	11%	32%	25%	19%	21%	26%					
19%	19%	18%	22%	18%	19%	20%	19%	19%	20%	22%	19%	19%	20%	19%	17%	19%	18%	20%	17%	18%	18%	19%	22%	22%	19%	22%	20%	20%	19%	16%	20%					
Very unfavourable	30%	17%	13%	31%	33%	39%	51%	72%	84%	64%	90%	155%	150%	64%	45%	90%	174%	135%	161%	146%	84%	108%	103%	40%	37%	27%	42%	36%	39%	36%	48%					
13%	10%	8%	23%	23%	28%	32%	42%	54%	65%	41%	56%	107%	106%	30%	27%	34%	29%	31%	29%	34%	27%	31%	33%	28%	33%	29%	29%	27%	28%	36%	36%					
Don't know	13%	34%	30%	24%	20%	32%	23%	16%	12%	53%	55%	28%	36%	35%	29%	45%	61%	75%	76%	60%	38%	62%	29%	23%	26%	6%	18%	15%	18%	11%	16%					
13%	7%	13%	18%	18%	21%	14%	7%	7%	18%	18%	7%	10%	12%	17%	17%	10%	17%	13%	13%	15%	10%	9%	18%	19%	8%	12%	12%	13%	8%	12%						
1%	1%	6%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%					
Prefer not to say	7%	1%	6%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%					
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%					
Favourable (NET)	14%	15%	14%	12%	10%	8%	8%	14%	23%	14%	8%	19%	19%	12%	12%	11%	10%	11%	13%	10%	11%	13%	10%	8%	10%	23%	14%	13%	21%	19%	10%					
14%	15%	14%	12%	10%	8%	8%	8%	14%	23%	14%	8%	19%	19%	12%	12%	11%	10%	11%	13%	10%	11%	13%	10%	8%	10%	23%	14%	13%	21%	19%	10%					
Unfavourable (NET)	40%	27%	22%	60%	61%	68%	91%	99%	121%	121%	159%	220%	181%	107%	78%	135%	288%	212%	274%	227%	127%	188%	164%	68%	65%	39%	75%	61%	58%	56%	75%					
40%	30%	23%	40%	38%	44%	56%	56%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%				
NET Difference	-36%	-18%	-16%	-4%	-3%	-5%	-7%	-7%	-6%	-80%	-133%	-141%	-111%	-81%	-58%	-105%	-191%	-163%	-203%	-151%	-90%	-136%	-106%	-58%	-51%	-19%	-55%	-45%	-29%	-32%	-61%					
-36%	-40%	-39%	-14%	-12%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%	-16%					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/a/n/b - U/A - U/m/f/a - o/a - r/s - t/u/v - w/x/n/a/n/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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 14
FAV1_22 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Russell Findlay, Leader of the Scottish Conservative and Unionist Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	41	27	14	11	8	10	11	14	14	5	8	10	31	20	7	3	2	12	15	6	19
	4%	4%	4%	6%	3%	4%	4%	6%	4%	3%	4%	4%	4%	14%	5%	5%	1%	2%	8%	2%	6%
Fairly favourable	105	78	27	12	29	26	33	20	42	22	22	31	74	50	20	8	11	47	35	14	68
	10%	12%	8%	6%	12%	11%	12%	8%	11%	11%	10%	11%	10%	35%	13%	15%	3%	9%	19%	4%	20%
Neither favourable nor unfavourable	238	160	74	47	44	61	66	50	86	56	45	82	156	57	37	13	48	111	45	48	106
	23%	24%	22%	25%	18%	26%	25%	21%	23%	29%	22%	28%	21%	40%	24%	26%	15%	22%	24%	14%	31%
Fairly unfavourable	191	134	48	26	49	39	52	37	71	29	53	56	135	8	42	11	69	101	34	68	57
	19%	20%	14%	14%	20%	16%	19%	15%	19%	15%	26%	19%	18%	6%	27%	22%	21%	20%	22%	20%	17%
Very unfavourable	309	186	118	65	90	71	70	95	118	52	44	63	247	4	40	10	173	200	38	166	65
	30%	28%	34%	34%	37%	30%	26%	39%	31%	27%	21%	22%	33%	3%	26%	19%	53%	39%	21%	50%	19%
Don't know	136	74	58	29	23	30	36	24	48	31	33	48	88	3	11	6	25	39	16	29	23
	13%	11%	17%	15%	9%	12%	13%	10%	12%	16%	16%	16%	12%	2%	7%	12%	8%	8%	9%	9%	7%
Prefer not to say	7	3	2	1	2	2	1	3	3	-	-	-	7	1	-	-	-	2	-	1	3
	1%	*	1%	*	1%	1%	*	1%	1%	-	-	-	1%	1%	-	-	-	*	*	*	1%
Favourable (NET)	146	105	41	23	37	36	44	34	56	27	30	42	104	70	27	10	13	59	50	20	86
	14%	16%	12%	12%	15%	15%	16%	14%	15%	14%	14%	14%	14%	49%	17%	20%	4%	12%	28%	6%	25%
Unfavourable (NET)	500	321	167	90	139	110	122	133	189	81	97	119	381	12	82	21	242	301	72	234	122
	49%	48%	49%	48%	57%	46%	45%	54%	49%	42%	47%	41%	52%	8%	52%	41%	74%	59%	39%	70%	36%
NET Difference	-354	-216	-125	-68	-102	-74	-78	-99	-133	-54	-67	-77	-277	58	-55	-11	-229	-242	-21	-214	-36
	-34%	-33%	-37%	-36%	-42%	-31%	-29%	-41%	-35%	-28%	-33%	-27%	-38%	41%	-35%	-21%	-70%	-47%	-12%	-64%	-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

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.

26 017557-01 - SCOTLAND POLITICAL PULSE
07th-16th March 2024
PUBLIC
IPSS

17 Mar 2024

Table 15
FAYL3_3 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Anas Sarwar, Leader of the Scottish Labour Party
Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1037	510	526	121	245	188	271	181	213	280	327	412	411	228	215	333	641	396	629	408	220	361	468	221	188	74	177	222	174	93	83	
WEIGHTED BASE	1027	492	535	132	158	153	162	176	240	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very favourable	31	22	9	6	9	5	1	3	7	15	6	10	16	5	5	5	21	10	22	9	4	8	18	5	3	3	7	2	3	5	3	
3%	5%	2%	5%	6%	3%	1%	2%	3%	5%	5%	2%	2%	4%	2%	3%	2%	4%	2%	4%	2%	2%	2%	6%	4%	3%	4%	5%	2%	2%	4%	2%	
Fairly favourable	169	87	82	23	31	25	18	25	35	45	44	71	73	37	28	31	110	59	96	73	30	69	66	24	21	11	27	25	20	15	27	
16%	16%	15%	18%	20%	17%	11%	15%	18%	19%	19%	14%	17%	19%	17%	17%	12%	19%	14%	17%	16%	12%	17%	20%	19%	16%	13%	18%	20%	14%	11%	20%	
Neither favourable nor unfavourable	244	104	139	35	45	31	44	39	51	80	74	90	94	58	27	65	152	92	140	104	53	88	86	28	26	19	38	33	40	35	24	
24%	21%	26%	26%	28%	20%	27%	22%	23%	27%	24%	21%	25%	28%	16%	24%	26%	26%	21%	25%	23%	22%	22%	26%	22%	20%	22%	26%	26%	28%	27%	18%	
Fairly unfavourable	218	109	109	25	28	26	34	43	62	53	61	105	87	43	41	47	130	88	115	103	51	90	69	22	28	22	32	23	28	33	28	
21%	22%	20%	19%	18%	17%	21%	24%	24%	19%	19%	24%	24%	24%	24%	24%	22%	24%	20%	22%	22%	22%	21%	18%	22%	22%	27%	22%	19%	19%	26%	21%	
Very unfavourable	235	144	191	20	18	39	45	58	75	88	84	133	84	52	44	76	135	120	129	130	81	93	70	29	32	22	29	33	37	31	41	
23%	29%	21%	15%	11%	25%	28%	33%	31%	13%	27%	32%	32%	22%	24%	26%	28%	23%	28%	23%	23%	23%	21%	24%	24%	24%	26%	20%	26%	26%	24%	31%	
Don't know	101	22	77	22	26	24	19	6	4	48	43	10	26	15	22	38	41	60	59	42	22	52	19	16	20	7	13	9	13	7	11	
10%	4%	14%	16%	17%	16%	12%	3%	2%	2%	17%	14%	2%	7%	7%	1%	14%	7%	14%	10%	9%	9%	13%	6%	13%	13%	9%	9%	7%	9%	6%	8%	
Prefer not to say	8	3	5	1	3	1	1	1	2	1	4	3	2	1	1	4	3	5	4	4	3	2	3	-	1	-	2	1	2	3	-	
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Favourable (NET)	200	109	91	29	41	30	19	29	52	70	49	81	89	42	33	36	131	69	118	83	34	78	84	28	25	14	34	27	23	20	29	
20%	22%	17%	22%	26%	12%	17%	21%	24%	24%	16%	19%	23%	23%	20%	20%	14%	22%	16%	21%	16%	14%	19%	25%	23%	19%	16%	23%	21%	16%	16%	22%	
Unfavourable (NET)	474	254	220	45	46	65	79	101	137	91	145	238	171	95	85	113	266	208	244	230	132	184	140	52	60	44	61	56	64	61	69	
46%	52%	41%	34%	43%	43%	49%	57%	69%	57%	31%	46%	56%	45%	45%	31%	46%	45%	48%	43%	43%	45%	42%	42%	42%	45%	41%	41%	45%	45%	50%	52%	
NET Difference	-273	-145	-129	-16	-5	-35	-60	-73	-86	-21	-96	-157	-82	-53	-53	-87	-135	-139	-136	-147	-97	-106	-55	-24	-36	-31	-37	-29	-42	-44	-39	
-27%	-29%	-24%	-12%	-3%	-23%	-37%	-41%	-35%	-2%	-30%	-37%	-21%	-23%	-23%	-32%	-23%	-23%	-22%	-22%	-22%	-22%	-22%	-24%	-25%	-27%	-31%	-29%	-29%	-34%	-30%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/y/h - (i)/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/z/A/B/C/D/E
Overline format 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 16
FAV1_3 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Anas Sarwar, Leader of the Scottish Labour Party

Base: Adults aged 16+ in Scotland

	TENURE			INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014	
	TOTAL	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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	24%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	31	23	8	5	5	7	13	5	10	5	11	14	17	6	15	1	5	19	4	9	13
	3%	3%	2%	2%	2%	3%	5%	2%	3%	3%	5%	5%	2%	4%	10%	1%	1%	4%	2%	3%	4%
Fairly favourable	169	113	55	24	41	40	50	35	62	38	35	52	117	20	58	12	44	101	20	48	73
	16%	17%	16%	13%	17%	17%	19%	14%	16%	19%	17%	18%	16%	14%	37%	23%	13%	20%	11%	14%	22%
Neither favourable nor unfavourable	244	159	83	47	61	57	65	58	91	47	48	76	168	29	45	12	67	127	31	70	80
	24%	24%	24%	25%	25%	24%	24%	24%	24%	24%	24%	26%	23%	20%	29%	24%	20%	25%	17%	21%	24%
Fairly unfavourable	218	152	57	32	55	51	60	48	94	35	42	47	171	38	19	13	86	109	52	80	74
	21%	23%	17%	17%	22%	21%	23%	20%	24%	18%	20%	16%	23%	27%	12%	26%	26%	21%	28%	24%	22%
Very unfavourable	255	165	86	60	63	56	52	78	94	45	39	58	197	46	13	9	111	134	65	109	82
	25%	25%	25%	32%	26%	23%	19%	32%	24%	23%	19%	20%	27%	32%	9%	18%	34%	26%	36%	33%	24%
Don't know	101	46	52	21	18	26	25	18	29	24	30	41	60	2	6	4	14	18	10	15	15
	10%	7%	15%	11%	7%	11%	9%	7%	8%	12%	14%	14%	8%	2%	4%	7%	4%	4%	6%	5%	4%
Prefer not to say	8	4	2	1	2	2	3	3	3	1	1	1	7	1	-	-	1	3	-	2	3
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	*	1%	1%	-	-	*	*	-	1%	1%
Favourable (NET)	200	136	63	29	46	48	64	40	72	43	46	66	134	26	73	13	49	120	24	57	86
	20%	21%	19%	15%	19%	20%	24%	16%	19%	22%	22%	23%	18%	18%	47%	25%	15%	23%	13%	17%	25%
Unfavourable (NET)	474	317	143	92	118	107	113	126	187	80	81	106	368	84	33	22	197	243	117	189	156
	46%	48%	42%	49%	48%	45%	42%	51%	49%	41%	39%	36%	50%	59%	21%	44%	59%	48%	64%	57%	46%
NET Difference	-273	-181	-79	-64	-72	-59	-49	-86	-115	-38	-35	-39	-234	-58	40	-10	-148	-123	-93	-132	-70
	-27%	-27%	-23%	-34%	-29%	-25%	-18%	-35%	-30%	-19%	-17%	-14%	-32%	-41%	26%	-19%	-45%	-24%	-51%	-40%	-20%

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 17
FAYE_20 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? John Swinney, Leader of the SNP and First Minister

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2				WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST					
UNWEIGHTED BASE	2027	910	1117	121	245	338	271	181	213	290	319	412	411	224	115	313	641	386	629	408	220	361	468	211	188	74	177	212	174	93	83					
WEIGHTED BASE	2027	910	1117	121	245	338	271	181	213	290	319	412	411	224	115	313	641	386	629	408	220	361	468	211	188	74	177	212	174	93	83					
Very favourable	100	54	51	12	17	9	16	23	28	29	25	51	41	26	14	23	67	37	56	48	29	29	38	13	9	8	18	11	16	16	11					
	10%	11%	10%	9%	11%	6%	10%	13%	13%	10%	8%	12%	11%	13%	8%	9%	11%	9%	10%	10%	12%	7%	11%	11%	7%	9%	9%	13%	9%	12%	12%	8%				
Fairly favourable	202	105	97	23	41	31	34	33	40	63	65	73	96	38	30	38	134	68	134	67	27	79	89	28	31	16	28	20	29	19	20					
	20%	21%	18%	17%	20%	20%	21%	19%	18%	22%	21%	17%	20%	18%	18%	14%	21%	16%	24%	15%	11%	20%	27%	23%	24%	19%	19%	16%	21%	15%	22%					
Neither favourable nor unfavourable	209	88	114	32	46	32	34	24	34	78	66	58	66	48	25	63	114	88	119	84	45	84	65	19	18	14	40	32	21	26	31					
	20%	18%	21%	24%	20%	21%	21%	14%	14%	27%	21%	14%	17%	23%	15%	24%	19%	20%	21%	18%	18%	21%	20%	16%	14%	17%	27%	26%	15%	20%	23%					
Fairly unfavourable	149	78	70	10	14	25	25	25	41	33	51	65	54	31	27	37	85	64	74	74	42	50	50	16	19	17	20	23	24	17	11					
	14%	10%	13%	14%	9%	17%	16%	14%	16%	11%	16%	15%	14%	15%	16%	14%	14%	11%	13%	16%	17%	12%	15%	15%	14%	20%	14%	18%	17%	14%	8%					
Very unfavourable	285	143	141	25	20	30	43	67	100	45	73	167	102	57	54	71	160	125	135	149	77	122	74	33	34	25	32	32	39	40	48					
	28%	29%	27%	19%	12%	19%	27%	38%	41%	15%	23%	40%	27%	27%	32%	27%	27%	24%	15%	15%	11%	10%	10%	27%	26%	22%	20%	14%	27%	31%	36%					
Don't know	78	20	58	18	20	23	9	3	1	39	32	5	21	8	16	31	28	47	43	34	22	36	14	13	19	5	7	6	10	9						
	7%	4%	10%	14%	13%	6%	2%	1%	1%	13%	10%	1%	5%	4%	10%	5%	5%	11%	7%	7%	9%	9%	4%	1%	1%	1%	1%	1%	1%	1%	1%					
Prefer not to say	9	3	6	3	3	1	1	2	2	3	4	3	2	2	1	4	4	5	4	5	3	2	2	1	1	1	1	1	1	1	1					
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%					
Favourable (NET)	106	54	52	12	17	9	16	23	28	29	25	51	41	26	14	23	67	37	56	48	29	29	38	13	9	8	18	11	16	16	16					
	10%	12%	10%	10%	11%	10%	11%	13%	13%	10%	8%	12%	11%	13%	8%	9%	11%	9%	10%	10%	12%	7%	11%	11%	7%	9%	9%	13%	9%	12%	12%	8%				
Unfavourable (NET)	433	222	212	44	34	55	68	91	141	78	124	232	156	88	81	108	244	189	210	223	119	173	124	50	53	42	52	55	63	58	59					
	42%	45%	40%	33%	22%	36%	42%	52%	57%	27%	39%	55%	41%	42%	48%	41%	41%	43%	37%	48%	49%	43%	38%	40%	40%	50%	35%	44%	44%	45%	44%					
NET Difference	-127	-62	-64	-9	24	-15	-19	-35	-72	14	-34	-108	-19	-24	-36	-48	-43	-84	-19	-108	-63	-65	2	-8	-12	-18	-5	-24	-16	-23	-19					
	-12%	-13%	-12%	-7%	10%	-10%	-12%	-20%	-39%	5%	-11%	-25%	-5%	-11%	-22%	-18%	-7%	-19%	-3%	-23%	-26%	-16%	1%	-7%	-9%	-22%	-4%	-19%	-11%	-18%	-15%					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/y/h - i/j/A - Vm/h/o - p/q - r/s - t/u/v - w/x/A/A/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 18
FAV1_20 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? John Swinney, Leader of the SNP and First Minister

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	105	68	37	18	31	14	30	30	33	20	22	32	73	2	6	5	79	73	7	66	12
	10%	10%	11%	10%	13%	6%	11%	12%	9%	10%	11%	11%	10%	1%	4%	10%	24%	14%	4%	20%	3%
					e											mno	r		t		
Fairly favourable	202	132	69	28	45	56	66	38	65	51	47	71	131	10	24	4	124	132	21	117	33
	20%	20%	20%	15%	18%	23%	24%	16%	17%	26%	23%	24%	18%	7%	15%	7%	38%	26%	11%	35%	10%
							c		gh			l		m		mno	r		t		
Neither favourable nor unfavourable	203	116	81	48	53	34	56	52	68	35	47	63	140	11	34	5	64	98	24	70	41
	20%	18%	24%	25%	21%	14%	21%	21%	18%	18%	23%	22%	19%	8%	22%	9%	20%	19%	13%	21%	12%
			a	e										m		mnp			t		
Fairly unfavourable	149	105	42	30	32	32	35	40	62	22	25	35	113	19	29	17	31	79	26	41	63
	14%	16%	12%	16%	13%	13%	13%	17%	16%	11%	12%	12%	15%	13%	19%	34%	10%	15%	14%	12%	18%
			p											p		mnp				s	
Very unfavourable	285	205	72	46	69	82	62	66	131	45	42	54	231	99	59	20	19	118	100	27	186
	28%	31%	21%	24%	28%	34%	23%	27%	34%	23%	20%	18%	31%	69%	38%	39%	6%	23%	55%	8%	54%
		b				cf			ij				k	nop	p	p	q		a		s
Don't know	75	34	38	16	13	20	18	12	21	21	21	35	40	3	4	1	10	11	5	12	5
	7%	5%	11%	9%	5%	8%	7%	5%	6%	11%	10%	12%	5%	2%	2%	1%	3%	2%	3%	4%	2%
			a						gh		gh	l									
Prefer not to say	9	3	3	2	3	1	2	5	2	1	1	1	8	-	-	-	-	2	-	1	2
	1%	*	1%	1%	1%	*	1%	2%	*	1%	*	*	1%	-	-	-	-	*	-	*	1%
Favourable (NET)	306	199	106	47	76	70	96	68	98	71	69	102	204	12	30	9	203	204	27	183	45
	30%	30%	31%	25%	31%	29%	36%	28%	26%	36%	34%	35%	28%	8%	19%	17%	62%	40%	15%	55%	13%
							c		h		h	l		m		mno	r		t		
Unfavourable (NET)	433	309	114	77	101	115	97	107	193	67	67	89	344	118	89	37	50	197	126	67	248
	42%	47%	33%	41%	41%	48%	36%	44%	51%	34%	32%	31%	47%	82%	57%	72%	15%	38%	69%	20%	73%
		b				f		j	ii				k	np	p	p	q		a		s
NET Difference	-127	-110	-8	-30	-25	-45	-1	-38	-95	4	3	13	-140	-106	-58	-28	153	7	-99	116	-203
	-12%	-17%	-2%	-16%	-10%	-19%	*	-16%	-25%	2%	1%	5%	-19%	-74%	-37%	-55%	47%	1%	-54%	35%	-60%
																mno					

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 19
FAYL_a - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer, Leader of the Labour Party, and Prime Minister
Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	510	496	121	245	188	271	181	214	290	329	412	411	218	115	333	641	366	629	408	220	361	448	212	188	74	177	222	174	39	13		
WEIGHTED BASE	1007	492	512	132	245	193	262	176	240	290	315	422	381	211	169	307	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*		
Very favourable	39	21	18	6	11	8	1	6	6	18	9	12	19	5	10	6	23	16	24	15	9	8	20	4	15	1	8	3	5	4	2		
Fairly favourable	139	70	69	17	33	25	15	21	28	50	40	49	63	29	23	24	91	48	88	51	23	49	61	15	17	6	25	15	19	21	20		
Neither favourable nor unfavourable	199	92	106	34	29	28	33	33	42	63	61	75	83	48	25	44	131	68	111	89	34	87	67	16	26	15	36	30	27	23	23		
Fairly unfavourable	210	102	108	18	30	26	39	42	53	49	66	95	73	47	32	57	120	90	115	95	54	82	68	32	28	23	32	22	24	24	25	19*	
Very unfavourable	372	192	180	39	38	47	62	72	114	77	109	186	128	77	63	106	203	169	193	179	108	143	104	46	37	34	40	45	60	49	59		
Don't know	18	12	6	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Prefer not to say	10	3	7	3	3	3	3	3	2	3	5	2	1	1	1	1	2	7	4	5	2	5	2	-	2	-	1	1	2	3	-		
Favourable (NET)	178	91	86	23	44	33	16	27	34	67	49	61	81	33	33	30	114	63	111	66	33	58	82	19	28	7	32	19	24	25	22		
Unfavourable (NET)	182	94	88	15	24	21	27	26	34	36	47	71	40	15	12	27	67	47	54	43	21	24	16	17	13	8	17	13	14	14	17		
NET Difference	-4	-3	2	8	19	12	-11	1	0	31	2	-10	41	18	21	3	47	16	57	23	12	34	16	1	15	-10	15	4	10	11	7		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/y/h - i/j - k/l - m/n - o/p/q - r/s - t/u - v/w/x/y/z/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 20
FAV1_4 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Keir Starmer, Leader of the Labour Party, and Prime Minister

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	39	29	10	3	9	10	15	4	14	7	14	21	38	2	14	1	13	19	5	15	9
	4%	4%	3%	1%	4%	4%	6%	2%	4%	3%	7%	7%	2%	1%	9%	1%	4%	4%	3%	4%	3%
Fairly favourable	139	97	40	27	29	30	48	31	47	27	34	43	96	8	49	9	41	94	15	46	53
	14%	15%	12%	14%	12%	13%	18%	13%	12%	14%	17%	15%	13%	6%	31%	18%	12%	18%	8%	14%	16%
Neither favourable nor unfavourable	199	128	69	36	48	38	57	44	73	42	40	59	141	12	37	11	58	103	17	59	57
	19%	19%	20%	19%	20%	16%	21%	18%	19%	22%	19%	20%	19%	8%	23%	23%	18%	20%	10%	18%	17%
Fairly unfavourable	210	142	63	32	52	48	60	48	81	39	42	59	151	40	30	16	78	118	35	72	82
	20%	21%	18%	17%	21%	20%	22%	20%	21%	20%	21%	20%	20%	28%	19%	32%	24%	23%	19%	22%	24%
Very unfavourable	372	236	127	75	97	98	70	104	148	63	58	81	291	80	25	11	132	169	108	131	136
	36%	36%	37%	39%	39%	41%	26%	43%	39%	32%	28%	28%	40%	56%	16%	22%	40%	33%	59%	39%	40%
Don't know	58	25	31	16	7	13	17	11	15	17	16	28	31	1	2	2	6	6	3	9	2
	6%	4%	9%	8%	3%	5%	6%	4%	4%	9%	8%	10%	4%	*	1%	4%	2%	1%	1%	3%	*
Prefer not to say	10	5	2	2	2	3	2	3	4	1	1	-	10	-	-	-	-	2	-	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	-	-	-	-	*	-	*	1%
Favourable (NET)	178	126	50	29	38	41	63	35	60	34	49	64	114	10	63	10	54	114	20	61	62
	17%	19%	15%	15%	16%	17%	23%	14%	16%	17%	24%	22%	15%	7%	40%	20%	16%	22%	11%	18%	18%
Unfavourable (NET)	582	378	191	107	149	145	130	151	229	102	100	140	442	120	55	27	210	287	143	203	218
	57%	57%	56%	57%	61%	61%	48%	62%	60%	52%	49%	48%	60%	84%	35%	54%	64%	56%	78%	61%	64%
NET Difference	-404	-253	-140	-78	-111	-105	-67	-117	-169	-68	-51	-76	-328	-110	8	-17	-156	-174	-123	-142	-156
	-39%	-38%	-41%	-41%	-45%	-44%	-25%	-48%	-44%	-35%	-25%	-26%	-45%	-77%	5%	-34%	-48%	-34%	-68%	-43%	-46%

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

26 017557 01 - SCOTLAND POLITICAL PULSE
01th-06th WAVE 2026
PUBLIC
IPSS

17 Mar 2026

Table 23
FAYL_23 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Kemi Badenoch, Leader of the Conservative Party

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST			
UNWEIGHTED BASE	1007	516	490	123	245	188	271	181	213	290	327	412	411	218	215	313	641	366	629	378	230	361	428	212	188	74	177	222	174	93	83			
WEIGHTED BASE	1000	492	508	132	258	193	262	176	240	290	315	422	381	211	169	267	592	405	565	462	245	404	331	124	132	84*	148	125	142	129*	131*			
Very favourable	39	3%	4%	4%	4%	3%	1%	3%	7%	3%	2%	5%	4%	3%	4%	4%	4%	4%	4%	4%	3%	3%	5%	4%	2%	2%	3%	3%	4%	4%	3%	8%		
Fairly favourable	135	64	70	17	18	12	23	25	38	35	35	64	65	29	20	21	94	41	59	37	36	59	7	16	18	18	13	28	22	10	20			
Neither favourable nor unfavourable	197	91	105	31	35	24	23	31	53	66	47	84	74	41	26	55	115	82	97	100	39	91	57	18	22	13	28	30	26	31	26			
Fairly unfavourable	190	92	98	10	30	20	32	34	46	49	61	69	41	41	30	51	100	81	107	83	42	84	59	26	26	20	23	23	22	28	21			
Very unfavourable	168	79	89	18	42	26	36	39	56	57	72	84	80	32	156	135	195	148	207	151	85	133	122	51	46	23	54	43	47	34	57			
Don't know	99	20	79	20	27	21	15	8	6	47	38	13	21	17	23	37	38	60	56	42	30	47	16	17	16	6	18	10	12	7	9			
Prefer not to say	10	4	6	0	0	0	0	0	0	4	4	2	1	3	1	5	4	6	4	6	3	3	0	-	3	-	1	2	1	-				
Favourable (NET)	174	84	93	24	37	25	31	36	45	42	87	81	35	26	31	116	117	94	80	46	47	75	12	18	21	23	17	34	26	21	15%			
Unfavourable (NET)	53%	26%	32%	5%	7%	8%	9%	10%	13%	13%	18%	21%	21%	16%	16%	12%	20%	13%	17%	17%	19%	12%	23%	10%	14%	15%	11%	13%	14%	20%	15%			
NET Difference	-37%	-21%	-19%	-3%	-4%	-7%	-7%	-7%	-7%	-4%	-14%	-14%	-12%	-8%	-6%	-10%	-20%	-17%	-22%	-15%	-12%	-10%	-4%	-4%	-4%	-2%	-4%	-5%	-4%	-6%	-5%			

Proportions/Means: Columns Total (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/z/AA/BB/CC/EE
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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
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17 Mar 2026

Table 22
FAV1_23 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Kemi Badenoch, Leader of the Conservative Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	39	31	7	8	4	10	15	7	15	9	8	11	28	24	5	1	2	19	14	7	23
	4%	5%	2%	4%	2%	4%	5%	3%	4%	4%	4%	4%	4%	17%	3%	2%	1%	4%	8%	2%	7%
							d							nop	p			q		s	
Fairly favourable	135	99	33	17	35	36	39	27	52	29	28	44	91	53	22	7	23	53	44	27	68
	13%	15%	10%	9%	14%	15%	15%	11%	13%	15%	14%	15%	12%	37%	14%	13%	7%	10%	24%	8%	20%
		b												nop	p			q		s	
Neither favourable nor unfavourable	197	132	62	43	45	50	40	47	79	39	32	49	148	46	26	16	40	88	44	41	88
	19%	20%	18%	23%	18%	21%	15%	19%	21%	20%	16%	17%	20%	32%	17%	31%	12%	17%	24%	12%	26%
														np	q			q		s	
Fairly unfavourable	190	126	61	28	50	43	49	46	73	30	41	50	140	9	39	13	68	95	32	63	62
	18%	19%	18%	15%	20%	18%	18%	19%	19%	15%	20%	17%	19%	6%	25%	25%	21%	19%	17%	19%	18%
														m	m	m	m	r		t	
Very unfavourable	358	223	130	72	94	76	96	100	132	66	60	91	268	7	59	10	179	233	43	172	89
	35%	34%	38%	38%	38%	32%	36%	41%	34%	34%	29%	31%	36%	5%	38%	20%	55%	46%	24%	52%	26%
								j						mo	m	mno		r		t	
Don't know	99	48	48	20	15	23	28	14	28	22	35	45	53	3	6	4	16	22	6	22	10
	10%	7%	14%	11%	6%	10%	10%	6%	7%	11%	17%	16%	7%	2%	4%	8%	5%	4%	3%	6%	3%
		a												l				4%		t	
Prefer not to say	10	3	2	2	2	2	2	4	3	1	1	1	9	-	-	-	-	2	-	1	2
	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	1%	-	-	-	-	*	-	*	1%
Favourable (NET)	173	131	40	25	39	45	54	33	67	37	36	55	119	77	27	8	24	72	58	34	91
	17%	20%	12%	13%	16%	19%	20%	14%	18%	19%	17%	19%	16%	54%	17%	15%	7%	14%	32%	10%	27%
		b												nop	p			q		s	
Unfavourable (NET)	548	349	190	100	143	119	145	146	205	96	102	140	408	16	98	23	247	328	75	235	151
	53%	53%	56%	53%	58%	50%	54%	60%	54%	49%	50%	48%	55%	11%	63%	45%	76%	64%	41%	71%	44%
								ii						mo	m	mno	r	t		t	
NET Difference	-375	-219	-150	-75	-104	-73	-91	-112	-138	-59	-66	-86	-290	61	-71	-15	-223	-257	-17	-201	-60
	-37%	-33%	-44%	-39%	-43%	-31%	-34%	-46%	-36%	-30%	-32%	-30%	-39%	43%	-46%	-30%	-68%	-50%	-9%	-60%	-18%
														o							

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



26 017557 01 - SCOTLAND POLITICAL PULSE
01N - 01N1 - 01N2
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17 Mar 2025

Table 23
FAYL_15 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Alex Cole-Hamilton, Leader of the Scottish Liberal Democrats

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE						SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST				
UNWEIGHTED BASE	1037	510	526	121	245	188	271	181	213	290	329	412	411	228	115	313	641	396	649	408	220	361	468	215	188	74	177	212	174	99	83				
WEIGHTED BASE	1027	492	535	132	258	193	262	176	240	290	315	422	381	211	169	307	652	435	565	462	245	404	331	124	132	54	148	152	142	129*	131*				
100%	100%	49%	51%	13%	25%	19%	26%	17%	24%	29%	31%	41%	37%	21%	17%	30%	64%	43%	56%	46%	24%	39%	33%	12%	13%	5%	14%	15%	14%	13%	13%				
Very favourable	28	18	10	5	6	3	-	4	14	9	4	13	4	7	5	16	12	16	12	11	6	8	-	6	5	5	3	5	2	3					
	3%	4%	2%	7%	3%	4%	2%	-	2%	5%	3%	1%	3%	2%	4%	2%	3%	3%	3%	3%	4%	2%	3%	-	4%	6%	4%	4%	2%	3%	2%				
Fairly favourable	141	69	73	18	37	21	15	32	38	36	36	69	80	24	11	36	104	37	76	65	18	53	62	15	16	14	17	22	24	23	10				
	14%	14%	14%	14%	14%	11%	14%	9%	16%	12%	12%	16%	21%	11%	7%	10%	16%	10%	14%	14%	7%	13%	13%	22%	12%	16%	12%	16%	12%	18%	7%				
Neither favourable nor unfavourable	347	185	161	41	65	36	69	57	80	106	104	137	134	79	49	85	213	155	190	157	81	131	120	42	34	32	57	43	50	37	50				
	34%	38%	30%	31%	41%	23%	42%	33%	32%	37%	33%	32%	35%	37%	29%	32%	36%	33%	34%	34%	33%	32%	36%	34%	26%	38%	39%	35%	35%	29%	37%				
Fairly unfavourable	162	80	82	16	22	31	15	28	49	39	47	77	48	36	35	43	84	78	85	77	42	63	51	15	27	12	23	16	21	21	28				
	16%	16%	16%	12%	14%	20%	10%	16%	20%	13%	15%	18%	13%	17%	21%	10%	14%	18%	15%	17%	17%	16%	16%	15%	12%	20%	15%	13%	15%	16%	21%				
Very unfavourable	175	99	77	19	35	28	25	33	56	35	52	88	56	35	56	46	91	84	97	78	54	68	47	25	24	14	24	19	24	20	25				
	17%	20%	14%	15%	19%	18%	15%	23%	28%	12%	17%	21%	15%	17%	23%	17%	15%	15%	17%	17%	22%	17%	14%	20%	18%	16%	16%	16%	17%	16%	19%				
Don't know	164	99	123	25	34	29	34	26	38	59	63	42	48	33	26	57	81	84	97	68	36	80	38	26	25	7	21	20	17	22	17				
	16%	16%	23%	19%	19%	22%	21%	16%	17%	20%	20%	10%	12%	16%	16%	21%	14%	19%	17%	15%	15%	20%	12%	21%	19%	9%	14%	14%	16%	17%	13%				
Prefer not to say	9	2	7	1	1	-	3	1	4	1	4	4	2	1	1	4	3	6	4	5	3	2	3	-	1	-	1	1	2	4	-				
	1%	1%	1%	1%	1%	-	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	3%	-				
Favourable (NET)	169	87	82	23	42	27	18	42	86	50	45	74	93	27	18	11	120	49	92	77	29	60	71	15	22	19	22	25	28	25	12				
	16%	18%	15%	21%	16%	18%	11%	18%	17%	17%	14%	17%	24%	13%	11%	12%	20%	11%	16%	17%	12%	15%	21%	12%	16%	22%	15%	20%	20%	19%	9%				
Unfavourable (NET)	137	179	159	36	37	59	40	61	104	73	99	165	104	71	73	89	176	162	182	155	96	131	99	40	50	26	47	35	44	41	53				
	13%	18%	13%	27%	23%	30%	25%	35%	42%	25%	31%	39%	27%	34%	43%	33%	30%	37%	32%	34%	39%	33%	30%	32%	38%	31%	32%	28%	31%	32%	40%				
NET Difference	-168	-92	-76	-8	-15	-32	-22	-29	-62	-23	-54	-92	-12	-44	-55	-58	-55	-113	-91	-78	-67	-72	-72	-25	-29	-7	-35	-11	-16	-16	-41				
	-16%	-19%	-14%	-6%	-10%	-17%	-14%	-17%	-25%	-8%	-17%	-22%	-3%	-21%	-33%	-22%	-9%	-26%	-18%	-17%	-27%	-18%	-8%	-20%	-22%	-9%	-17%	-9%	-11%	-13%	-15%				

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/z/AA/BB/CC/DE
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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
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Table 24
FAV1_15 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Alex Cole-Hamilton, Leader of the Scottish Liberal Democrats

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	38	18	9	6	7	3	10	3	6	10	8	16	12	2	3	8	3	10	5	7	6
	3%	3%	3%	3%	3%	1%	4%	1%	2%	5%	4%	5%	2%	1%	2%	16%	1%	2%	3%	2%	2%
Fairly favourable	141	103	37	22	28	32	49	35	54	19	34	35	106	22	30	23	38	95	13	46	58
	14%	16%	11%	11%	11%	13%	18%	14%	14%	9%	17%	12%	14%	16%	19%	46%	12%	18%	7%	14%	17%
Neither favourable nor unfavourable	347	223	118	67	72	80	101	84	130	65	68	96	251	49	54	10	124	180	56	113	119
	34%	34%	35%	35%	29%	34%	38%	34%	34%	33%	33%	33%	34%	34%	35%	21%	38%	35%	31%	34%	35%
Fairly unfavourable	162	112	47	27	51	51	22	37	65	34	26	46	116	27	34	5	54	80	42	58	60
	16%	17%	14%	14%	21%	21%	8%	15%	17%	17%	12%	16%	16%	19%	22%	9%	16%	16%	23%	17%	18%
Very unfavourable	175	103	67	35	50	37	38	46	66	33	30	40	135	27	16	1	76	90	43	72	55
	17%	16%	20%	18%	20%	15%	14%	19%	17%	17%	14%	14%	18%	19%	10%	1%	23%	18%	24%	22%	16%
Don't know	164	99	62	33	36	33	46	35	56	34	39	56	108	14	19	4	32	55	23	37	40
	16%	15%	18%	17%	15%	14%	17%	14%	15%	17%	19%	19%	15%	10%	12%	7%	10%	11%	13%	11%	12%
Prefer not to say	9	4	2	1	2	4	2	3	5	1	-	-	9	1	-	-	-	2	-	1	3
	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	*	-	*	1%
Favourable (NET)	169	121	46	28	35	35	59	38	60	29	42	51	118	24	33	31	42	105	18	52	64
	16%	18%	13%	15%	14%	15%	22%	16%	16%	15%	21%	17%	16%	17%	21%	62%	13%	20%	10%	16%	19%
Unfavourable (NET)	337	215	114	62	101	87	60	84	132	67	55	87	250	54	50	5	130	170	85	130	115
	33%	32%	33%	32%	41%	36%	22%	34%	34%	34%	27%	30%	34%	38%	32%	40%	47%	33%	47%	39%	34%
NET Difference	-168	-94	-69	-34	-66	-52	-1	-46	-72	-38	-13	-36	-132	-30	-17	26	-89	-66	-67	-78	51
	-16%	-14%	-20%	-18%	-27%	-22%	*	-19%	-19%	-19%	-6%	-13%	-18%	-21%	-11%	52%	-27%	-13%	-37%	-23%	-15%

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

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.



26 017557 01 - SCOTLAND POLITICAL PULSE
01th-01th WAVE 2026
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17 Mar 2026

Table 25
FAYL 16 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ross Greer, Co-Leader of the Scottish Green Party

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND Fife	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	245	188	271	181	219	296	329	412	411	228	115	613	641	386	619	420	220	361	468	215	188	74	177	222	174	93	83	
WEIGHTED BASE	1027	492	535	132	158	162	176	246	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*		
100%	100	49	51	13	15	16	17	24	29	31	41	37	21	16	26	57	43	56	46	24	40	33	13	13	8	14	12	13	13	13		
Very favourable	50	28	22	23	30	9	3	2	3	33	11	6	21	10	8	11	19	32	18	11	23	14	4	9	5	9	3	10	10	-		
	5%	6%	4%	18%	6%	6%	2%	1%	1%	13%	4%	1%	6%	5%	5%	4%	5%	4%	6%	4%	5%	6%	4%	3%	7%	6%	6%	3%	7%	8%		
Fairly favourable	143	71	73	21	28	17	29	24	25	49	45	49	71	30	14	38	102	42	88	56	21	44	75	16	18	16	22	12	19	14	23	
	14%	14%	14%	16%	18%	12%	18%	14%	10%	17%	14%	12%	19%	14%	8%	10%	17%	10%	16%	10%	8%	11%	23%	13%	13%	20%	15%	20%	14%	11%	18%	
Neither favourable nor unfavourable	268	142	125	28	56	40	38	52	54	84	79	105	94	63	40	72	157	112	152	116	66	109	81	34	36	14	44	44	26	28		
	26%	29%	24%	21%	35%	26%	24%	29%	23%	29%	25%	25%	25%	30%	24%	27%	26%	20%	27%	25%	27%	27%	24%	27%	27%	16%	30%	35%	29%	20%	21%	
Fairly unfavourable	140	57	83	10	19	21	28	20	41	29	49	62	48	28	27	37	76	64	78	62	39	51	44	18	19	13	18	15	20	23	13	
	14%	12%	16%	8%	12%	13%	16%	12%	17%	10%	16%	15%	13%	13%	16%	14%	13%	15%	14%	13%	16%	13%	13%	15%	14%	15%	12%	12%	14%	18%	9%	
Very unfavourable	265	152	113	19	39	30	34	61	39	38	64	164	158	47	48	66	151	114	125	140	70	105	79	33	35	25	29	31	35	36	52	
	26%	31%	21%	14%	25%	20%	21%	35%	25%	15%	20%	39%	37%	22%	29%	25%	25%	22%	22%	20%	28%	26%	24%	26%	15%	30%	20%	25%	24%	28%	30%	
Don't know	111	59	52	28	26	36	26	35	18	54	63	33	41	32	30	48	73	78	85	66	36	70	35	20	24	11	24	18	16	17		
	11%	8%	11%	2%	17%	18%	9%	7%	7%	19%	20%	8%	11%	15%	18%	18%	12%	15%	14%	14%	14%	11%	16%	16%	13%	16%	14%	11%	13%	13%		
Prefer not to say	9	2	7	2	1	3	1	2	2	3	4	3	2	2	1	4	6	4	5	4	3	2	2	-	2	-	2	1	2	3		
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	2%	1%		
Favourable (NET)	194	99	95	45	58	25	31	26	28	82	57	54	93	40	22	59	112	61	120	74	32	68	80	19	27	21	31	16	29	24	23	
	19%	20%	18%	34%	24%	17%	19%	15%	13%	28%	18%	13%	24%	19%	13%	19%	19%	14%	21%	16%	13%	17%	27%	16%	20%	26%	21%	13%	21%	19%	18%	
Unfavourable (NET)	405	209	196	29	59	38	50	62	81	47	113	225	152	75	75	103	227	178	203	202	109	116	123	51	44	38	47	46	54	59	64	
	39%	43%	37%	22%	24%	33%	33%	46%	39%	23%	36%	53%	40%	35%	45%	39%	38%	41%	36%	44%	44%	39%	37%	41%	33%	45%	32%	37%	38%	46%	48%	
NET Difference	-212	-111	-101	15	*	-25	-11	-55	-116	15	-56	-171	-59	-35	-53	-64	-95	-117	-81	-128	-77	-88	-34	-31	-17	-17	-17	-30	-25	-35	-41	
	-21%	-22%	-19%	12%	*	-16%	-19%	-31%	-47%	5%	-18%	-41%	-16%	-17%	-32%	-24%	-16%	-27%	-19%	-28%	-31%	-22%	-10%	-25%	-18%	-20%	-11%	-24%	-18%	-27%	-31%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/y/h - i/j/A - Vm/h/o - p/q - r/s - t/u/v - w/x/A/A/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 26
FAV1_16 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Ross Greer, Co-Leader of the Scottish Green Party

Base: Adults aged 16+ in Scotland

	TENURE		INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014		
	TOTAL	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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	50	28	22	12	11	6	17	9	7	19	15	19	31	3	2	3	14	17	9	15	2
	5%	4%	6%	6%	5%	2%	6%	4%	2%	10%	7%	7%	4%	2%	1%	6%	4%	3%	2%	5%	1%
							e			gh	h								t		
Fairly favourable	143	98	41	22	40	30	44	22	55	27	40	44	100	4	20	4	82	100	9	88	20
	14%	15%	12%	12%	16%	13%	17%	9%	14%	14%	19%	15%	14%	3%	13%	7%	25%	19%	5%	26%	6%
											g				m		mno	r		t	
Neither favourable nor unfavourable	268	155	108	62	58	58	70	83	94	42	49	77	191	16	45	10	113	151	28	101	79
	26%	23%	32%	33%	24%	24%	26%	34%	25%	22%	24%	27%	26%	11%	29%	20%	35%	29%	15%	30%	23%
			a					hj							m		mo	r		t	
Fairly unfavourable	140	97	41	20	34	39	35	27	61	27	25	39	101	22	26	9	46	70	34	42	52
	14%	15%	12%	11%	14%	16%	13%	11%	16%	14%	12%	13%	14%	16%	17%	18%	14%	14%	19%	13%	15%
Very unfavourable	265	193	67	43	68	74	59	70	110	47	38	60	206	89	45	18	46	120	96	55	154
	26%	29%	20%	23%	28%	31%	22%	29%	29%	24%	18%	21%	28%	63%	29%	35%	14%	23%	53%	17%	45%
			b				f							nop	p		p		q		s
Don't know	151	87	62	29	33	30	41	30	51	31	38	49	101	7	17	7	25	52	12	29	31
	15%	13%	18%	15%	13%	12%	15%	12%	13%	16%	19%	17%	14%	5%	11%	13%	8%	10%	7%	9%	9%
Prefer not to say	9	4	2	1	2	2	3	3	3	2	1	2	8	1	1	-	-	2	-	1	4
	1%	1%	1%	+	1%	1%	1%	1%	1%	1%	+	1%	1%	1	+	-	-	+	-	+	+
Favourable (NET)	194	127	62	34	51	36	62	31	62	46	54	63	130	6	22	7	97	117	12	104	22
	19%	19%	18%	18%	21%	15%	23%	13%	16%	23%	27%	22%	18%	4%	14%	13%	30%	23%	7%	31%	6%
							e			g	gh				m		mno	r		t	
Unfavourable (NET)	405	289	108	64	102	113	94	97	171	74	63	98	307	112	71	27	92	190	130	98	206
	39%	44%	32%	34%	41%	47%	35%	40%	45%	38%	31%	34%	42%	78%	46%	54%	28%	37%	71%	29%	60%
			b			cf								nop	p	p			q		s
NET Difference	-212	-163	-46	-29	-51	-77	-32	-66	-109	-28	-9	-35	-176	-105	-50	-20	5	-74	-118	6	-184
	-21%	-25%	-13%	-15%	-21%	-32%	-12%	-27%	-28%	-15%	-4%	-12%	-24%	-74%	-32%	-40%	1%	-14%	-65%	2%	-54%

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

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 27
FAYL 17 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Gillian Mackay, Co-Leader of the Scottish Green Party
Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENTARY REGION							
	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
UNWEIGHTED BASE	1027	916	121	245	158	271	181	213	280	323	412	411	228	115	313	64	386	629	408	220	361	448	221	188	74	177	222	174	99	83	
WEIGHTED BASE	1027	916	121	245	158	271	181	213	280	323	412	411	228	115	313	64	386	629	408	220	361	448	221	188	74	177	222	174	99	83	
Very favourable	59	27	24	11	9	2	2	4	35	12	7	24	12	8	9	36	17	29	24	8	28	17	5	9	6	8	5	9	9	-	
	5%	6%	5%	18%	7%	6%	1%	1%	12%	4%	2%	6%	6%	5%	3%	6%	4%	5%	5%	3%	7%	5%	4%	7%	7%	5%	4%	7%	7%	-	
Fairly favourable	151	81	70	23	31	23	26	22	54	49	48	75	27	15	34	102	49	98	53	28	42	75	15	20	15	27	15	19	15	23	
	15%	10%	13%	17%	20%	19%	16%	22%	19%	15%	11%	20%	13%	9%	19%	27%	11%	17%	11%	12%	23%	22%	15%	18%	12%	15%	18%	14%	13%	18%	
Neither favourable nor unfavourable	264	131	132	21	59	36	44	51	80	80	104	95	63	40	66	158	106	152	112	64	105	82	36	34	15	44	39	40	32	25	
	26%	27%	25%	16%	27%	24%	27%	29%	27%	26%	25%	25%	30%	24%	25%	27%	24%	27%	24%	26%	26%	25%	29%	25%	18%	30%	31%	28%	25%	19%	
Fairly unfavourable	144	70	73	19	15	24	22	41	35	47	62	52	26	21	44	79	65	83	60	38	57	44	15	19	13	17	13	20	21	23	
	14%	9%	14%	19%	14%	16%	17%	24%	14%	16%	15%	14%	14%	14%	16%	19%	15%	19%	14%	14%	14%	16%	14%	16%	14%	16%	17%	14%	17%	17%	
Very unfavourable	254	142	112	17	36	27	36	65	83	62	109	95	51	51	57	146	109	112	142	68	100	72	29	27	23	27	33	36	35	44	
	25%	20%	21%	13%	10%	17%	22%	35%	11%	20%	38%	25%	24%	31%	22%	25%	23%	20%	31%	28%	25%	22%	24%	20%	28%	19%	27%	25%	27%	33%	
Don't know	150	37	111	26	25	30	37	21	51	60	39	39	29	30	52	68	82	84	67	35	68	38	23	22	12	22	18	16	15	18	
	15%	8%	21%	20%	18%	20%	18%	10%	18%	19%	9%	10%	14%	18%	19%	12%	19%	15%	14%	14%	17%	11%	19%	17%	14%	15%	14%	11%	12%	14%	
Prefer not to say	11	3	8	2	1	3	2	2	3	5	3	2	2	2	5	4	7	7	4	4	4	1	2	2	-	2	1	2	3		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Favourable (NET)	204	108	96	46	42	32	28	34	89	60	55	98	40	23	43	138	66	127	77	35	70	93	20	29	21	35	21	29	24	23	
	20%	12%	18%	15%	17%	21%	17%	14%	21%	19%	13%	20%	12%	19%	14%	23%	15%	22%	15%	14%	17%	28%	16%	22%	25%	24%	17%	20%	18%	18%	
Unfavourable (NET)	188	112	106	36	32	55	58	82	68	109	221	147	77	73	73	101	224	114	106	202	106	137	44	45	36	45	47	56	56	67	
	19%	12%	13%	15%	20%	35%	32%	46%	23%	30%	52%	30%	18%	43%	38%	38%	40%	35%	44%	43%	39%	35%	30%	34%	43%	30%	37%	40%	44%	50%	
NET Difference	-134	-104	-80	10	11	-83	-30	-57	-109	-89	-146	-49	-37	-50	-58	-86	-108	-60	-125	-71	-87	-34	-24	-17	-15	-10	-26	-38	-32	-43	
	-13%	-11%	-12%	8%	7%	-12%	-18%	-31%	-44%	-7%	-15%	-19%	-13%	-18%	-20%	-15%	-20%	-12%	-27%	-20%	-21%	-10%	-12%	-15%	-18%	-7%	-21%	-19%	-20%	-31%	

Proportions/Means: Columns Totals (5% risk level) - a/b - c/d/n/y/h - (i)/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/n/n/c/g/e
Overall female used. * small base

This 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 28
FAV1_17 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Gillian Mackay, Co-Leader of the Scottish Green Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	53	31	22	14	11	7	17	11	11	19	12	20	33	5	2	4	15	18	4	18	3
	5%	5%	6%	8%	4%	3%	7%	5%	3%	10%	6%	7%	4%	3%	2%	7%	5%	4%	2%	5%	1%
				e					h											t	
Fairly favourable	151	99	46	15	46	30	52	26	52	29	43	49	101	5	23	3	87	104	9	94	20
	15%	15%	13%	8%	19%	13%	19%	11%	14%	15%	21%	17%	14%	3%	15%	6%	26%	20%	5%	28%	6%
				c			ce				gh				m		mno	r		t	
Neither favourable nor unfavourable	264	163	98	64	50	59	73	74	96	44	51	81	184	17	41	12	107	147	29	101	77
	26%	25%	29%	34%	20%	25%	27%	30%	25%	22%	25%	28%	25%	12%	26%	24%	33%	29%	16%	30%	23%
				d											m	m	m	r		t	
Fairly unfavourable	144	96	46	22	36	41	33	28	63	30	23	39	105	20	30	9	44	73	25	33	54
	14%	15%	13%	11%	15%	17%	12%	12%	16%	15%	11%	13%	14%	14%	19%	19%	14%	14%	14%	10%	16%
																					s
Very unfavourable	254	184	64	43	65	71	55	65	107	41	41	51	203	86	40	16	45	112	97	56	147
	25%	28%	19%	22%	27%	30%	21%	27%	28%	21%	20%	18%	28%	60%	26%	32%	14%	22%	53%	17%	43%
		b				f			j				k	nop	p	p		q		s	
Don't know	150	85	64	30	35	29	34	36	49	30	36	48	102	9	18	6	28	53	18	31	36
	15%	13%	19%	16%	14%	12%	13%	15%	13%	15%	18%	17%	14%	6%	12%	9%	9%	10%	10%	9%	10%
			a																		
Prefer not to say	11	4	4	2	3	2	4	3	4	3	1	1	9	1	1	-	-	3	-	1	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	-	-	1%	-	*	1%
Favourable (NET)	204	130	68	29	57	37	70	38	64	48	54	70	134	10	25	6	102	123	13	111	24
	20%	20%	20%	15%	23%	15%	26%	15%	17%	25%	27%	24%	18%	7%	16%	13%	31%	24%	7%	33%	7%
				e			ce		gh		gh		i		m		mno	r		t	
Unfavourable (NET)	398	280	109	64	101	113	89	94	170	71	63	90	308	106	71	26	90	185	123	89	201
	39%	42%	32%	34%	41%	47%	33%	38%	44%	36%	31%	31%	42%	74%	45%	51%	27%	36%	67%	27%	59%
		b			cf				j		k	nop	p	p	p		q	q		s	
NET Difference	-194	-151	-41	-35	-44	-76	-19	-56	-106	-23	-9	-21	-173	-96	-45	-19	13	-62	-110	22	-177
	-19%	-23%	-12%	-18%	-18%	-32%	-7%	-23%	-28%	-12%	-4%	-7%	-24%	-67%	-29%	-38%	4%	-12%	-60%	7%	-52%

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

Table 29
FAYL_24 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nigel Farage, Leader of Reform UK

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE					SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIAN	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST			
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)		
UNWEIGHTED BASE	1007	516	490	121	245	158	271	181	213	290	319	412	411	228	115	313	641	366	649	358	240	361	468	215	188	74	177	212	176	99	43			
WEIGHTED BASE	1007	492	515	132	245	158	271	181	213	290	319	412	411	228	115	313	641	366	649	358	240	361	468	215	188	74	177	212	176	99	43			
Very favourable	84	45	38	14	12	10	14	14	22	26	21	36	26	18	19	30	45	39	43	40	27	35	22	10	9	7	10	8	15	15	9			
Fairly favourable	118	64	56	11	27	18	32	18	31	38	30	49	47	29	27	65	52	73	46	28	45	38	14	13	12	13	14	19	12	20	15			
Neither favourable nor unfavourable	125	59	66	22	24	22	19	20	18	47	41	38	38	31	24	32	70	56	74	52	42	40	34	7	18	8	21	17	21	20	13			
Fairly unfavourable	118	58	60	8	9	8	8	8	8	27	24	27	42	16	21	38	58	59	66	52	37	46	34	18	27	12	13	21	14	20	12			
Very unfavourable	517	258	260	53	69	65	96	143	109	122	161	234	210	130	66	121	330	187	275	242	90	212	190	64	58	42	85	56	62	69	75			
Don't know	57	14	41	15	12	15	8	2	5	27	23	7	15	8	11	23	23	34	33	24	19	25	9	9	15	2	7	7	9	3	3			
Prefer not to say	8	3	6	3	-	4	-	2	1	3	4	2	2	-	1	5	2	7	3	6	3	2	3	1	2	-	1	1	-	-				
Favourable (NET)	201	107	96	25	39	27	34	33	52	65	52	85	73	37	44	110	91	114	87	56	80	60	24	22	10	22	22	34	27	29	20			
Unfavourable (NET)	635	310	325	66	83	85	110	121	109	149	195	291	251	136	87	159	388	247	341	294	126	218	224	81	75	55	97	77	76	79	87			
NET Difference	-434	-204	-230	-41	-44	-58	-86	-89	-117	-85	-144	-206	-180	-99	-43	-112	-279	-155	-227	-207	-70	-178	-164	-58	-53	-36	-75	-55	-43	-52	-58			
	-43%	-41%	-45%	-31%	-28%	-38%	-53%	-50%	-60%	-29%	-46%	-49%	-47%	-47%	-26%	-37%	-47%	-36%	-40%	-45%	-29%	-44%	-49%	-47%	-46%	-43%	-51%	-44%	-50%	-51%	-44%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/p/q/r - 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
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17 Mar 2026

Table 30
FAV1_24 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Nigel Farage, Leader of Reform UK

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	24%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	84	58	25	13	19	22	23	10	35	15	24	31	52	33	7	6	13	23	44	17	45
	8%	9%	7%	7%	8%	9%	9%	4%	9%	8%	12%	11%	7%	23%	5%	11%	4%	5%	24%	5%	13%
									e		e			np		p		q		s	
Fairly favourable	118	77	37	15	32	30	35	26	35	28	28	46	72	35	22	5	25	42	40	24	52
	11%	12%	11%	8%	13%	13%	13%	11%	9%	15%	14%	16%	10%	25%	14%	10%	8%	8%	22%	7%	15%
												t		np		p		q		s	
Neither favourable nor unfavourable	125	71	51	27	33	24	31	27	47	25	27	36	90	21	17	4	21	45	20	23	42
	12%	11%	15%	14%	14%	10%	11%	11%	12%	13%	13%	12%	12%	15%	11%	9%	6%	9%	11%	7%	12%
														p						s	
Fairly unfavourable	118	79	37	29	22	30	24	29	43	22	24	37	80	17	13	11	29	56	23	40	44
	11%	12%	11%	15%	9%	13%	9%	12%	11%	11%	12%	13%	11%	12%	9%	21%	9%	11%	13%	12%	13%
														pp						s	
Very unfavourable	517	354	157	86	132	123	139	136	206	89	87	115	402	33	95	23	231	335	50	222	150
	50%	53%	46%	45%	54%	51%	52%	56%	54%	46%	42%	40%	55%	23%	61%	45%	71%	65%	27%	67%	44%
		b						i	j			k		m		mno		r		t	
Don't know	57	21	34	18	6	9	14	14	14	13	16	24	33	3	1	2	7	9	5	8	6
	6%	3%	10%	9%	2%	4%	5%	6%	4%	7%	8%	8%	4%	2%	1%	4%	2%	2%	3%	2%	2%
		a						de			h	i									
Prefer not to say	8	3	3	3	1	1	3	3	3	2	-	1	8	-	-	-	2	2	1	-	2
	1%	*	1%	1%	1%	*	1%	1%	1%	1%	-	*	1%	-	-	-	1%	*	*	-	1%
Favourable (NET)	201	134	62	28	52	52	58	35	70	44	52	77	124	68	29	11	37	65	83	41	97
	20%	20%	18%	15%	21%	22%	21%	15%	18%	22%	25%	27%	17%	48%	19%	21%	11%	13%	46%	12%	28%
										gh		i		np		p		q		s	
Unfavourable (NET)	635	433	194	115	154	153	164	165	248	111	111	153	483	50	109	33	261	391	73	262	194
	62%	65%	57%	61%	63%	64%	61%	68%	65%	57%	54%	53%	65%	35%	69%	66%	80%	76%	40%	79%	57%
		b						ii	j			k		m		m	mno	r		t	
NET Difference	-434	-299	-132	-88	-102	-101	-106	-129	-179	-67	-58	-75	-359	18	-80	-22	-224	-326	11	-221	-97
	-42%	-45%	-39%	-46%	-42%	-42%	-39%	-53%	-47%	-35%	-28%	-26%	-49%	13%	-51%	-44%	-68%	-64%	6%	-66%	-28%

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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26-017557-01 - SCOTLAND POLITICAL PULSE
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Table 32
FAV1_25 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Donald Trump, President of the United States of America

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	33%	33%
Very favourable	53	34	19	13	9	9	18	14	11	12	15	24	28	17	5	5	8	11	24	10	22
	5%	5%	5%	7%	4%	4%	7%	6%	3%	6%	7%	8%	4%	12%	3%	10%	2%	2%	13%	3%	6%
Fairly favourable	73	48	24	9	21	12	28	17	20	16	19	25	48	24	9	-	22	24	31	28	26
	7%	7%	7%	5%	8%	5%	10%	7%	5%	8%	9%	9%	7%	17%	6%	-	7%	5%	17%	8%	7%
Neither favourable nor unfavourable	91	47	41	19	30	18	13	16	38	20	16	29	61	18	14	3	8	26	22	14	32
	9%	7%	12%	10%	12%	7%	5%	7%	10%	10%	8%	10%	8%	13%	9%	6%	2%	5%	12%	4%	9%
Fairly unfavourable	102	63	36	15	21	33	26	26	24	24	29	45	58	12	17	6	26	44	15	26	35
	10%	9%	10%	8%	9%	14%	10%	11%	6%	12%	14%	15%	8%	9%	11%	12%	8%	9%	8%	8%	10%
Very unfavourable	655	453	191	118	156	160	168	158	277	111	110	144	511	68	109	36	261	400	89	249	223
	64%	68%	56%	62%	64%	67%	62%	65%	72%	57%	54%	50%	69%	48%	70%	72%	80%	78%	49%	75%	65%
Don't know	45	13	32	15	8	6	12	11	9	10	15	22	24	3	1	-	3	6	1	6	3
	4%	2%	9%	8%	3%	3%	5%	4%	2%	5%	8%	7%	3%	2%	*	-	1%	1%	1%	2%	1%
Prefer not to say	8	4	1	1	1	2	4	2	3	2	1	1	7	-	1	-	-	1	-	-	1
	1%	1%	*	*	1%	1%	2%	1%	1%	1%	*	*	1%	-	*	-	-	*	-	-	*
Favourable (NET)	126	82	43	22	30	22	46	32	32	28	34	49	76	41	15	5	30	35	55	39	48
	12%	12%	12%	12%	12%	9%	17%	13%	8%	14%	17%	17%	10%	29%	9%	10%	9%	7%	30%	12%	14%
Unfavourable (NET)	757	516	226	133	177	192	194	184	300	135	139	189	569	80	126	42	287	444	105	275	258
	74%	78%	66%	70%	72%	80%	72%	75%	80%	79%	69%	65%	77%	56%	81%	83%	88%	87%	57%	82%	76%
NET Difference	-632	-434	-183	-111	-147	-171	-148	-152	-268	-107	-104	-139	-492	-39	-111	-37	-257	-408	-50	-236	-210
	-62%	-65%	-54%	-58%	-60%	-71%	-55%	-62%	-70%	-55%	-51%	-48%	-67%	-27%	-71%	-73%	-78%	-80%	-27%	-71%	-62%

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

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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01th-01th WAVE 2026
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Table 28 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Corbyn, former leader of the Labour party and founder of a new left-wing political party
Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE						SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIAN	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST			
UNWEIGHTED BASE	1027	516	510	121	245	338	271	181	213	290	329	412	411	228	113	313	641	386	629	408	220	361	448	212	188	74	177	212	174	99	113			
WEIGHTED BASE	1027	492	535	132	258	353	282	176	240	290	315	422	381	211	169	307	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*			
Very favourable	16%	16%	15%	11%	15%	17%	15%	17%	14%	15%	11%	15%	17%	11%	15%	21%	15%	12%	12%	15%	12%	15%	17%	11%	11%	15%	15%	17%	11%	11%	11%			
Fairly favourable	119	66	53	16	32	37	15	14	48	42	29	54	27	16	21	21	82	37	84	35	15	38	60	11	17	5	24	13	18	12	16			
Neither favourable nor unfavourable	196	91	104	24	47	26	34	31	71	61	65	70	40	31	55	110	86	115	81	43	74	68	29	20	20	35	25	18	29	21				
Fairly unfavourable	178	87	91	24	18	29	33	34	42	62	73	63	35	36	44	98	80	103	75	53	66	53	15	37	16	28	28	19	23	23	18			
Very unfavourable	176	104	72	18	18	11%	19%	20%	15%	20%	17%	16%	17%	22%	16%	17%	18%	18%	18%	22%	16%	16%	12%	28%	28%	19%	19%	15%	16%	18%				
Don't know	107	22	85	33	26	22	36	7	55	38	34	31	18	21	19	47	61	65	48	23	58	17	18	17	4	14	22	12	16	8				
Prefer not to say	10	3	7	1	1	1	3	1	2	5	3	1	2	1	6	9	3	7	5	3	5	2	-	2	-	1	1	2	4	-				
Favourable (NET)	163	87	76	27	42	35	21	21	69	56	38	71	44	19	29	115	48	113	50	25	52	79	15	21	10	32	17	26	15	24				
Unfavourable (NET)	144	78	66	24	27	26	27	27	71	64	67	69	36	36	44	98	80	103	75	53	66	53	15	37	16	28	28	19	23	23	18			
NET Difference	-81	-9	10	3	15	9	-6	-6	-2	-8	-29	2	8	-17	-25	17	-40	-10	-12	-28	-11	-13	12	-12	-16	-18	-13	-10	-7	-13				

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

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26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
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Table 34
FAV1_28 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Jeremy Corbyn, former leader of the Labour party and founder of a new left-wing political party

Base: Adults aged 16+ in Scotland

	TENURE			INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014	
	TOTAL	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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	63%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	44	30	14	7	11	8	14	11	10	7	15	21	23	1	15	4	12	20	6	21	6
	4%	5%	4%	4%	5%	4%	5%	5%	3%	3%	8%	7%	3%	1%	9%	8%	4%	4%	3%	6%	2%
Fairly favourable	119	81	36	19	26	32	38	23	41	24	30	41	78	4	25	1	62	74	6	63	17
	12%	12%	10%	10%	10%	13%	14%	10%	11%	12%	15%	14%	11%	3%	16%	1%	19%	15%	3%	19%	5%
Neither favourable nor unfavourable	196	115	76	46	40	40	54	42	69	45	40	60	136	20	28	7	65	106	21	73	51
	19%	17%	22%	24%	16%	17%	20%	17%	18%	23%	19%	21%	18%	14%	18%	14%	20%	21%	12%	22%	15%
Fairly unfavourable	178	120	55	32	49	37	47	44	62	32	40	57	120	11	37	12	59	101	25	61	62
	17%	18%	16%	17%	20%	16%	18%	18%	16%	16%	20%	20%	16%	8%	24%	23%	18%	20%	14%	18%	18%
Very unfavourable	372	258	108	63	97	96	83	100	171	55	46	68	304	103	48	21	109	180	121	94	192
	36%	39%	31%	33%	40%	40%	31%	41%	45%	28%	23%	24%	41%	73%	31%	42%	33%	35%	66%	28%	56%
Don't know	107	53	51	23	20	21	31	20	24	32	32	41	66	2	3	6	21	28	4	21	10
	10%	8%	15%	12%	8%	9%	11%	8%	6%	15%	15%	14%	9%	1%	2%	12%	6%	6%	2%	6%	3%
Prefer not to say	10	5	3	1	2	5	2	3	5	1	1	1	9	1	-	-	-	2	-	1	3
	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	*	*	1%	1%	-	-	-	*	-	*	1%
Favourable (NET)	163	111	50	26	37	40	52	34	51	31	46	62	101	5	40	5	74	95	12	84	23
	16%	17%	14%	13%	15%	17%	19%	14%	13%	16%	23%	21%	14%	4%	25%	9%	23%	19%	6%	25%	7%
Unfavourable (NET)	550	378	163	95	146	134	130	144	233	86	87	126	424	115	85	33	168	281	146	155	253
	54%	57%	47%	50%	59%	56%	48%	59%	61%	44%	42%	43%	58%	80%	54%	65%	51%	55%	80%	46%	74%
NET Difference	-387	-267	-113	-69	-109	-94	-79	-110	-182	-55	-40	-64	-323	-109	-45	-28	-94	-186	-134	-71	-231
	-38%	-40%	-33%	-36%	-44%	-39%	-29%	-45%	-48%	-28%	-20%	-22%	-44%	-77%	-29%	-55%	-29%	-36%	-73%	-21%	-68%

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

26 017557 01 - SCOTLAND POLITICAL PULSE
01th - 01th MAR 2026
PUBLIC
IPSS

17 Mar 2026

Table 30
FAYL 30 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Malcolm Offord, Leader of Reform UK Scotland
Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	516	490	121	245	188	271	181	213	290	329	412	411	228	115	313	641	366	629	408	220	361	408	221	188	74	177	222	174	99	83		
WEIGHTED BASE	1000	492	508	132	158	153	162	176	240	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	148	125	142	129*	131*			
Very favourable	48	30	17	10	4	6	7	30	11	14	14	21	20	3	9	15	23	25	23	24	18	15	13	6	6	4	7	3	10	6			
	5%	6%	3%	7%	2%	4%	4%	6%	4%	5%	4%	5%	5%	1%	6%	6%	4%	6%	4%	5%	8%	4%	4%	5%	4%	5%	5%	2%	7%	5%			
Fairly favourable	101	53	48	12	24	13	9	18	25	36	22	43	39	21	22	19	60	41	60	41	16	44	37	11	13	9	11	11	14	18	15		
	10%	11%	9%	9%	15%	8%	6%	10%	10%	12%	7%	10%	10%	10%	13%	7%	10%	9%	11%	11%	6%	11%	11%	9%	10%	11%	7%	8%	10%	14%	12%		
Neither favourable nor unfavourable	199	95	103	35	42	30	21	34	38	76	50	72	70	38	32	59	108	91	100	90	63	74	55	26	26	23	25	26	29	13	28		
	19%	19%	19%	26%	26%	20%	13%	20%	15%	26%	16%	17%	18%	18%	19%	22%	18%	21%	19%	19%	26%	18%	17%	21%	20%	28%	17%	20%	20%	10%	21%		
Fairly unfavourable	115	50	65	10	13	18	20	19	25	23	48	44	46	19	20	30	65	50	71	44	34	38	39	16	17	7	17	14	18	15	11		
	11%	10%	12%	7%	8%	12%	18%	11%	10%	8%	15%	10%	12%	9%	12%	11%	11%	12%	13%	10%	14%	9%	12%	18%	13%	8%	11%	11%	13%	12%	8%		
Very unfavourable	404	217	187	43	47	48	69	75	122	90	117	197	166	99	51	88	265	139	212	192	67	140	155	38	47	31	63	52	55	53	63		
	39%	44%	35%	33%	30%	31%	43%	43%	50%	31%	37%	47%	44%	47%	30%	33%	45%	31%	38%	42%	27%	40%	47%	31%	36%	37%	45%	42%	38%	41%	47%		
Don't know	112	44	68	22	28	35	24	39	23	50	60	43	39	29	32	51	68	83	86	66	45	60	30	27	22	10	24	19	16	21	10		
	11%	9%	10%	17%	18%	23%	13%	13%	9%	17%	19%	10%	10%	14%	19%	19%	12%	19%	15%	14%	18%	17%	9%	27	22	10%	16%	19%	16%	7%	7%		
Prefer not to say	9	2	7	1	1	3	1	2	2	1	5	2	2	1	1	5	6	3	6	3	5	2	4	2	1	1	1	2	1	3	1		
	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Favourable (NET)	148	84	64	21	28	19	16	28	36	49	35	64	59	24	32	34	83	56	83	50	34	59	50	17	19	13	18	13	23	24	22		
	14%	17%	13%	16%	18%	12%	10%	16%	15%	17%	13%	15%	16%	11%	19%	13%	14%	15%	14%	15%	14%	13%	15%	14%	14%	14%	16%	12%	11%	16%	16%		
Unfavourable (NET)	119	207	252	53	60	66	98	94	147	113	164	242	211	118	70	110	330	189	283	236	101	198	194	54	64	38	79	66	73	68	74		
	11%	14%	17%	40%	38%	43%	61%	54%	60%	39%	52%	57%	55%	56%	42%	44%	56%	43%	50%	51%	41%	49%	50%	44%	49%	45%	54%	53%	51%	53%	56%		
NET Difference	-370	-183	-187	-31	-32	-47	-82	-66	-111	-63	-129	-178	-152	-94	-39	-85	-247	-123	-200	-170	-67	-140	-140	-37	-45	-25	-62	-53	-40	-44	-52		
	-36%	-37%	-36%	-24%	-20%	-31%	-51%	-38%	-46%	-22%	-41%	-42%	-40%	-43%	-23%	-27%	-42%	-31%	-37%	-37%	-32%	-35%	-44%	-30%	-34%	-29%	-42%	-42%	-30%	-34%	-39%		

Proportions/Means: Columns Totals (5% risk level) - a/b - c/d/n/m/n - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/z/ABC/DE
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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 36
FAV1_30 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Malcolm Offord, Leader of Reform UK Scotland

Base: Adults aged 16+ in Scotland

	TENURE		INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014		
	TOTAL	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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	10%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	48	30	17	9	13	12	13	8	24	7	9	17	31	15	3	1	5	11	21	6	22
	5%	5%	5%	5%	5%	5%	5%	3%	6%	4%	5%	6%	4%	11%	2%	2%	1%	2%	11%	2%	7%
Fairly favourable	101	65	34	16	20	30	28	19	29	25	28	43	58	33	19	6	21	38	44	26	49
	10%	10%	10%	8%	8%	12%	10%	8%	8%	13%	14%	15%	8%	23%	12%	12%	7%	7%	24%	8%	14%
Neither favourable nor unfavourable	199	118	73	48	51	45	37	50	70	45	34	60	139	np	p		41	73	46	41	75
	19%	18%	21%	25%	21%	19%	14%	21%	18%	23%	16%	21%	19%	25%	19%	29%	13%	14%	25%	12%	22%
Fairly unfavourable	115	73	39	23	31	22	32	31	39	22	23	38	77	21	15	5	44	64	17	39	45
	11%	11%	11%	13%	13%	9%	12%	13%	10%	11%	11%	13%	10%	15%	10%	10%	13%	13%	9%	12%	13%
Very unfavourable	404	286	112	62	97	99	116	103	166	62	74	78	326	24	72	20	192	277	33	185	110
	39%	43%	33%	33%	40%	41%	43%	42%	43%	32%	36%	27%	44%	17%	46%	39%	59%	54%	18%	56%	32%
Don't know	152	84	65	31	32	29	41	31	52	33	37	54	98	13	16	4	25	47	21	35	37
	15%	13%	19%	16%	13%	12%	15%	13%	14%	17%	18%	19%	13%	9%	10%	8%	8%	9%	12%	10%	11%
Prefer not to say	9	5	1	1	2	3	3	3	3	2	-	1	8	-	1	-	-	2	-	1	2
	1%	1%	*	*	1%	1%	1%	1%	1%	1%	-	*	1%	-	*	-	-	*	-	*	1%
Favourable (NET)	149	95	52	25	32	42	40	26	53	32	38	59	89	49	22	7	26	48	65	32	72
	14%	14%	15%	13%	13%	17%	15%	11%	14%	16%	18%	20%	12%	34%	14%	14%	8%	9%	36%	10%	21%
Unfavourable (NET)	519	360	152	85	128	121	148	133	204	84	97	116	403	45	87	25	235	341	50	225	155
	51%	54%	44%	45%	52%	51%	55%	47%	55%	43%	47%	40%	55%	32%	56%	72%	28%	67%	28%	67%	45%
NET Difference	-370	-265	-100	-60	-96	-79	-108	-107	-151	-52	-60	-57	-313	3	-65	-17	-209	-293	15	-193	-83
	-36%	-40%	-29%	-32%	-39%	-33%	-40%	-44%	-40%	-27%	-29%	-20%	-43%	2%	-41%	-34%	-64%	-57%	8%	-58%	-24%

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

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.



26 017557 01 - SCOTLAND POLITICAL PULSE
01th-01th WAVE 2026
PUBLIC
IPSS

17 Mar 2026

Table 37
FAYL 6 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Labour Party

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE						SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST					
UNWEIGHTED BASE	1027	510	516	121	245	188	271	181	213	280	337	412	411	228	113	333	641	386	629	408	220	361	468	211	188	74	177	222	174	99	83					
WEIGHTED BASE	1027	492	535	132	258	193	262	176	240	290	315	422	381	211	169	267	592	435	565	462	245	404	531	124	132	84*	148	125	142	129*	131*					
Very favourable	48	31	16	11	16	8	-	4	10	26	8	13	26	10	6	6	36	11	34	14	6	18	24	5	8	4	6	3	5	10	3					
Fairly favourable	154	73	81	16	37	25	19	18	39	53	44	57	68	32	29	25	100	54	96	58	25	51	72	22	25	9	29	16	21	13	18					
Neither favourable nor unfavourable	246	110	135	36	42	32	47	44	46	78	78	90	92	55	33	65	147	99	142	104	53	101	76	30	28	17	39	37	34	25	33					
Fairly unfavourable	219	102	117	24	23	27	39	48	57	47	66	105	86	48	31	54	134	85	115	104	47	89	72	29	22	25	35	18	30	35	22					
Very unfavourable	275	151	124	22	19	42	46	57	89	41	46	88	93	53	49	79	147	128	130	145	90	100	74	30	34	24	26	38	43	33	46					
Don't know	78	39	39	13	21	19	28	11	4	41	27	37	15	11	17	31	26	49	45	30	18	48	11	7	12	5	8	11	8	10	11					
Prefer not to say	11	4	6	2	1	3	1	1	2	3	4	3	1	1	1	7	2	8	4	6	3	3	2	-	3	-	3	1	2	3	-					
Favourable (NET)	202	105	97	26	53	33	19	22	49	80	51	71	94	42	35	30	136	65	130	72	31	68	96	27	33	13	35	20	26	24	21					
Unfavourable (NET)	484	253	241	46	43	69	85	105	146	89	154	251	179	101	81	133	280	213	244	250	137	189	146	59	56	49	62	56	73	68	67					
NET Difference	-282	-148	-144	-20	11	-36	-66	-83	-97	-9	-102	-180	-85	-59	-46	-102	-144	-148	-114	-177	-106	-120	-54	-32	-23	-35	-26	-37	-44	-46						
	-28%	-30%	-27%	-15%	7%	-24%	-41%	-47%	-39%	-9%	-33%	-43%	-22%	-14%	-12%	-27%	-38%	-26%	-38%	-20%	-30%	-31%	-20%	-17%	-17%	-26%	-19%	-29%	-31%	-36%	-35%					

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/y/h - i/jA - Vm/h/o - p/q - r/s - t/u/v - w/x/n/A/A/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.



Table 38
FAV1_6 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Labour Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	48	30	18	8	9	13	18	9	12	12	15	19	29	5	19	3	12	24	5	14	16
	5%	4%	5%	4%	4%	5%	7%	4%	3%	6%	7%	6%	4%	4%	12%	6%	4%	5%	3%	4%	5%
Fairly favourable	154	119	35	21	39	30	49	28	53	33	40	61	94	10	55	5	41	94	19	47	60
	15%	18%	10%	11%	16%	12%	18%	11%	14%	17%	19%	21%	13%	7%	35%	10%	12%	18%	10%	14%	18%
Neither favourable nor unfavourable	246	155	87	43	54	55	73	55	94	45	53	65	181	26	50	19	62	131	32	68	93
	24%	23%	25%	23%	22%	23%	27%	22%	25%	23%	26%	22%	25%	18%	32%	37%	19%	26%	17%	20%	27%
Fairly unfavourable	219	140	70	30	57	61	54	54	98	32	34	48	171	39	17	14	95	115	46	90	65
	21%	21%	21%	16%	23%	26%	20%	22%	26%	17%	17%	17%	23%	27%	11%	28%	29%	22%	25%	27%	19%
Very unfavourable	275	176	95	68	69	61	53	81	103	50	41	64	211	60	10	9	109	132	76	99	97
	27%	27%	28%	36%	28%	25%	20%	33%	27%	25%	20%	22%	29%	42%	6%	18%	33%	26%	42%	30%	28%
Don't know	75	39	35	18	13	17	20	14	17	21	23	34	41	1	5	1	9	14	4	13	8
	7%	6%	10%	10%	5%	7%	7%	6%	4%	11%	11%	12%	6%	1%	3%	1%	3%	3%	2%	4%	2%
Prefer not to say	11	3	3	2	3	2	2	3	6	2	2	-	11	1	-	-	-	2	-	1	3
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	*	-	*	1%
Favourable (NET)	202	148	52	29	48	43	66	37	65	46	55	79	123	15	74	8	53	118	24	61	76
	20%	22%	15%	15%	20%	18%	25%	15%	17%	23%	27%	27%	17%	11%	47%	16%	16%	23%	13%	18%	22%
Unfavourable (NET)	494	316	165	98	126	122	107	136	201	82	75	112	382	98	27	23	204	247	122	189	162
	48%	48%	48%	52%	51%	51%	40%	56%	53%	42%	36%	39%	52%	69%	17%	46%	62%	48%	67%	57%	47%
NET Difference	-292	-168	-113	-70	-78	-79	-40	-99	-136	-36	-20	-33	-259	-83	47	-15	-151	-129	-99	-128	-86
	-28%	-25%	-33%	-37%	-32%	-33%	-15%	-41%	-36%	-19%	-10%	-11%	-35%	-58%	30%	-30%	-46%	-25%	-54%	-38%	-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
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.



26 01557 01 - SCOTLAND POLITICAL PULSE
01N-01N-01N-01N
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17 Mar 2025

Table 39
FAYL_7 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Conservative and Unionist Party
Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2				WORKING STATUS				HIGHEST QUALIFICATION				PARLIAMENTARY REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST								
UNWEIGHTED BASE	1007	510	496	121	245	158	271	181	213	290	333	413	218	115	613	64	306	620	408	220	361	426	215	188	74	177	212	174	93	83									
WEIGHTED BASE	1000	492	508	132	258	162	276	176	240	290	315	422	211	160	607	62	306	592	435	245	404	381	124	112	84*	148	125	142	129*	131*									
Very favourable	38	19	19	6	8	3	1	5	16	14	3	20	21	3	3	10	25	13	15	22	6	11	19	3	3	4	4	5	8	6									
Fairly favourable	116	51	64	8	23	11	16	21	37	31	27	57	60	25	15	16	85	30	67	49	22	38	49	9	11	13	13	17	13	27	17								
Neither favourable nor unfavourable	224	104	119	29	40	20	29	30	46	69	69	86	83	45	41	56	128	96	124	100	55	93	69	18	30	22	34	28	29	34	29								
Fairly unfavourable	226	115	111	22	22	20	26	22	19	24	22	20	22	21	24	21	22	22	22	22	22	23	21	15	23	26	23	23	21	26	22								
Very unfavourable	164	86	78	24	33	25	37	28	48	40	42	65	68	43	24	49	122	83	108	86	48	76	63	24	29	17	23	29	24	23	25								
Don't know	79	36	43	10	18	15	3	2	2	40	33	5	20	11	20	38	31	48	46	33	21	43	11	11	13	4	10	8	10	9	9								
Prefer not to say	9	3	6	2	2	1	1	2	2	1	4	3	1	1	1	6	2	7	4	5	4	3	2	-	3	-	1	1	2	3									
Favourable (NET)	153	70	83	14	31	13	17	25	52	45	30	78	82	28	18	26	110	44	82	71	28	49	68	11	14	17	21	18	35	23	14								
Unfavourable (NET)	156	76	80	10	19	7	12	14	14	16	12	18	18	13	12	14	11	11	11	11	12	12	11	9	10	10	10	10	10	10	10								
NET Difference	-3	-6	-3	4	12	6	5	11	38	29	18	60	64	17	6	12	99	33	71	60	16	37	57	2	4	7	11	8	25	13	7								

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/v/h - (i)/j - k/m/n/o - p/q - r/s - t/u/v - w/x/y/z/AA/BB/CC/EE
Overline 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 40
FAV1_7 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Conservative and Unionist Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	38	28	10	7	8	9	14	9	10	9	10	11	27	22	5	2	4	17	12	7	19
	4%	4%	3%	4%	3%	4%	5%	4%	3%	5%	5%	4%	4%	16%	3%	3%	1%	3%	7%	2%	6%
Fairly favourable	116	87	27	14	24	29	38	21	46	24	25	37	79	61	13	10	13	50	36	15	69
	11%	13%	8%	7%	10%	12%	14%	9%	12%	12%	12%	13%	11%	43%	9%	21%	4%	10%	20%	5%	20%
Neither favourable nor unfavourable	224	147	73	39	55	59	52	54	82	46	42	69	155	44	31	15	37	99	46	43	94
	22%	22%	21%	20%	22%	25%	19%	22%	21%	23%	21%	24%	21%	31%	20%	30%	11%	19%	25%	13%	28%
Fairly unfavourable	194	135	54	30	47	47	50	40	77	31	46	58	136	8	43	14	67	92	43	65	66
	19%	20%	16%	16%	19%	20%	18%	17%	20%	16%	22%	20%	18%	5%	27%	28%	20%	18%	23%	19%	19%
Very unfavourable	367	223	139	80	97	78	89	103	143	61	60	78	290	4	58	7	201	239	42	191	82
	36%	34%	41%	42%	39%	32%	33%	42%	37%	31%	29%	27%	39%	3%	37%	13%	61%	47%	23%	57%	24%
Don't know	79	39	37	19	13	16	24	13	20	23	23	37	42	2	6	3	6	14	4	11	7
	8%	6%	11%	10%	5%	6%	9%	5%	5%	12%	11%	13%	6%	2%	4%	6%	2%	3%	2%	3%	2%
Prefer not to say	9	3	3	2	2	2	2	3	4	2	2	-	9	1	-	-	-	2	-	1	3
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	*	-	*	1%
Favourable (NET)	153	116	36	21	32	37	52	30	56	32	35	48	105	83	19	12	17	67	48	22	88
	15%	17%	11%	11%	13%	16%	19%	12%	15%	17%	17%	17%	14%	59%	12%	24%	5%	13%	26%	7%	26%
Unfavourable (NET)	562	358	193	110	144	125	139	144	220	92	106	136	426	11	101	21	268	331	85	255	149
	55%	54%	56%	58%	59%	52%	52%	59%	58%	47%	51%	47%	58%	8%	64%	41%	82%	65%	47%	77%	44%
NET Difference	-408	-243	-157	-89	-112	-88	-87	-113	-165	-60	-71	-88	-320	72	-82	-9	-251	-264	-37	-233	-61
	-40%	-37%	-46%	-47%	-46%	-37%	-32%	-46%	-43%	-30%	-34%	-30%	-43%	50%	-53%	-17%	-77%	-52%	-20%	-70%	-18%

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

Table 41
FAYL_B - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Liberal Democrats

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION							
	Men	Women	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)		
UNWEIGHTED BASE	1027	916	121	245	148	271	181	213	290	329	412	411	228	115	313	641	386	629	408	220	361	448	212	188	74	177	222	174	99	83		
WEIGHTED BASE	1027	916	121	245	148	271	181	213	290	329	412	411	228	115	313	641	386	629	408	220	361	448	212	188	74	177	222	174	99	83		
Very favourable	34	17	8	6	7	3	2	7	15	10	10	19	4	8	3	23	11	18	17	10	13	2	6	10	6	3	5	3	1			
	3%	4%	3%	4%	5%	2%	1%	3%	5%	3%	2%	5%	2%	5%	1%	4%	3%	3%	4%	4%	3%	1%	4%	4%	11%	4%	3%	3%	2%	1%		
Fairly favourable	162	74	88	18	23	20	23	35	43	43	78	83	27	17	35	110	52	87	75	23	56	76	16	21	14	27	24	23	23	13		
	16%	15%	17%	13%	15%	14%	20%	18%	14%	14%	19%	22%	13%	13%	13%	20%	12%	15%	14%	9%	14%	23%	13%	16%	17%	18%	29%	16%	18%	10%		
Neither favourable nor unfavourable	348	172	175	30	62	45	61	64	85	92	106	150	124	88	50	86	212	135	201	147	76	125	130	43	39	28	58	41	49	33	51	
	34%	35%	33%	23%	39%	29%	38%	37%	33%	32%	34%	35%	32%	42%	30%	32%	36%	31%	36%	32%	31%	31%	30%	35%	29%	34%	39%	33%	35%	26%	39%	
Fairly unfavourable	203	106	96	27	26	31	32	33	54	53	63	87	73	39	33	58	112	91	116	87	45	89	58	29	21	13	25	29	26	25	33	
	20%	22%	18%	20%	18%	20%	20%	19%	19%	18%	20%	21%	19%	19%	22%	19%	21%	20%	19%	18%	22%	18%	19%	16%	16%	15%	17%	14%	16%	20%	25%	
Very unfavourable	176	95	81	22	13	28	24	35	54	36	52	88	56	37	38	46	92	84	84	92	66	67	39	22	28	13	17	17	28	24	26	
	17%	19%	15%	17%	8%	18%	15%	20%	22%	12%	17%	21%	15%	17%	23%	17%	16%	19%	15%	20%	27%	17%	12%	18%	21%	16%	12%	14%	20%	18%	20%	
Don't know	93	24	67	24	18	19	18	5	-	51	37	5	26	15	20	32	40	53	55	38	21	50	15	13	14	6	13	9	10	18	8	
	9%	9%	13%	18%	17%	13%	11%	3%	-	17%	12%	1%	7%	7%	12%	12%	7%	12%	10%	8%	9%	12%	4%	10%	11%	7%	9%	7%	14%	4%	6%	
Prefer not to say	11	4	7	4	-	3	1	1	2	4	4	3	1	1	2	7	2	9	5	6	4	4	2	-	4	-	2	1	2	3	-	
	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Favourable (NET)	197	92	105	26	30	27	36	37	51	56	53	88	102	31	25	88	113	63	105	92	32	60	87	18	27	23	33	27	28	26	14	
	19%	19%	20%	20%	19%	18%	16%	21%	21%	19%	17%	21%	27%	15%	15%	14%	23%	15%	19%	20%	13%	17%	26%	14%	20%	28%	22%	22%	20%	20%	10%	
Unfavourable (NET)	179	201	178	49	39	59	56	67	108	88	115	116	129	75	71	104	204	175	200	179	111	116	97	50	49	26	42	47	54	49	60	
	17%	41%	33%	17%	25%	38%	35%	38%	44%	30%	37%	42%	34%	36%	42%	39%	34%	40%	35%	39%	43%	39%	40%	41%	37%	31%	28%	37%	38%	38%	45%	
NET Difference	-182	-110	-72	-23	-10	-30	-30	-58	-58	-33	-62	-67	-27	-44	-45	-66	-71	-111	-95	-87	-79	-87	-32	-22	-2	-9	-19	-26	-23	-46		
	-18%	-22%	-18%	-17%	-8%	-21%	-19%	-27%	-27%	-15%	-20%	-21%	-7%	-21%	-27%	-21%	-12%	-26%	-17%	-19%	-32%	-22%	-8%	-20%	-17%	-3%	-6%	-16%	-18%	-18%	-35%	

Proportions/Means: Columns Tested (5% risk level) - χ^2 - $\chi^2/(N \times P) - (I) \chi^2 - (I) \chi^2 / (n - 1) - U$ - $U / (n - 0.5) - T$ - $T / (n - 0.5) - W$ - $W / (N \times C) / R$
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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 42
FAV1_8 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Liberal Democrats

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	34	21	13	4	13	5	12	6	10	7	11	13	21	5	5	12	5	16	5	9	13
	3%	3%	4%	2%	5%	2%	4%	3%	3%	4%	5%	5%	3%	4%	3%	24%	1%	3%	3%	3%	4%
Fairly favourable	162	122	37	21	29	43	54	40	63	24	36	41	121	16	33	29	50	114	11	53	67
	16%	18%	11%	11%	12%	18%	20%	16%	16%	12%	17%	14%	16%	11%	21%	57%	15%	22%	6%	16%	20%
		b					cd								m	mnp		r			
Neither favourable nor unfavourable	348	237	106	66	69	84	100	81	131	72	64	92	256	51	58	6	128	189	61	122	119
	34%	36%	31%	35%	28%	35%	37%	33%	34%	37%	31%	32%	35%	36%	37%	11%	39%	37%	33%	37%	35%
							d								o		o				
Fairly unfavourable	203	135	62	33	58	44	51	46	86	32	39	55	148	34	29	2	74	100	43	74	63
	20%	20%	18%	17%	24%	18%	19%	19%	22%	16%	19%	19%	20%	24%	19%	3%	23%	19%	24%	22%	19%
							e								o		o				
Very unfavourable	176	98	73	42	55	41	25	47	70	32	27	46	131	30	21	2	60	71	57	59	64
	17%	15%	21%	22%	22%	17%	9%	19%	18%	16%	13%	16%	18%	21%	13%	4%	18%	14%	31%	18%	19%
		a		f	f	f									o		o		q		
Don't know	93	44	48	22	20	19	25	21	20	25	27	42	51	6	9	-	10	20	6	16	12
	9%	7%	14%	12%	8%	8%	9%	9%	5%	13%	13%	14%	7%	4%	6%	3%	3%	4%	3%	5%	4%
Prefer not to say	11	5	3	2	3	3	2	3	4	3	1	1	10	1	1	-	-	2	-	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	-	-	*	-	*	1%
Favourable (NET)	197	144	50	25	41	48	66	46	72	31	47	55	142	21	39	41	55	130	16	62	80
	19%	22%	15%	13%	17%	20%	24%	19%	19%	16%	23%	19%	19%	14%	25%	82%	17%	25%	9%	19%	23%
		b					cd								m	mnp		r			
Unfavourable (NET)	379	233	135	75	113	85	76	93	155	64	67	100	278	64	50	4	135	170	100	133	127
	37%	35%	40%	40%	46%	35%	28%	38%	41%	33%	32%	35%	38%	45%	32%	7%	41%	33%	55%	40%	37%
					ef									no	o	o	o	q			
NET Difference	-182	-89	-86	-50	-72	-37	-10	-47	-83	-32	-20	-46	-136	-44	-11	38	-80	-40	-84	-71	-48
	-18%	-13%	-25%	-27%	-29%	-15%	-4%	-19%	-22%	-17%	-10%	-16%	-19%	-31%	-7%	74%	-24%	-8%	-46%	-21%	-14%

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

26 017557 01 - SCOTLAND POLITICAL PULSE
09th-16th March 2026
PUBLIC
IPSS

17 Mar 2026

Table 03
FAYL_9 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Green Party

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION								
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1027	510	516	121	245	188	271	181	213	290	322	412	411	223	115	313	641	386	629	408	220	361	448	221	188	74	177	222	174	111	93	
WEIGHTED BASE	1000	492	508	132	258	193	262	176	240	290	315	422	381	211	169	307	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*	
Very favourable	69	35	34	25	56	41	56	31	45	45	58	50	33	16	10	33	16	20	43	26	11	25	30	4	13	6	14	2	11	14	4	
	7%	7%	6%	19%	22%	21%	21%	18%	19%	16%	18%	14%	8%	2%	2%	9%	7%	6%	4%	8%	5%	8%	6%	5%	10%	7%	9%	2%	8%	1%	3%	
Fairly favourable	201	105	96	27	46	30	30	34	33	73	60	67	97	37	15	51	134	66	126	74	37	63	89	19	29	15	31	23	32	16	30	
	20%	21%	18%	21%	18%	16%	11%	13%	13%	25%	19%	16%	23%	18%	9%	19%	23%	15%	22%	16%	19%	16%	16%	16%	22%	18%	14%	23%	13%	23%	16%	23%
Neither favourable nor unfavourable	244	117	126	25	42	41	47	41	47	68	88	88	81	64	41	58	145	99	137	107	48	110	77	37	32	16	39	39	30	24	27	
	24%	24%	24%	19%	16%	22%	18%	23%	19%	23%	28%	21%	21%	30%	25%	22%	25%	23%	24%	23%	19%	27%	23%	30%	24%	19%	26%	31%	21%	18%	21%	
Fairly unfavourable	147	82	65	13	15	20	20	25	25	27	40	40	56	30	23	38	86	61	80	67	37	55	47	22	14	13	16	21	20	26	15	
	14%	17%	13%	10%	6%	10%	14%	14%	10%	9%	13%	19%	15%	14%	14%	14%	15%	14%	14%	14%	15%	14%	14%	18%	10%	15%	11%	17%	14%	20%	11%	
Very unfavourable	275	150	125	20	17	33	38	66	102	37	71	167	97	51	55	72	146	127	124	151	83	109	73	31	27	28	34	29	40	37	46	
	27%	31%	23%	15%	6%	17%	15%	38%	42%	13%	23%	40%	25%	24%	33%	23%	25%	25%	22%	22%	23%	14%	27%	23%	23%	22%	14%	23%	28%	29%	35%	
Don't know	79	35	44	17	21	18	16	4	2	39	34	6	15	12	21	31	27	12	47	32	24	40	11	9	14	5	11	10	8	11	9	
	8%	7%	9%	13%	8%	9%	6%	2%	1%	13%	11%	2%	4%	6%	13%	12%	5%	12%	8%	7%	10%	10%	3%	7%	11%	6%	7%	8%	6%	8%	7%	
Prefer not to say	11	4	7	4	1	2	2	1	2	4	4	3	2	-	2	7	2	9	6	5	3	3	3	1	3	1	2	1	2	1	-	
	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	-	
Favourable (NET)	270	140	130	53	62	38	40	39	38	115	78	77	111	53	25	61	183	86	160	100	48	88	119	24	41	21	45	25	43	30	35	
	26%	28%	24%	40%	29%	25%	22%	22%	15%	40%	29%	18%	34%	25%	15%	23%	31%	20%	30%	22%	20%	22%	19%	19%	33%	26%	30%	20%	29%	23%	26%	
Unfavourable (NET)	423	256	207	32	32	53	58	91	157	64	111	247	153	82	78	110	235	188	205	218	120	164	120	54	41	41	51	50	63	61		
	41%	44%	39%	19%	13%	25%	26%	42%	42%	12%	30%	59%	40%	33%	40%	41%	40%	43%	30%	47%	43%	47%	43%	43%	41%	34%	34%	40%	42%	49%	46%	
NET Difference	-153	-76	-77	20	30	-15	-18	-52	-119	51	-33	-171	-22	-29	-52	-48	-51	-102	-38	-117	-72	-26	1	-30	1	-19	-6	-25	-16	-33	-26	
	-15%	-15%	-14%	15%	12%	-8%	-11%	-30%	-48%	17%	-10%	-43%	-6%	-14%	-31%	-18%	-9%	-23%	-6%	-11%	-29%	-19%	1%	-24%	1%	-23%	-8%	-20%	-11%	-26%	-20%	

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/z/ABC/DE
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 44
FAV1_9 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish Green Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	69	43	25	14	11	14	23	14	14	21	21	28	41	3	7	3	25	31	2	25	7
	7%	7%	7%	7%	4%	6%	9%	6%	4%	11%	10%	10%	6%	2%	4%	5%	8%	6%	1%	8%	2%
Fairly favourable	201	129	68	32	55	38	65	43	70	42	46	60	141	7	27	7	112	136	12	110	33
	20%	20%	20%	17%	22%	16%	24%	18%	18%	21%	22%	21%	19%	5%	17%	14%	34%	27%	7%	33%	10%
Neither favourable nor unfavourable	244	147	93	48	52	57	63	61	91	41	51	72	172	15	38	11	92	130	29	90	68
	24%	22%	27%	25%	21%	24%	23%	25%	24%	21%	25%	25%	23%	10%	24%	22%	28%	25%	16%	27%	20%
Fairly unfavourable	147	105	38	21	37	41	35	33	67	23	24	37	110	20	34	8	41	78	23	36	62
	14%	16%	11%	11%	15%	17%	13%	14%	18%	12%	12%	13%	15%	14%	22%	16%	13%	15%	13%	11%	18%
Very unfavourable	275	196	76	52	74	70	58	72	118	47	38	60	216	93	42	19	49	118	109	58	157
	27%	30%	22%	27%	30%	29%	22%	30%	31%	24%	18%	21%	29%	65%	27%	37%	15%	23%	60%	18%	46%
Don't know	79	39	38	21	14	16	22	18	19	18	24	31	48	3	8	3	8	16	7	13	10
	8%	6%	11%	11%	6%	7%	8%	7%	5%	9%	12%	11%	6%	2%	5%	6%	2%	3%	4%	4%	3%
Prefer not to say	11	3	5	3	2	2	3	2	4	4	1	2	9	1	1	-	1	3	-	1	4
	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	*	-	*	1%	-	*	1%
Favourable (NET)	270	172	93	46	65	53	88	57	84	62	67	88	182	9	34	10	138	167	14	135	40
	26%	26%	27%	24%	27%	22%	33%	23%	22%	32%	33%	30%	25%	7%	21%	20%	42%	33%	8%	41%	12%
Unfavourable (NET)	423	301	114	73	111	112	94	106	185	70	62	97	325	113	76	27	90	195	132	94	219
	41%	45%	33%	38%	45%	47%	35%	43%	48%	36%	30%	34%	44%	80%	48%	53%	27%	38%	73%	28%	64%
NET Difference	-153	-128	-21	-27	-45	-59	-6	-49	-101	-8	5	-9	-144	-104	-42	-17	48	-28	-118	42	-179
	-15%	-19%	-6%	-14%	-18%	-25%	-2%	-20%	-27%	-4%	2%	-3%	-19%	-73%	-27%	-33%	15%	-6%	-65%	12%	-52%

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

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 40
FAYL_10 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish National Party
Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE								SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST							
UNWEIGHTED BASE	1027	510	516	121	245	318	271	181	211	290	319	412	411	218	115	313	641	386	629	408	220	361	448	211	188	74	177	222	174	99	83							
WEIGHTED BASE	1027	492	535	132	258	343	276	176	246	290	315	422	381	211	169	307	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*							
100%	100%	100%	100%	13%	25%	33%	27%	17%	24%	29%	31%	41%	39%	21%	16%	30%	58%	43%	55%	46%	24%	40%	33%	12%	13%	8%	14%	12%	13%	13%	13%							
Very favourable	149	84	65	19	31	39	17	28	35	50	36	63	53	32	29	36	85	65	88	61	45	46	49	15	23	6	27	17	23	19	18							
15%	17%	12%	14%	20%	13%	10%	16%	14%	17%	17%	11%	15%	14%	15%	17%	13%	14%	15%	16%	13%	18%	11%	15%	12%	18%	7%	18%	14%	16%	15%	13%							
Fairly favourable	188	96	102	24	38	36	36	24	41	62	72	65	95	39	21	43	134	64	127	71	31	68	93	35	25	17	30	24	28	13	23							
19%	20%	19%	18%	24%	14%	12%	14%	16%	22%	22%	23%	19%	25%	19%	13%	16%	23%	15%	22%	15%	19%	17%	28%	20%	19%	21%	20%	20%	16%	10%	18%							
Neither favourable nor unfavourable	180	79	101	34	40	28	27	26	25	74	55	51	65	41	27	47	106	74	107	73	40	76	54	16	20	12	33	21	28	24	25							
18%	16%	19%	26%	25%	18%	17%	15%	10%	25%	18%	12%	17%	19%	16%	18%	18%	18%	17%	19%	16%	16%	19%	16%	13%	15%	14%	22%	17%	19%	19%	19%							
Fairly unfavourable	133	67	66	13	14	21	30	22	31	27	53	53	42	29	24	38	71	62	70	63	32	51	45	13	23	13	17	20	12	19	15							
13%	14%	12%	10%	9%	18%	12%	12%	12%	9%	17%	12%	11%	10%	14%	14%	12%	14%	12%	12%	14%	13%	13%	14%	11%	17%	15%	11%	16%	8%	15%	11%							
Very unfavourable	285	146	139	36	34	26	44	73	112	30	70	185	108	59	44	74	167	118	126	139	76	117	80	36	26	32	30	35	41	37	48							
28%	30%	26%	22%	9%	17%	17%	21%	41%	40%	10%	22%	44%	28%	28%	28%	28%	28%	27%	22%	24%	31%	29%	24%	20%	18%	16%	16%	20%	28%	28%	29%	30%						
Don't know	69	35	34	22	20	19	7	2	42	26	2	16	10	20	23	26	44	43	27	16	16	41	8	8	12	4	3	6	9	13	4							
7%	3%	10%	16%	13%	12%	4%	1%	-	14%	8%	1%	4%	5%	12%	9%	4%	10%	6%	6%	4%	7%	10%	2%	0%	9%	5%	6%	5%	6%	10%	3%							
Prefer not to say	12	5	7	5	3	2	2	1	6	6	4	3	2	2	2	7	4	8	5	8	4	5	3	-	3	-	3	1	2	3	-							
1%	1%	1%	4%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	-	3%	-	2%	1%	1%	3%	-							
Favourable (NET)	348	180	167	43	69	55	52	52	76	112	108	128	148	71	50	79	219	129	215	133	77	114	141	51	48	24	56	42	52	31	41							
34%	37%	31%	32%	44%	36%	32%	30%	31%	38%	34%	30%	39%	34%	30%	29%	37%	30%	38%	29%	31%	28%	36%	41%	36%	28%	38%	34%	36%	24%	31%	31%							
Unfavourable (NET)	418	213	205	29	29	49	74	95	143	57	123	238	150	88	68	112	238	180	196	222	108	168	125	49	48	45	47	55	53	56	63							
41%	43%	38%	22%	18%	32%	40%	46%	54%	58%	20%	39%	40%	42%	41%	42%	42%	40%	41%	40%	44%	44%	42%	38%	40%	48	37%	51%	32%	44%	44%	47%							
NET Difference	-70	-33	-37	14	40	8	-21	-42	-67	54	-15	-109	-2	-17	-18	-13	-19	-51	19	16	-32	-34	17	1	1	1	-21	10	-13	-15	-25							
-7%	-7%	-7%	11%	25%	4%	-13%	-24%	-27%	-27%	13%	-5%	-24%	-1%	-8%	-11%	-12%	-13%	-12%	3%	-19%	-13%	-13%	5%	1%	1	1	-20%	7%	-13%	-1%	-16%							

Proportions/Means: Columns Totalled (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/z/ABC/DE
Overlap formulae used. * small base

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Table 46
FAV1_10 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? The Scottish National Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	149	75	74	28	47	26	38	43	39	38	29	51	99	3	5	3	118	98	9	100	10
	15%	11%	22%	15%	19%	11%	14%	18%	10%	20%	14%	17%	13%	2%	3%	5%	36%	19%	5%	30%	3%
		a	a	e	e	e	e	h	h	h	h	mno	r	r	r	r	r	r	t	t	t
Fairly favourable	198	135	60	30	45	47	66	44	75	31	48	63	135	5	22	8	121	120	21	107	26
	19%	20%	18%	16%	18%	20%	25%	18%	20%	16%	24%	22%	18%	4%	14%	15%	37%	24%	11%	32%	8%
		c	c	c	c	c	c	h	h	h	h	m	mno	m	m	mno	r	r	r	t	t
Neither favourable nor unfavourable	180	112	64	41	36	33	52	37	63	36	44	55	125	7	28	4	47	76	23	56	38
	18%	17%	19%	21%	15%	14%	19%	15%	17%	18%	21%	19%	17%	5%	18%	8%	14%	15%	13%	17%	11%
		m	m	m	m	m	m	h	h	h	h	k	k	m	m	m	mno	r	r	t	t
Fairly unfavourable	133	93	38	26	29	31	35	34	53	21	25	38	95	12	35	13	22	76	22	35	56
	13%	14%	11%	14%	12%	13%	13%	14%	14%	11%	12%	13%	13%	9%	23%	25%	7%	15%	12%	10%	16%
		mp	mp	mp	mp	mp	mp	h	h	h	h	k	k	mp	mp	mp	mp	r	r	t	t
Very unfavourable	285	212	66	47	70	86	57	69	135	41	39	51	234	109	61	23	16	129	105	24	202
	28%	32%	19%	25%	29%	36%	21%	28%	35%	21%	19%	18%	32%	77%	39%	46%	5%	25%	57%	7%	59%
		b	b	cf	cf	cf	cf	i	ij	ij	ij	k	k	nop	p	p	p	q	q	s	s
Don't know	69	33	34	14	17	14	17	12	13	24	19	31	38	2	3	-	4	9	3	10	5
	7%	5%	10%	7%	7%	6%	6%	5%	4%	12%	9%	11%	5%	2%	2%	-	1%	2%	1%	3%	2%
		a	a	g	g	g	g	h	h	h	h	i	i	p	p	p	p	r	r	t	t
Prefer not to say	12	2	7	5	1	3	3	4	4	4	1	1	11	3	1	-	-	3	-	-	4
	1%	*	2%	3%	*	1%	1%	2%	1%	2%	*	*	1%	2%	*	-	-	1%	-	-	1%
		a	a	d	d	d	d	g	g	g	g	h	h	p	p	p	p	r	r	t	t
Favourable (NET)	348	210	135	58	92	74	104	87	114	69	78	113	234	8	27	10	239	218	30	208	36
	34%	32%	39%	30%	38%	31%	39%	36%	30%	35%	38%	39%	32%	6%	17%	21%	73%	43%	17%	62%	11%
		a	a	a	a	a	a	h	h	h	h	i	i	m	m	m	mno	r	r	t	t
Unfavourable (NET)	418	304	104	73	89	116	92	104	188	62	64	89	329	122	97	36	38	205	126	59	258
	41%	46%	30%	38%	41%	49%	34%	43%	49%	32%	31%	31%	45%	85%	62%	71%	12%	40%	69%	18%	76%
		b	b	f	f	f	f	ij	ij	ij	ij	k	k	nop	p	p	p	q	q	s	s
NET Difference	-70	-95	31	-15	-7	-43	12	-17	-74	7	14	24	-94	-114	-69	-26	201	14	-96	148	-222
	-7%	-14%	9%	-8%	-3%	-18%	5%	-7%	-19%	4%	7%	8%	-13%	-80%	-44%	-51%	61%	3%	-53%	45%	-65%
		a	a	d	d	d	d	g	g	g	g	h	h	mno	mno	mno	mno	r	r	t	t

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 48
FAV1_18 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Reform UK

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	85	58	27	10	17	22	29	12	34	14	25	31	53	38	6	6	12	26	44	18	48
	8%	9%	8%	5%	7%	9%	11%	5%	9%	7%	12%	11%	7%	27%	4%	12%	4%	5%	24%	5%	14%
Fairly favourable	120	74	41	16	34	30	32	29	32	28	31	42	78	30	22	8	28	44	33	28	49
	12%	11%	12%	8%	14%	12%	12%	12%	8%	14%	15%	15%	11%	21%	14%	16%	9%	9%	18%	8%	14%
Neither favourable nor unfavourable	151	84	65	33	40	35	32	40	56	28	28	42	110	24	22	6	31	55	39	37	53
	15%	13%	19%	17%	16%	14%	12%	16%	15%	15%	13%	14%	15%	17%	14%	12%	10%	11%	21%	11%	16%
Fairly unfavourable	116	83	30	23	20	29	28	20	53	24	19	39	77	18	20	6	36	60	20	30	54
	11%	13%	9%	12%	8%	12%	10%	8%	14%	12%	9%	14%	10%	13%	13%	11%	11%	12%	11%	9%	16%
Very unfavourable	480	331	143	85	123	112	127	127	192	79	82	103	377	28	83	22	218	314	44	211	132
	47%	50%	42%	45%	50%	47%	47%	52%	50%	40%	40%	35%	51%	20%	53%	43%	66%	61%	24%	63%	39%
Don't know	68	30	34	21	10	12	18	14	13	20	20	31	36	4	3	2	10	1	7	4	4
	7%	4%	10%	11%	4%	5%	7%	6%	3%	10%	10%	11%	5%	3%	2%	6%	1%	2%	1%	2%	1%
Prefer not to say	7	2	3	2	1	1	3	2	3	3	-	1	7	-	-	-	1	3	-	1	2
	1%	*	1%	1%	*	*	1%	1%	1%	2%	-	*	1%	-	-	-	*	1%	-	*	1%
Favourable (NET)	205	132	68	26	51	51	62	41	66	42	56	74	131	68	28	14	39	70	78	47	97
	20%	20%	20%	14%	21%	21%	23%	17%	17%	21%	27%	25%	18%	48%	18%	28%	12%	14%	43%	14%	28%
Unfavourable (NET)	596	414	173	108	143	141	155	147	244	102	101	142	453	47	103	28	254	374	64	241	186
	58%	63%	51%	57%	58%	59%	58%	60%	64%	52%	49%	49%	62%	33%	66%	54%	77%	73%	35%	72%	54%
NET Difference	-391	-282	-106	-82	-92	-90	-93	-106	-178	-61	-46	-68	-322	21	-75	-13	-214	-303	13	-194	-89
	-38%	-43%	-31%	-43%	-37%	-37%	-35%	-43%	-47%	-31%	-22%	-24%	-44%	15%	-48%	-26%	-65%	-59%	7%	-58%	-26%

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



26 017557 01 - SCOTLAND POLITICAL PULSE
07th-16th March 2024
PUBLIC
IPSS

17 Mar 2024

Table 09
FAYL_19 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Abba Party

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
UNWEIGHTED BASE	1027	510	516	121	245	188	271	181	211	290	319	412	411	218	115	313	641	386	649	408	220	361	448	215	188	74	177	212	174	99	81	
WEIGHTED BASE	1027	492	535	132	158	153	162	176	240	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*	
	100%	48%	52%	13%	15%	15%	16%	17%	24%	29%	31%	41%	37%	21%	17%	26%	58%	43%	55%	45%	24%	39%	32%	12%	13%	8%	14%	12%	13%	13%	13%	
Very favourable	19	10	9	6	3	3	2	1	4	9	5	5	6	5	2	6	11	8	12	7	3	12	4	3	3	2	2	1	7	-	2	
	2%	2%	2%	5%	2%	2%	1%	1%	1%	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	3%	1%	2%	2%	3%	1%	1%	5%	-	1%	
Fairly favourable	53	29	23	12	11	11	6	7	5	23	18	12	20	9	12	12	29	24	40	12	16	14	22	4	10	4	6	9	7	7	5	
	5%	6%	4%	9%	7%	7%	4%	4%	2%	8%	6%	3%	5%	4%	7%	4%	5%	5%	7%	3%	7%	3%	7%	3%	7%	5%	4%	7%	5%	5%	4%	
Neither favourable nor unfavourable	251	110	139	31	46	36	41	45	52	77	77	96	97	52	38	64	149	102	139	112	56	97	85	29	30	21	46	29	38	28	28	
Fairly unfavourable	246	126	120	23	33	29	24	26	25	27	23	23	26	24	23	24	25	23	23	24	23	24	26	23	23	23	25	31	23	27	22	21
	24%	26%	23%	18%	21%	19%	15%	15%	10%	18%	17%	17%	20%	18%	14%	14%	19%	18%	14%	14%	17%	15%	19%	14%	14%	14%	17%	14%	16%	16%	22%	
Very unfavourable	347	191	156	22	24	38	59	80	124	46	97	205	132	78	51	87	210	138	158	189	83	132	120	46	33	33	42	41	44	49	58	
	34%	39%	29%	16%	15%	25%	37%	46%	50%	16%	31%	48%	35%	37%	31%	32%	35%	32%	28%	41%	34%	33%	36%	37%	25%	40%	28%	33%	31%	38%	44%	
Don't know	169	90	79	17	27	24	27	18	13	79	61	29	47	30	39	53	77	93	98	71	40	86	32	24	26	11	25	22	21	23	11	
	16%	18%	14%	1%	2%	1%	1%	1%	5%	27%	19%	7%	12%	14%	24%	20%	13%	12%	17%	15%	16%	21%	10%	19%	18%	13%	17%	18%	15%	18%	9%	
Prefer not to say	12	4	8	4	-	4	-	2	2	4	4	4	2	-	1	8	2	9	7	5	5	3	3	1	3	-	2	2	1	-		
	1%	1%	1%	3%	-	3%	-	1%	1%	1%	1%	1%	1%	-	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-		
Favourable (NET)	72	39	32	18	14	15	8	8	8	32	23	17	26	14	14	17	40	32	53	19	19	26	25	7	13	6	7	10	14	7	7	
	7%	8%	6%	14%	9%	10%	5%	5%	3%	11%	7%	4%	7%	7%	9%	6%	7%	7%	9%	4%	8%	6%	8%	6%	9%	8%	5%	8%	10%	5%	5%	
Unfavourable (NET)	524	288	236	44	44	55	65	85	105	171	98	149	209	116	75	125	324	200	269	255	125	192	184	64	61	45	67	61	67	69	87	
	51%	59%	44%	33%	35%	42%	52%	60%	70%	34%	47%	66%	55%	55%	45%	47%	55%	46%	48%	55%	51%	48%	56%	51%	46%	54%	46%	49%	47%	54%	65%	
NET Difference	-463	-249	-204	-26	-41	-41	-76	-97	-163	-67	-126	-240	-182	-102	-60	-108	-284	-168	-216	-237	-106	-166	-166	-56	-48	-39	-60	-51	-53	-62	-80	
	-46%	-51%	-38%	-20%	-26%	-27%	-47%	-55%	-68%	-24%	-40%	-60%	-48%	-48%	-36%	-40%	-48%	-39%	-38%	-51%	-43%	-41%	-48%	-46%	-38%	-46%	-40%	-41%	-37%	-49%	-65%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/m/n - 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026

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17 Mar 2026

Table 50
FAV1_19 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Alba Party

Base: Adults aged 16+ in Scotland

	TENURE			INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014	
	TOTAL	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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	21%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	19	13	6	4	8	3	4	3	4	5	7	7	12	2	3	-	7	8	2	8	1
	2%	2%	2%	2%	3%	1%	1%	1%	1%	3%	3%	3%	2%	1%	2%	-	2%	2%	1%	2%	*
Fairly favourable	53	33	20	10	10	10	19	12	12	14	15	24	28	2	6	5	26	30	3	30	6
	5%	5%	6%	5%	4%	4%	7%	5%	3%	7%	7%	8%	4%	1%	4%	9%	8%	6%	2%	9%	2%
Neither favourable nor unfavourable	251	141	102	59	52	55	67	61	85	43	62	72	178	18	23	9	119	135	40	119	47
	24%	21%	30%	31%	21%	23%	25%	25%	22%	22%	30%	25%	24%	12%	15%	17%	36%	26%	22%	36%	14%
Fairly unfavourable	177	117	54	20	58	39	46	54	64	26	33	54	123	15	32	10	59	95	23	60	55
	17%	18%	16%	11%	24%	16%	17%	22%	17%	14%	16%	19%	17%	11%	20%	19%	18%	19%	12%	18%	16%
Very unfavourable	347	262	83	54	82	95	84	81	162	59	46	65	282	98	75	23	85	188	101	78	202
	34%	40%	24%	29%	33%	40%	31%	33%	42%	30%	22%	23%	38%	69%	48%	45%	26%	37%	55%	24%	59%
Don't know	169	93	73	39	34	34	45	31	50	46	41	66	103	7	17	5	30	52	14	36	27
	16%	14%	21%	21%	14%	14%	17%	13%	13%	24%	20%	23%	14%	5%	11%	10%	9%	10%	8%	11%	8%
Prefer not to say	12	4	4	3	1	2	4	2	6	2	2	1	11	1	-	-	1	3	-	1	3
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	-	*	1%	1%	-	*	1%
Favourable (NET)	72	46	26	14	18	14	22	15	15	19	22	32	40	3	9	5	32	38	5	39	7
	7%	7%	8%	7%	7%	6%	8%	6%	4%	10%	11%	11%	5%	2%	6%	9%	10%	7%	3%	12%	2%
Unfavourable (NET)	524	378	138	75	140	134	130	134	226	85	79	119	405	113	107	32	144	283	124	138	257
	51%	57%	40%	39%	57%	56%	48%	55%	59%	44%	38%	41%	55%	80%	68%	63%	44%	55%	68%	41%	75%
NET Difference	-453	-332	-112	-60	-122	-121	-107	-119	-210	-66	-57	-87	-365	-110	-98	-27	-112	-245	-118	-100	-250
	-44%	-50%	-33%	-32%	-50%	-50%	-40%	-49%	-55%	-34%	-28%	-30%	-50%	-77%	-63%	-54%	-34%	-48%	-65%	-30%	-73%

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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
01th - 01th MAR 2026
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17 Mar 2026

Table 25
FAYL_29 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Your Party

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND PE	NORTH EAST SCOTLAND	SOUTH	WEST			
UNWEIGHTED BASE	1027	516	510	121	245	188	271	181	213	290	329	422	411	228	115	313	641	386	129	898	220	807	211	188	74	177	222	174	99	83				
WEIGHTED BASE	1027	492	535	132	258	193	282	176	240	290	315	422	381	211	169	307	652	435	165	862	245	778	211	192	74	188	248	185	104	93				
Very favourable	34	33	35	13	9	8	2	8	13	23	10	21	30	11	10	13	31	23	34	20	22	12	19	7	8	4	8	4	8	5				
	3%	7%	6%	10%	6%	5%	1%	5%	5%	8%	3%	5%	5%	5%	6%	5%	5%	5%	6%	4%	9%	3%	6%	5%	6%	4%	5%	3%	6%	4%	8%			
Fairly favourable	79	36	43	18	13	11	5	13	19	31	16	32	34	18	12	15	52	27	48	31	9	40	27	13	11	6	13	10	12	5	7			
	8%	7%	8%	13%	8%	7%	3%	8%	8%	12%	5%	8%	9%	9%	7%	6%	9%	6%	9%	7%	4%	10%	8%	10%	9%	7%	8%	8%	4%	4%	6%			
Neither favourable nor unfavourable	234	122	111	26	55	38	49	29	37	82	87	66	88	42	45	58	131	103	143	91	59	81	82	23	27	14	45	31	36	27	30			
	23%	25%	21%	20%	25%	25%	30%	16%	15%	28%	28%	16%	23%	20%	27%	22%	22%	24%	20%	24%	20%	25%	18%	20%	17%	30%	25%	25%	21%	23%				
Fairly unfavourable	83	49	34	14	9	18	8	13	21	23	26	34	29	19	9	25	48	35	44	39	21	34	26	11	15	4	9	4	15	11	13			
	8%	10%	8%	11%	5%	12%	5%	7%	8%	8%	8%	8%	8%	9%	6%	10%	8%	8%	8%	8%	9%	8%	8%	9%	15%	4%	6%	4%	4%	9%	10%			
Very unfavourable	258	151	107	20	18	26	39	52	103	38	65	155	105	65	35	58	166	92	122	136	63	95	88	35	28	29	29	32	34	36	33			
	25%	31%	20%	15%	12%	17%	24%	29%	42%	15%	21%	37%	20%	31%	21%	22%	20%	21%	22%	20%	25%	23%	20%	20%	22%	21%	30%	25%	24%	28%	25%			
Don't know	300	161	139	37	52	46	56	58	111	89	102	109	103	54	53	89	148	148	162	188	68	137	81	34	40	26	42	41	32	42	37			
	29%	19%	39%	28%	33%	30%	21%	21%	31%	31%	33%	26%	27%	26%	32%	34%	27%	27%	29%	30%	28%	24%	25%	28%	30%	30%	29%	33%	23%	33%	28%			
Prefer not to say	19	8	11	4	2	5	3	3	3	6	8	5	5	2	4	9	7	12	11	8	5	5	6	1	4	1	2	3	4	2	1			
	2%	2%	2%	3%	1%	3%	1%	1%	1%	2%	3%	1%	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%	1%	1%	3%	2%	2%	3%	2%	1%	1%			
Favourable (NET)	113	70	63	31	22	19	7	22	31	53	27	53	54	29	21	28	83	50	83	50	31	52	47	19	19	10	21	14	20	16	18			
	11%	14%	12%	24%	14%	13%	4%	12%	13%	18%	8%	13%	14%	14%	13%	11%	14%	13%	15%	11%	13%	13%	14%	16%	14%	14%	12%	14%	11%	14%	8%	14%		
Unfavourable (NET)	341	200	140	34	27	44	47	65	124	61	91	189	130	84	44	83	214	127	166	175	82	129	115	47	42	33	37	36	49	47	46			
	33%	41%	26%	26%	17%	29%	29%	37%	51%	21%	29%	43%	34%	40%	26%	31%	36%	29%	29%	38%	34%	32%	35%	38%	32%	40%	25%	29%	35%	37%	35%			
NET Difference	-208	-131	-77	-3	-5	-24	-40	-43	-89	-8	-64	-136	-75	-55	-23	-55	-130	-78	-81	-125	-51	-77	-68	-27	-23	-23	-17	-22	-29	-37	-28			
	-20%	-27%	-14%	-2%	-3%	-13%	-23%	-24%	-38%	-3%	-20%	-32%	-20%	-25%	-14%	-21%	-22%	-18%	-19%	-27%	-21%	-19%	-23%	-22%	-18%	-28%	-15%	-18%	-21%	-29%	-21%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/m/p - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/z/ABC/DE
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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
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17 Mar 2026

Table S2
FAV1_29 - To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? Your Party

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Very favourable	54	25	27	12	15	11	13	16	16	8	14	19	35	5	8	3	24	23	8	24	9
	5%	4%	8%	6%	6%	5%	5%	7%	4%	4%	7%	7%	5%	4%	5%	6%	7%	4%	5%	7%	3%
		a																		t	
Fairly favourable	79	50	30	9	24	21	21	15	30	16	18	20	59	6	19	2	28	41	5	30	18
	8%	7%	9%	5%	10%	9%	8%	6%	8%	8%	9%	7%	8%	4%	12%	4%	9%	8%	3%	9%	5%
															m			r			
Neither favourable nor unfavourable	234	132	96	52	50	50	66	54	72	53	55	83	151	19	30	6	87	126	30	98	52
	23%	20%	28%	28%	20%	21%	24%	22%	19%	27%	27%	28%	21%	14%	19%	13%	27%	25%	17%	29%	15%
		a																r		t	
Fairly unfavourable	83	49	30	15	21	17	23	26	27	8	22	29	54	9	16	2	31	44	10	29	25
	8%	7%	9%	8%	8%	7%	9%	11%	7%	4%	10%	10%	7%	6%	10%	3%	9%	9%	6%	9%	7%
Very unfavourable	258	192	63	40	67	69	66	63	114	41	40	50	207	66	37	20	83	136	77	71	130
	25%	29%	18%	21%	27%	29%	24%	26%	30%	21%	19%	17%	28%	46%	23%	40%	25%	27%	42%	21%	38%
		b																			
Don't know	300	206	90	59	67	65	74	67	115	65	53	85	215	35	44	18	73	133	50	80	98
	29%	31%	26%	31%	27%	27%	28%	28%	30%	33%	26%	29%	29%	24%	28%	35%	22%	26%	28%	24%	29%
Prefer not to say	19	9	7	3	2	6	6	3	8	5	3	4	15	3	3	-	1	8	1	2	8
	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	2%	1%	2%	2%	2%	-	1%	1%	1%	1%	2%
Favourable (NET)	133	75	57	21	39	33	34	31	47	23	32	39	94	11	27	5	52	64	14	53	27
	13%	11%	16%	11%	16%	14%	12%	13%	12%	12%	16%	14%	13%	8%	17%	10%	16%	13%	7%	16%	8%
		a																		t	
Unfavourable (NET)	341	241	93	55	87	86	89	89	141	49	61	79	261	75	53	22	114	180	88	99	155
	33%	36%	27%	29%	35%	36%	33%	37%	37%	25%	30%	27%	35%	52%	34%	43%	35%	35%	48%	30%	46%
		b																		q	s
NET Difference	-108	-165	-36	-34	-48	-53	-55	-59	-95	-25	-29	-40	-168	-64	-25	-17	-61	-116	-74	-46	-138
	-20%	-25%	-11%	-18%	-19%	-22%	-21%	-24%	-25%	-13%	-14%	-14%	-23%	-45%	-16%	-33%	-19%	-23%	-41%	-14%	-38%

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

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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
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Table 53

PARTYFAV - Summary Table - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them?

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	The Scottish Labour Party	The Scottish Conservative and Unionist Party	The Scottish Liberal Democrats	The Scottish Green Party	The Scottish National Party	Reform UK
UNWEIGHTED BASE	214	159	212	277	366	201
WEIGHTED BASE	202	153	197	270	348	205
Their values are better aligned with mine than those of other parties	80	62	65	119	143	93
	39%	40%	33%	44%	41%	46%
They are most likely to provide Scotland with the change that it needs	51	45	28	84	128	84
	25%	29%	14%	31%	37%	41%
They are most likely to provide Scotland with the stability that it needs	65	56	38	63	157	39
	32%	36%	20%	24%	45%	19%
If enough people vote for them it would stop another party winning	47	30	47	65	63	46
	23%	20%	24%	24%	18%	23%
They are more competent than other parties	50	46	40	49	90	42
	25%	30%	20%	18%	26%	20%
Their leader will make a better First Minister than other parties' leaders	55	45	26	29	123	51
	27%	29%	13%	11%	35%	25%
They are a united party	30	30	58	67	69	44
	15%	19%	29%	25%	20%	21%
They are the most likely to improve the quality of life of me and my family	44	38	43	85	103	71
	22%	25%	22%	32%	29%	35%
They are the most fit to govern	37	36	11	30	110	38
	19%	23%	6%	11%	32%	18%
They are the most likely to do what they say they will	42	35	49	94	96	86
	21%	23%	25%	35%	28%	42%
They have the best policies for Scotland	35	26	22	60	145	42
	17%	17%	11%	22%	42%	21%
Other (please specify)	4	-	1	10	6	-
	2%	-	*	4%	2%	-
Don't know	13	7	14	12	10	9
	6%	5%	7%	4%	3%	4%
Prefer not to say	2	1	2	1	1	1
	1%	1%	1%	*	*	1%

Table 04
PARTYAV_1 - 'You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Labour Party
Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	GENDER			AGE BAND 1					AGE BAND 2			SOCIAL GRADE 1				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENTARY REGION										
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	114	100	100	24	33	37	23	26	43	79	63	37	111	111	111	111	111	111	111	111	111	111	111	24	43	11	23	26	43	23	23	13
WEIGHTED BASE	100	100*	100*	26**	33**	33**	22**	22**	49*	87*	51*	71*	94*	43*	35*	30**	130	63*	130	72*	11**	68*	96*	33*	27**	11**	35*	20**	26*	24**	21**	11**
They values are better aligned with mine than those of other parties	80	42*	38	12	17	7	10	8	25	30	17	33	36	22	13	9	57	22	47	32	8	27	40	13	13	6	9	7	7	15	9	
They are most likely to provide Scotland with the stability that it needs	65	37	28	10	12	9	3	8	23	22	12	31	30	17	11	8	47	19	40	26	9	29	29	9	12	3	11	6	3	11	10	
39%	40%	39%	47%	32%	21%	53%	34%	51%	37%	33%	46%	38%	51%	38%	29%	42%	34%	37%	44%	27%	39%	42%	46%	38%	43%	26%	34%	27%	63%	44%		
Their leader will make a better First Minister than other parties' leaders	55	34	21	7	7	6	5	7	23	28	14	11	30	26	11	13	6	37	18	29	26	9	18	28	8	9	4	5	8	5	9	8
27%	33%	21%	25%	14%	18%	26%	34%	46%	18%	21%	43%	27%	26%	36%	19%	27%	28%	22%	36%	30%	26%	29%	28%	27%	32%	13%	39%	19%	38%	38%		
They are most likely to provide Scotland with the change that it needs	51	31	21	6	11	5	3	7	18	18	9	25	24	7	11	9	31	20	30	21	10	16	25	6	10	5	5	4	5	8	7	
25%	29%	21%	23%	21%	16%	18%	31%	38%	22%	17%	33%	26%	17%	31%	30%	23%	30%	23%	29%	33%	24%	26%	23%	29%	40%	14%	22%	19%	35%	31%		
They are more competent than other parties	50	26	23	5	12	4	5	8	16	17	9	23	20	11	7	12	31	19	28	22	6	19	22	4	5	4	8	2	3	15	8	
29%	25%	24%	18%	22%	13%	28%	36%	32%	21%	18%	33%	21%	27%	20%	38%	23%	28%	21%	30%	20%	28%	23%	15%	16%	31%	23%	11%	11%	63%	36%		
If enough people vote for them it would stop another party winning	47	15	12	6	10	9	7	4	12	16	16	15	28	7	6	6	35	13	30	18	6	18	23	5	5	7	7	2	9	3	7	
23%	14%	13%	23%	19%	27%	17%	16%	24%	21%	31%	21%	29%	16%	18%	21%	25%	20%	23%	25%	18%	26%	24%	18%	16%	56%	20%	12%	36%	12%	31%		
They are the most likely to improve the quality of life of me and my family	44	24	20	5	10	7	3	5	14	15	10	19	23	7	5	9	30	14	29	15	8	13	22	9	7	2	7	5	3	5	6	
22%	23%	20%	19%	18%	22%	14%	24%	28%	18%	20%	27%	24%	17%	15%	20%	22%	21%	22%	21%	26%	19%	23%	34%	20%	15%	19%	24%	11%	23%	29%		
They are the most likely to do what they say they will	42	20	22	5	9	2	1	7	17	14	4	24	18	10	7	7	29	13	22	20	7	10	24	5	4	3	7	8	4	3	8	
21%	19%	23%	21%	17%	8%	7%	32%	34%	18%	7%	33%	19%	24%	19%	21%	21%	20%	17%	27%	23%	14%	25%	20%	13%	23%	19%	38%	14%	11%	39%		
They are the most fit to govern	37	20	17	2	7	7	1	5	17	8	7	22	17	8	7	5	25	12	21	16	2	15	20	5	3	2	5	3	4	6	9	
19%	19%	18%	6%	12%	20%	5%	23%	34%	10%	14%	31%	18%	19%	19%	17%	19%	18%	16%	22%	7%	22%	21%	18%	10%	14%	14%	18%	14%	27%	40%		
They have the best policies for Scotland	35	19	15	3	9	3	2	7	11	12	5	17	21	4	4	7	24	10	20	15	5	11	18	5	5	2	7	4	1	5	5	
17%	18%	16%	11%	18%	9%	11%	30%	22%	15%	10%	23%	22%	9%	10%	22%	18%	15%	15%	21%	16%	16%	18%	19%	16%	14%	20%	22%	3%	23%	22%		
There are a united party	30	17	13	6	7	5	1	2	9	13	6	11	16	5	4	5	22	8	16	14	3	13	14	1	5	1	5	2	5	5		
15%	17%	13%	23%	13%	15%	5%	11%	18%	10%	11%	16%	17%	13%	10%	15%	16%	12%	13%	19%	11%	15%	14%	2%	15%	11%	14%	24%	9%	23%	21%		
Other (please specify)	4	3	3	2	2	-	-	-	1	2	-	1	2	-	2	-	2	-	2	-	-	2	-	2	2	2	-	-	-	-	-	
Don't know	13	8	5	1	4	5	1	3	2	5	6	3	3	2	3	5	5	5	8	6	1	4	7	1	4	-	3	-	2	-	3	
6%	7%	6%	3%	7%	14%	6%	3%	4%	6%	11%	4%	3%	3%	5%	8%	2%	4%	3%	5%	4%	6%	7%	4%	11%	11%	8%	7%	-	-	14%		
Prefer not to say	2	-	2	-	1	-	-	-	1	1	-	1	2	-	-	2	0	-	1	1	-	1	2	-	-	-	-	2	-	-	-	
1%	-	2%	-	1%	-	-	-	2%	1%	-	1%	2%	-	-	-	1%	-	1%	1%	-	1%	1%	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Total (5% risk level) - a/b - c/d/n/v/p/h - i/j/k - l/m/n/o - p/q - r/s - t/u - v/w/x/y/z/AA/BB/CC/EE
Overline female used. * small base; ** very small base (under 30) weighted for age weighting



Table 55
PARTYFAV_1 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Labour Party

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	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	214	160	53	24	46	47	81	36	67	48	63	90	124	18	80	9	58	129	26	69	82
WEIGHTED BASE	202	148	52*	29**	48*	43*	66*	37*	65*	46*	55*	79*	123	15**	74*	8**	53*	118	24**	61*	76*
100%	73%	23%	25%*	14%**	24%*	21%*	33%*	18%*	32%*	23%*	27%*	39%*	61%	8%**	37%*	4%**	26%*	58%	12%**	30%*	33%*
Their values are better aligned with mine than those of other parties	80	64	16	9	20	25	20	19	28	17	16	27	53	5	40	4	17	53	6	14	41
	39%	43%	30%	33%	41%	57%	30%	50%	44%	37%	29%	33%	43%	31%	54%	54%	32%	45%	27%	23%	54%
They are most likely to provide Scotland with the stability that it needs	65	52	13	9	15	19	22	15	28	13	10	17	48	6	31	2	14	36	12	17	30
	32%	35%	24%	32%	31%	45%	33%	41%	43%	28%	19%	22%	39%	40%	42%	26%	26%	31%	49%	27%	39%
Their leader will make a better First Minister than other parties' leaders	55	47	8	2	15	15	18	12	23	5	15	19	36	5	29	*	12	32	9	13	28
	27%	32%	16%	7%	31%	34%	26%	33%	35%	12%	28%	24%	29%	33%	39%	6%	22%	27%	38%	22%	37%
They are most likely to provide Scotland with the change that it needs	51	41	11	4	16	14	14	12	17	9	14	19	32	3	31	1	8	35	6	10	30
	25%	27%	21%	13%	34%	33%	20%	33%	26%	19%	25%	24%	26%	20%	41%	10%	16%	30%	26%	16%	39%
They are more competent than other parties	50	38	12	6	16	15	10	15	12	11	11	17	33	5	21	1	12	29	6	12	22
	25%	26%	22%	21%	33%	35%	15%	40%	19%	25%	21%	22%	27%	31%	28%	15%	23%	25%	25%	19%	29%
If enough people vote for them it would stop another party winning	47	35	11	6	11	10	15	10	17	14	6	17	31	6	18	2	13	27	4	16	17
	23%	24%	22%	21%	22%	24%	23%	27%	26%	31%	12%	21%	25%	37%	24%	21%	24%	23%	15%	26%	22%
They are the most likely to improve the quality of life of me and my family	44	36	8	5	13	9	16	12	16	3	13	12	31	4	25	1	7	31	3	11	23
	22%	24%	15%	18%	27%	20%	25%	32%	24%	7%	24%	16%	26%	26%	34%	7%	13%	26%	12%	18%	30%
They are the most likely to do what they say they will	42	35	7	4	11	11	13	7	20	5	10	12	30	3	20	1	9	23	6	11	17
	21%	23%	14%	14%	22%	25%	20%	19%	31%	10%	19%	15%	25%	18%	27%	8%	17%	19%	27%	18%	22%
They are the most fit to govern	37	32	5	3	10	12	11	9	17	4	8	7	30	4	22	1	6	24	8	11	18
	19%	22%	10%	10%	21%	29%	17%	26%	26%	8%	14%	9%	25%	28%	29%	15%	11%	20%	35%	18%	24%
They have the best policies for Scotland	35	27	8	1	11	13	10	7	11	7	10	15	20	5	23	1	4	24	3	7	18
	17%	18%	15%	3%	22%	29%	15%	20%	17%	14%	18%	18%	16%	31%	30%	13%	7%	20%	13%	12%	23%
They are a united party	30	24	5	6	6	3	15	5	12	6	7	10	20	1	10	1	12	14	3	9	9
	15%	16%	9%	21%	12%	8%	22%	13%	18%	13%	13%	13%	16%	6%	14%	9%	22%	12%	13%	14%	11%
Other (please specify)	4	1	2	2	2	-	-	2	3	-	1	2	2	-	-	-	-	3	-	1	2
	2%	1%	5%	6%	4%	-	-	-	4%	-	2%	2%	2%	-	-	-	-	2%	-	2%	2%
Don't know	13	9	4	3	3	1	4	3	2	3	5	5	8	*	1	-	3	6	-	6	-
	6%	6%	8%	12%	5%	3%	5%	8%	3%	7%	9%	7%	6%	3%	1%	-	6%	5%	-	10%	-
Prefer not to say	2	2	-	1	-	-	1	1	-	1	-	1	1	-	1	-	-	2	-	-	2
	1%	1%	-	4%	-	-	1%	3%	-	2%	-	1%	1%	-	1%	-	-	2%	-	-	2%

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; ** very small base (under 30) ineligible for sig testing

Table 26
PARTYAV_2 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Conservative and Unionist Party

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	GENDER			AGE BAND 1					AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION												
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST				
UNWEIGHTED BASE	153	77	76	16	34	33	27	21	22	40	24	27	13	11	11	27	110	43	13	59	28	40	80	21	27	11	21	21	21	21	21	21	21	21	
WEIGHTED BASE	100%	70*	30*	14**	31*	31**	27**	25**	27*	43*	30**	27**	18*	16**	16**	33**	185**	51**	11**	62**	28**	40*	71**	11**	14**	17**	22**	18**	35*	21**	21**	21**	21**	21**	
These values are better aligned with mine than those of other parties	42	29	33	4	8	4	4	4	16	27	12	9	41	35	12	8	46	15	27	35	8	19	29	7	3	4	5	8	11	13	9				
They are most likely to provide Scotland with the stability that it needs	56	25	31	1	6	3	7	15	24	7	10	39	33	9	8	6	42	14	27	29	7	21	23	3	2	6	6	7	11	11	9				
They are more competent than other parties	46	35	37%	7%	19%	21%	40%	50%	48%	15%	32%	50%	40%	32%	44%	23%	38%	31%	33%	40%	26%	42%	34%	28%	12%	35%	30%	42%	32%	49%	66%				
They are most likely to provide Scotland with the change that it needs	45	23	22	5	10	1	4	6	20	14	4	27	23	8	5	9	31	14	18	27	9	12	22	-	3	6	3	1	12	11	8				
Their leader will make a better First Minister than other parties' leaders	29%	23%	34%	39%	17%	47%	13%	37%	31%	23%	28%	33%	29%	30%	49%	16%	29%	29%	25%	34%	26%	30%	31%	40%	42%	35%	11%	39%	27%	-	67%				
They are the most likely to improve the quality of life of me and my family	18	16	22	-	5	4	3	5	21	5	7	26	21	7	7	4	27	11	19	19	9	11	17	5	5	2	3	6	4	6	6				
They are the most fit to govern	36	18	18	-	8	3	2	3	20	8	5	23	18	6	5	7	25	11	13	21	3	11	20	4	1	2	2	4	5	8	9				
They are the most likely to do what they say they will	35	15	20	5	4	4	6	3	13	8	10	16	19	5	6	6	24	12	15	15	9	7	18	3	2	5	2	4	5	8	6				
If enough people vote for them it would stop another party winning	30	13	18	5	5	3	1	3	14	10	4	17	8	6	6	11	13	17	9	21	9	11	9	-	4	7	3	2	7	2	2	5			
They are a united party	30	16	13	3	8	5	1	1	11	11	6	13	15	4	6	5	19	11	17	13	7	9	13	3	3	3	5	3	5	4	3				
They have the best policies for Scotland (please specify)	17%	20%	15%	13%	11%	21%	15%	25%	18%	11%	17%	20%	18%	14%	16%	18%	17%	17%	13%	12%	15%	9%	21%	7%	20%	32%	6%	23%	11%	12%	40%				
Don't know	7	2	6	-	2	-	1	2	2	2	1	4	5	-	-	2	5	2	2	2	2	3	1	-	-	-	1	1	1	2	2	-			
Prefer not to say	1	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	1	1	1	-	-	-	-	-	-	-	-	-	-		

Proportions/Means: Columns Totals 25% (n=25) - 16-24 (n=16) - 25-34 (n=34) - 35-44 (n=33) - 45-54 (n=27) - 55-64 (n=21) - 65+ (n=22) - 16-34 (n=40) - 35-54 (n=24) - 55+ (n=27) - AB (n=13) - C1 (n=11) - C2 (n=11) - DE (n=27) - ABC1 (n=110) - C2DE (n=43) - WORKING (n=13) - NOT WORKING (n=59) - STANDARD GRADE OR BELOW (n=28) - HIGHER (n=40) - DEGREE OR ABOVE (n=80) - CENTRAL (n=21) - GLASGOW (n=27) - HIGHLANDS AND ISLANDS (n=11) - LOTHIANS (n=21) - MID SCOTLAND AND FYE (n=21) - NORTH EAST SCOTLAND (n=21) - SOUTH (n=21) - WEST (n=21)

Table S7
PARTYFAV_2 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Conservative and Unionist Party

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	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	159	120	38	20	33	38	58	31	55	31	42	56	103	84	21	12	20	69	49	28	88
WEIGHTED BASE	153	116	36*	21**	32**	37*	52*	30**	56*	32**	35*	48*	105*	83*	19**	12**	17**	67*	48*	22**	88*
100%	100%	75%	24%*	13%**	21%**	24%*	34%*	20%**	36%*	21%**	23%*	31%*	69%*	54%*	12%**	8%**	11%**	44%*	31%*	15%**	57%**
Their values are better aligned with mine than those of other parties	62	53	9	8	11	15	22	12	27	7	15	18	44	41	7	5	5	27	23	11	38
	40%	46%	25%	36%	35%	41%	42%	41%	49%	23%	42%	38%	41%	49%	40%	37%	28%	41%	48%	47%	43%
They are most likely to provide Scotland with the stability that it needs	56	47	9	3	11	17	19	7	31	10	8	13	42	39	9	2	3	32	16	7	39
	36%	41%	24%	12%	36%	47%	36%	24%	55%	31%	22%	28%	40%	46%	46%	20%	20%	47%	34%	33%	45%
They are more competent than other parties	46	37	9	5	8	19	14	12	17	7	10	13	33	29	9	-	1	17	20	6	30
	30%	32%	25%	25%	24%	51%	26%	39%	31%	20%	29%	27%	31%	35%	50%	-	7%	26%	42%	25%	34%
They are most likely to provide Scotland with the change that it needs	45	32	13	6	8	13	15	10	20	7	8	12	33	29	3	5	4	16	18	5	29
	29%	28%	36%	30%	25%	35%	29%	33%	35%	23%	23%	24%	32%	35%	16%	39%	26%	24%	37%	23%	32%
Their leader will make a better First Minister than other parties' leaders	45	29	14	5	11	12	12	11	16	10	8	10	34	24	10	1	5	20	13	6	25
	29%	25%	38%	24%	35%	32%	23%	38%	28%	29%	23%	22%	32%	28%	52%	7%	32%	29%	26%	27%	29%
They are the most likely to improve the quality of life of me and my family	38	31	7	1	7	11	14	6	19	2	10	11	27	28	5	1	1	16	17	9	23
	25%	27%	18%	4%	24%	29%	26%	21%	35%	7%	28%	23%	26%	34%	29%	7%	6%	23%	35%	39%	26%
They are the most fit to govern	35	27	8	5	6	10	13	10	15	5	6	8	28	27	1	2	2	17	14	7	19
	23%	23%	21%	22%	18%	26%	26%	32%	27%	16%	17%	16%	27%	32%	6%	14%	11%	25%	30%	32%	21%
They are the most likely to do what they say they will	35	26	9	7	8	9	12	8	12	7	8	10	25	16	4	5	5	15	10	3	21
	23%	22%	26%	33%	25%	23%	24%	27%	22%	21%	23%	22%	24%	19%	21%	42%	32%	22%	21%	14%	24%
If enough people vote for them it would stop another party winning	30	21	9	8	11	5	2	6	16	1	7	6	24	18	4	5	1	9	13	2	20
	20%	18%	25%	40%	34%	14%	4%	20%	29%	4%	20%	13%	23%	21%	22%	40%	5%	14%	27%	11%	23%
They are a united party	30	17	13	4	5	5	15	5	8	5	11	12	18	10	5	1	8	14	6	6	14
	19%	15%	36%	18%	15%	13%	28%	18%	15%	16%	31%	24%	17%	11%	28%	6%	49%	22%	12%	27%	16%
They have the best policies for Scotland	26	20	6	2	6	6	11	6	9	7	4	6	20	16	7	-	*	11	10	2	19
	17%	17%	17%	10%	18%	17%	21%	20%	16%	23%	12%	13%	19%	19%	37%	-	3%	17%	20%	10%	21%
Other (please specify)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	7	6	1	-	1	3	2	1	2	3	2	3	4	2	-	-	2	3	3	2	4
	5%	6%	2%	-	3%	8%	5%	2%	4%	10%	4%	6%	4%	2%	-	-	13%	4%	6%	7%	4%
Prefer not to say	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1
	1%	1%	-	5%	-	-	-	3%	-	-	-	-	1%	-	-	-	-	2%	-	-	1%

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; ** very small base (under 30) ineligible for sig testing

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.

Table 28
PARTY/F3 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Liberal Democrats
Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	GENDER			AGE BAND 1					AGE BAND 2			SOCIAL GRADE 1				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A0	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	112	58	54	24	33	33	28	16	11	27	41	24	22	11	23	20	124	18	106	28	88	122	21	23	22	42	23	30	18	9		
WEIGHTED BASE	137	92*	105*	26**	30*	27**	26**	17*	11*	37*	53*	33*	32	15**	25**	33*	133	61*	105	32*	32**	69*	87*	18**	27*	21**	37*	27**	26**	14*		
100%	100%	70**	82**	20**	23**	21**	19**	13**	9**	27**	39**	24**	23**	11**	19**	100%	45**	73**	73**	23**	50**	63**	13**	19**	16**	27**	20**	19**	19**	15**		
These values are better aligned with mine than those of other parties	60	33	32	10	8	4	13	13	17	18	17	30	35	20	4	7	55	11	29	36	10	23	31	4	8	9	10	9	11	11	3	
33%	36%	31%	38%	28%	13%	50%	36%	33%	33%	31%	34%	34%	63%	17%	17%	41%	17%	28%	39%	31%	33%	35%	24%	31%	36%	30%	34%	39%	42%	25%		
They are a united party	58	29	29	10	5	5	6	11	21	15	11	32	29	8	10	11	37	20	25	33	13	18	24	2	14	5	10	6	7	6	7	
29%	32%	27%	39%	16%	17%	24%	29%	43%	4	27%	21%	36%	28%	27%	39%	28%	28%	23%	36%	41%	26%	28%	10%	50%	20%	31%	23%	26%	22%	54%		
They are the most likely to do what they say they will	49	22	27	4	6	7	5	9	18	10	13	27	34	5	3	7	39	10	27	22	7	16	26	6	8	6	8	7	7	6	1	
25%	24%	26%	16%	19%	27%	20%	23%	35%	18%	24%	30%	33%	16%	13%	19%	29%	16%	26%	24%	21%	23%	29%	31%	29%	27%	25%	27%	27%	23%	7%		
If enough people vote for them it would stop another party winning	47	18	29	6	2	8	6	9	16	8	14	25	27	6	7	7	33	14	23	24	8	19	16	5	6	9	13	5	6	1	2	
24%	20%	27%	23%	8%	28%	23%	24%	31%	15%	15%	26%	28%	27%	19%	27%	18%	25%	22%	22%	26%	23%	28%	19%	27%	24%	37%	39%	18%	23%	5%	12%	
They are the most likely to improve the quality of life of me and my family	43	19	24	9	4	4	4	9	11	14	9	20	20	9	4	9	29	13	19	24	6	19	16	3	7	9	6	6	8	4	-	
22%	21%	22%	36%	15%	15%	17%	25%	21%	25%	16%	16%	23%	19%	30%	15%	25%	22%	21%	18%	26%	18%	27%	19%	16%	25%	39%	17%	23%	30%	14%	-	
They are more competent than other parties	40	24	16	7	6	7	4	10	10	13	13	14	18	7	6	8	26	14	21	19	8	12	20	4	9	4	6	5	6	3	3	
20%	27%	15%	28%	20%	24%	27%	11%	19%	23%	25%	14%	18%	24%	26%	23%	19%	23%	20%	21%	24%	17%	23%	22%	22%	33%	19%	20%	20%	21%	10%	19%	
They are most likely to provide Scotland with the stability that it needs	38	22	16	12	3	7	4	5	8	15	11	13	16	7	5	10	23	15	21	17	8	16	12	4	5	6	9	3	4	8	-	
20%	24%	15%	46%	9%	24%	16%	14%	15%	27%	20%	15%	15%	16%	24%	21%	25%	17%	24%	29%	19%	25%	23%	14%	22%	19%	25%	28%	10%	14%	29%	-	
They are most likely to provide Scotland with the change that it needs	28	13	15	4	6	7	2	4	5	10	9	9	17	4	3	4	21	8	18	10	3	10	11	3	6	1	6	1	5	5	1	
14%	14%	15%	17%	20%	26%	8%	13%	10%	18%	17%	10%	16%	12%	14%	11%	15%	12%	18%	11%	10%	14%	13%	13%	23%	23%	4%	18%	5%	17%	19%	9%	
Their leader will make a better First Minister than other parties' leaders	26	15	11	5	3	5	2	4	7	7	7	11	13	3	6	3	16	9	12	14	3	11	11	3	6	4	5	2	3	2	-	
13%	16%	11%	19%	9%	19%	7%	11%	14%	13%	13%	13%	13%	9%	24%	8%	12%	15%	11%	15%	10%	16%	12%	17%	22%	19%	16%	7%	11%	9%	-		
They have the best policies for Scotland	22	12	10	5	2	7	4	3	5	7	7	8	13	3	5	1	16	6	9	13	4	8	10	3	6	4	4	-	2	4	-	
11%	13%	9%	19%	7%	25%	2%	7%	10%	13%	14%	9%	13%	9%	21%	3%	12%	10%	9%	14%	9%	14%	11%	11%	17%	23%	16%	11%	-	6%	15%	-	
They are the most fit to govern	11	6	6	3	2	2	1	-	3	5	3	3	8	1	1	1	9	2	5	6	2	2	6	2	1	1	1	3	1	4	-	
6%	6%	5%	10%	7%	9%	3%	-	7%	8%	6%	4%	3%	6%	4%	3%	7%	3%	5%	6%	3%	6%	7%	6%	10%	3%	4%	3%	4%	14%	-	-	
Other (please specify)	5	-	1	-	-	-	1	-	1	-	-	1	1	-	-	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	14	5	9	2	3	2	1	4	3	4	2	7	6	1	1	6	7	7	8	6	2	4	6	2	3	-	3	2	2	3	1	
7%	6%	7%	6%	10%	6%	3%	11%	6%	8%	4%	8%	6%	6%	2%	3%	17%	5%	11%	7%	7%	7%	6%	7%	9%	5%	-	9%	6%	6%	13%	6%	
Refuse not to say	2	2	1	-	1	-	-	-	1	1	-	1	1	-	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
1%	1%	1%	-	2%	-	-	-	3%	-	1%	-	1%	1%	-	-	1%	1%	2%	1%	1%	-	2%	1%	-	-	-	-	4%	3%	-	-	

Proportions/Means: Columns Total (5% risk level) - w/b - v/a/n/v/b - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/a/z/c/d/e
Overhead format used. * small base; ** very small base under 30 (welfare for baseline)



Table S9
PARTYFAV_3 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Liberal Democrats

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	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	212	161	48	20	43	49	82	45	75	36	56	69	143	22	41	44	61	141	19	70	88
WEIGHTED BASE	197	144	50*	25**	41*	48*	66*	46*	72**	31*	47*	55*	142	21**	39*	41*	55*	130	16**	62**	80*
100%		73%	25%*	13%**	21%*	24%*	33%*	23%*	37%**	16%*	24%*	28%*	72%	10%**	20%*	21%*	28%*	66%	8%**	31%*	40%*
Their values are better aligned with mine than those of other parties	65	52	10	7	15	22	16	16	27	10	13	14	52	5	10	19	13	42	8	16	33
	33%	36%	20%	30%	37%	46%	25%	34%	37%	30%	28%	25%	36%	26%	25%	47%	24%	32%	50%	26%	42%
They are a united party	58	46	12	7	14	15	18	13	26	3	15	15	43	7	7	9	22	37	5	20	20
	29%	32%	23%	27%	33%	30%	28%	29%	36%	9%	33%	28%	30%	33%	18%	22%	40%	28%	30%	32%	25%
They are the most likely to do what they say they will	49	40	8	4	10	8	23	10	17	4	19	16	33	5	11	11	11	39	3	13	23
	25%	28%	17%	15%	26%	16%	35%	23%	23%	12%	39%	30%	23%	25%	29%	27%	20%	30%	20%	21%	29%
If enough people vote for them it would stop another party winning	47	38	8	3	9	15	16	8	16	8	15	12	35	7	7	10	13	34	2	11	24
	24%	26%	16%	13%	23%	32%	24%	18%	22%	26%	32%	22%	25%	34%	17%	24%	23%	26%	15%	18%	30%
They are the most likely to improve the quality of life of me and my family	43	31	11	8	12	8	11	14	15	3	11	11	31	2	5	14	8	26	2	8	20
	22%	22%	23%	32%	30%	18%	16%	30%	21%	9%	23%	21%	22%	8%	12%	35%	15%	20%	12%	13%	25%
They are more competent than other parties	40	32	9	6	11	8	12	13	8	5	13	15	25	4	6	8	12	22	7	11	15
	20%	22%	17%	25%	26%	17%	19%	29%	12%	17%	28%	28%	18%	20%	15%	19%	21%	17%	42%	18%	18%
They are most likely to provide Scotland with the stability that it needs	38	23	14	4	12	5	14	12	12	3	12	8	30	3	6	10	7	17	4	6	15
	20%	16%	28%	18%	29%	11%	21%	26%	16%	10%	25%	15%	21%	14%	16%	24%	12%	13%	24%	9%	18%
They are most likely to provide Scotland with the change that it needs	28	22	6	1	11	4	11	7	10	3	9	11	18	2	6	7	7	19	3	8	13
	14%	15%	13%	4%	27%	9%	17%	15%	13%	9%	19%	20%	12%	11%	15%	17%	13%	14%	18%	12%	17%
Their leader will make a better First Minister than other parties' leaders	26	19	6	2	9	3	10	8	4	2	11	11	15	1	5	7	4	15	4	4	14
	13%	13%	12%	9%	21%	7%	15%	18%	5%	6%	24%	19%	11%	7%	14%	16%	7%	12%	24%	7%	17%
They have the best policies for Scotland	22	17	6	-	5	6	10	2	6	4	10	10	12	2	6	4	5	12	3	5	10
	11%	12%	11%	-	12%	13%	15%	5%	8%	14%	21%	18%	9%	10%	17%	8%	9%	10%	17%	8%	13%
They are the most fit to govern	11	8	3	1	2	2	5	2	2	2	5	5	6	3	1	2	4	5	2	4	3
	6%	6%	6%	3%	6%	5%	7%	4%	3%	7%	10%	10%	4%	15%	2%	4%	7%	4%	11%	7%	3%
Other (please specify)	1	1	-	-	-	-	1	1	-	-	1	1	-	-	-	-	-	1	-	-	1
	*	1%	-	-	-	-	1%	-	-	-	2%	2%	-	-	-	-	-	1%	-	-	1%
Don't know	14	7	7	3	2	5	4	5	6	3	1	2	12	1	3	1	5	10	-	7	3
	7%	5%	14%	13%	4%	11%	6%	10%	8%	10%	2%	4%	8%	4%	7%	4%	10%	8%	-	11%	4%
Prefer not to say	2	2	-	-	-	-	1	-	1	-	1	1	1	-	1	-	-	2	-	1	1
	1%	1%	-	-	-	-	1%	-	2%	-	2%	1%	1%	-	2%	-	-	1%	-	1%	2%

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; ** very small base (under 30) ineligible for sig testing

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.

Table 02
PARTY A - 4 - The mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Green Party

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION								
	TOTAL (n)	MEN (n)	WOMEN (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65+ (n)	16-34 (n)	35-54 (n)	55+ (n)	A8 (n)	C1 (n)	C2 (n)	DE (n)	ABC1 (n)	C2DE (n)	WORKING (n)	NOT WORKING (n)	STANDARD GRADE OR BELOW (n)	HIGHER (n)	DEGREE OR ABOVE (n)	CENTRAL (n)	GLASGOW (n)	HIGHLANDS AND ISLANDS (n)	LOTHIANS (n)	MID SCOTLAND AND FYE (n)	NORTH EAST SCOTLAND (n)	SOUTH (n)	WEST (n)	
UNWEIGHTED BASE	127	72	55	13	25	18	15	22	21	18	44	37	39	56	23	16	25	79	41	63	57	26	38	52	9	19	8	21	8	14	14	24
WEIGHTED BASE	230	140	90	13*	23**	18**	14**	21**	21**	11**	44**	37**	39**	56**	23**	16**	25**	79**	41**	63**	57**	26**	38**	52**	9**	19**	8**	21**	8**	14**	14**	24**
These values are better aligned with mine than those of other parties	44%	46%	42%	48%	30%	39%	54%	55%	47%	38%	47%	51%	43%	43%	64%	40%	43%	47%	37%	56%	53%	43%	43%	37%	45%	37%	47%	33%	33%	48%	48%	68%
They are the most likely to do what they say they will	94	53	41	21	20	8	18	13	13	41	26	27	48	13	15	17	62	32	59	34	18	34	38	13	12	7	14	6	15	12	12	12
They are the most likely to improve the quality of life of me and my family	85	50	35	23	24	7	23	8	9	48	20	17	45	17	15	8	62	23	56	29	19	27	37	7	16	8	20	3	13	6	10	10
They are most likely to provide Scotland with the change that it needs	84	44	40	26	11	12	14	10	12	37	25	22	36	21	12	15	57	27	47	37	14	30	37	7	16	8	18	6	13	10	5	5
They are a united party	67	38	29	18	17	4	8	8	12	35	12	21	28	16	11	12	44	24	41	27	18	20	29	5	14	2	14	9	10	7	7	7
If enough people vote for them it would stop another party winning	65	29	35	13	8	7	12	14	11	21	19	25	36	12	8	8	48	16	37	28	10	17	31	6	8	4	7	8	11	13	8	8
They are most likely to provide Scotland with the stability that it needs	24%	41	23	25	19	9	4	6	1	44	12	7	26	10	11	17	36	28	27	26	17	31	14	6	12	4	10	3	9	14	4	23%
They have the best policies for Scotland	60	32	28	21	14	10	6	3	6	35	16	9	29	13	6	12	42	18	32	28	12	24	23	6	14	4	16	3	7	5	4	4
They are more competent than other parties	49	25	24	17	7	4	7	8	6	24	11	14	18	15	9	7	33	16	24	25	10	20	17	1	9	5	10	6	6	8	3	3
They are the most fit to govern	30	19	11	16	5	3	4	2	1	21	5	3	10	9	3	4	19	11	15	14	7	12	14	2	6	3	6	1	4	3	1	1
Their leader will make a better First Minister than other parties' leaders	29	18	11	14	7	2	3	1	2	21	4	3	9	7	9	4	16	13	16	13	7	10	11	2	7	2	8	-	7	1	1	1
Other (please specify)	11%	4%	5%	1%	-	2%	3%	4%	4%	18%	6%	4%	7%	13%	36%	6%	9%	15%	9%	13%	15%	11%	9%	7%	16%	7%	18%	-	16%	5%	4%	4%
Don't know	12	7	4	-	4	4	-	2	2	4	4	4	3	5	1	3	8	4	4	5	4	3	7	1	2	1	3	2	2	-	1	1
Prefer not to say	1	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/n/f/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/z/BC/DE
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



Table 61
PARTYFAV_4 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish Green Party

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	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	277	185	88	38	64	56	102	53	88	60	76	98	88	11	37	11	144	178	14	141	45
WEIGHTED BASE	270	172	93*	46*	65*	53*	88*	57*	84*	62*	67*	88*	182	9**	34*	10**	158	167	14**	135	40*
	100%	64%	34%*	17%*	24%*	20%*	33%*	21%*	31%*	23%*	25%*	33%*	67%	4%**	12%*	4%**	51%	62%	5%**	50%	15%*
Their values are better aligned with mine than those of other parties	119	89	29	17	33	19	40	24	41	27	28	34	85	1	12	1	67	78	7	64	15
	44%	52%	31%	37%	51%	36%	45%	42%	50%	43%	41%	39%	47%	8%	37%	6%	49%	47%	47%	47%	38%
They are the most likely to do what they say they will	94	64	27	11	19	20	33	15	31	22	26	31	63	1	7	1	55	59	3	48	13
	35%	37%	29%	25%	29%	39%	38%	27%	37%	35%	38%	35%	34%	16%	20%	12%	40%	36%	21%	35%	33%
They are the most likely to improve the quality of life of me and my family	85	58	26	10	19	20	30	13	26	22	24	34	51	1	11	3	40	50	2	37	12
	32%	34%	28%	21%	30%	38%	34%	22%	31%	36%	36%	39%	28%	15%	33%	30%	29%	30%	11%	28%	30%
They are most likely to provide Scotland with the change that it needs	84	60	23	17	15	15	27	23	23	17	21	23	61	6	7	3	38	47	1	34	11
	31%	35%	24%	38%	23%	29%	30%	41%	27%	27%	32%	26%	34%	60%	20%	26%	28%	28%	8%	25%	28%
They are a united party	67	43	24	14	15	14	20	15	21	15	16	25	43	3	10	3	33	39	6	34	11
	25%	25%	26%	31%	22%	26%	22%	27%	25%	24%	24%	28%	23%	34%	29%	29%	24%	23%	43%	25%	27%
If enough people vote for them it would stop another party winning	65	47	17	9	13	12	22	11	27	13	13	19	46	-	7	2	34	44	3	33	11
	24%	27%	18%	20%	20%	23%	25%	20%	33%	21%	19%	21%	25%	-	21%	18%	25%	26%	19%	25%	28%
They are most likely to provide Scotland with the stability that it needs	63	36	25	18	13	14	16	15	14	21	14	20	43	3	5	3	25	26	3	25	4
	24%	21%	27%	40%	19%	26%	18%	26%	17%	33%	21%	23%	24%	36%	16%	33%	18%	15%	24%	18%	11%
They have the best policies for Scotland	60	38	19	10	11	12	23	12	13	12	23	23	38	1	7	-	27	29	1	21	10
	22%	22%	21%	21%	17%	22%	26%	20%	15%	20%	35%	26%	21%	14%	22%	-	20%	17%	7%	16%	25%
They are more competent than other parties	49	28	19	13	9	12	9	12	13	9	16	18	31	3	4	-	23	26	1	25	1
	18%	16%	20%	29%	14%	24%	10%	21%	16%	14%	23%	21%	17%	29%	12%	-	17%	16%	8%	19%	3%
They are the most fit to govern	30	13	14	11	5	4	5	7	5	7	11	13	16	3	5	-	7	9	2	6	4
	11%	8%	15%	24%	8%	7%	6%	13%	6%	11%	16%	15%	9%	29%	16%	-	5%	5%	12%	5%	11%
Their leader will make a better First Minister than other parties' leaders	29	20	6	8	4	5	10	6	4	8	10	13	16	1	4	1	7	13	-	10	3
	11%	12%	7%	18%	7%	10%	11%	11%	5%	13%	15%	15%	9%	7%	12%	7%	5%	8%	-	8%	7%
Other (please specify)	10	10	-	1	2	4	3	2	7	-	1	1	9	-	2	-	6	9	1	7	2
	4%	6%	-	2%	3%	8%	3%	3%	8%	-	1%	1%	5%	-	6%	-	4%	5%	7%	5%	5%
Don't know	12	7	5	1	3	3	5	2	4	2	4	5	7	-	1	2	8	9	-	5	3
	4%	4%	6%	2%	5%	6%	5%	4%	4%	3%	5%	5%	4%	-	3%	21%	6%	5%	-	4%	7%
Prefer not to say	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	1%	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-

Proportions/Mean: 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; ** very small base (under 30) ineligible for sig testing

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.

Table 02
PARTY/AV 5 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish National Party

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	GENDER			AGE BAND 1					AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION											
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL SCOTLAND	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1000	500	500	160	240	240	240	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160	160
WEIGHTED BASE	1100	550	550	170	250	250	250	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170	170
They are most likely to provide Scotland with the stability that it needs	45%	46%	44%	41%	39%	32%	53%	54%	51%	40%	42%	52%	48%	52%	45%	33%	49%	38%	43%	49%	48%	42%	45%	44%	44%	34%	39%	52%	49%	52%	48%	48%	
They have the best policies for Scotland	42%	42%	42%	14%	38%	35%	43%	56%	53%	28%	40%	55%	49%	46%	27%	41%	45%	36%	37%	49%	40%	37%	47%	38%	40%	28%	46%	46%	40%	40%	40%	51%	
Their values are better aligned with mine than those of other parties	41%	46%	35%	24%	27%	30%	54%	54%	53%	26%	42%	54%	40%	49%	26%	45%	43%	37%	35%	51%	50%	31%	46%	40%	36%	50%	38%	46%	36%	55%	37%		
They are most likely to provide Scotland with the change that it needs	37%	37%	36%	25%	38%	23%	42%	53%	38%	33%	32%	44%	42%	35%	33%	32%	39%	32%	35%	39%	43%	34%	34%	43%	32%	28%	44%	43%	30%	33%	34%		
Their leader will make a better First Minister than other parties' leaders	33%	36%	35%	26%	21%	24%	49%	42%	49%	23%	36%	46%	39%	33%	32%	33%	37%	32%	31%	43%	34%	30%	41%	50%	23%	47%	30%	35%	32%	40%	35%		
They are the most fit to govern	32%	30%	32%	12%	23%	36%	35%	38%	40%	19%	36%	39%	35%	33%	31%	26%	34%	28%	31%	34%	28%	31%	33%	32%	24%	38%	32%	40%	26%	35%	33%		
They are the most likely to improve the quality of life of me and my family	29%	34%	25%	27%	26%	20%	39%	27%	36%	27%	29%	32%	29%	29%	37%	27%	29%	31%	29%	31%	41%	25%	28%	36%	22%	26%	35%	26%	32%	30%	24%		
They are the most likely to do what they say they will	28%	30%	25%	19%	29%	26%	32%	27%	30%	26%	29%	29%	30%	22%	27%	29%	27%	29%	27%	28%	32%	22%	29%	27%	16%	32%	27%	21%	26%	36%	41%		
They are more competent than other parties	26%	30%	22%	16%	28%	18%	37%	31%	25%	23%	27%	28%	30%	21%	22%	25%	27%	24%	28%	22%	20%	23%	30%	26%	23%	14%	32%	31%	26%	21%	26%		
There are a united party	20%	23%	17%	13%	23%	19%	23%	18%	20%	19%	21%	19%	19%	15%	23%	24%	18%	24%	19%	21%	24%	21%	15%	15%	34%	-	16%	26%	12%	26%	25%		
If enough people vote for them it would stop another party winning	18%	18%	19%	11%	17%	10%	24%	13%	20%	14%	17%	22%	18%	13%	18%	19%	18%	19%	17%	20%	17%	16%	20%	22%	15%	16%	21%	23%	13%	35%	6%		
Other (please specify)	6%	4%	2%	1%	-	-	1%	2%	2%	1%	1%	4%	5%	-	-	1%	5%	1%	2%	3%	2%	1%	3%	-	2%	1%	-	-	1%	2%	-		
Don't know	1%	2%	3%	6%	4%	2%	-	1%	-	5%	4%	2%	4%	1%	1%	4%	5%	5%	6%	4%	2%	4%	2%	1%	-	1%	1%	2%	3%	-	1%		
Prefer not to say	1%	-	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Proportions/Means: Columns Tested (5% risk level) - a) b) - c) d) n) g) h) - i) j) k) - l) m) n) o) - p) q) r) - s) t) u) v) w) x) y) z) 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) Z) AA) AB) AC) AD) AE) AF) AG) AH) AI) AJ) AK) AL) AM) AN) AO) AP) AQ) AR) AS) AT) AU) AV) AW) AX) AY) AZ) BA) BB) BC) BD) BE) BF) BG) BH) BI) BJ) BK) BL) BM) BN) BO) BP) BQ) BR) BS) BT) BU) BV) BW) BX) BY) BZ) CA) CB) CC) CD) CE) CF) CG) CH) CI) CJ) CK) CL) CM) CN) CO) CP) CQ) CR) CS) CT) CU) CV) CW) CX) CY) CZ) DA) DB) DC) DD) DE) DF) DG) DH) DI) DJ) DK) DL) DM) DN) DO) DP) DQ) DR) DS) DT) DU) DV) DW) DX) DY) DZ) EA) EB) EC) ED) EE) EF) EG) EH) EI) EJ) EK) EL) EM) EN) EO) EP) EQ) ER) ES) ET) EU) EV) EW) EX) EY) EZ) FA) FB) FC) FD) FE) FF) FG) FH) FI) FJ) FK) FL) FM) FN) FO) FP) FQ) FR) FS) FT) FU) FV) FW) FX) FY) FZ) GA) GB) GC) GD) GE) GF) GG) GH) GI) GJ) GK) GL) GM) GN) GO) GP) GQ) GR) GS) GT) GU) GV) GW) GX) GY) GZ) HA) HB) HC) HD) HE) HF) HG) HH) HI) HJ) HK) HL) HM) HN) HO) HP) HQ) HR) HS) HT) HU) HV) HW) HX) HY) HZ) IA) IB) IC) ID) IE) IF) IG) IH) II) IJ) IK) IL) IM) IN) IO) IP) IQ) IR) IS) IT) IU) IV) IW) IX) IY) IZ) JA) JB) JC) JD) JE) JF) JG) JH) JI) JJ) JK) JL) JM) JN) JO) JP) JQ) JR) JS) JT) JU) JV) JW) JX) JY) JZ) KA) KB) KC) KD) KE) KF) KG) KH) KI) KJ) KK) KL) KM) KN) KO) KP) KQ) KR) KS) KT) KU) KV) KW) KX) KY) KZ) LA) LB) LC) LD) LE) LF) LG) LH) LI) LJ) LK) LL) LM) LN) LO) LP) LQ) LR) LS) LT) LU) LV) LW) LX) LY) LZ) MA) MB) MC) MD) ME) MF) MG) MH) MI) MJ) MK) ML) MM) MN) MO) MP) MQ) MR) MS) MT) MU) MV) MW) MX) MY) MZ) NA) NB) NC) ND) NE) NF) NG) NH) NI) NJ) NK) NL) NM) NO) NP) NQ) NR) NS) NT) NU) NV) NW) NX) NY) NZ) OA) OB) OC) OD) OE) OF) OG) OH) OI) OJ) OK) OL) OM) ON) OO) OP) OQ) OR) OS) OT) OU) OV) OW) OX) OY) OZ) PA) PB) PC) PD) PE) PF) PG) PH) PI) PJ) PK) PL) PM) PN) PO) PP) PQ) PR) PS) PT) PU) PV) PW) PX) PY) PZ) QA) QB) QC) QD) QE) QF) QG) QH) QI) QJ) QK) QL) QM) QN) QO) QP) QQ) QR) QS) QT) QU) QV) QW) QX) QY) QZ) RA) RB) RC) RD) RE) RF) RG) RH) RI) RJ) RK) RL) RM) RN) RO) RP) RQ) RR) RS) RT) RU) RV) RW) RX) RY) RZ) SA) SB) SC) SD) SE) SF) SG) SH) SI) SJ) SK) SL) SM) SN) SO) SP) SQ) SR) SS) ST) SU) SV) SW) SX) SY) SZ) TA) TB) TC) TD) TE) TF) TG) TH) TI) TJ) TK) TL) TM) TN) TO) TP) TQ) TR) TS) TT) TU) TV) TW) TX) TY) TZ) UA) UB) UC) UD) UE) UF) UG) UH) UI) UJ) UK) UL) UM) UN) UO) UP) UQ) UR) US) UT) UY) UZ) VA) VB) VC) VD) VE) VF) VG) VH) VI) VJ) VK) VL) VM) VN) VO) VP) VQ) VR) VS) VT) VU) VV) VW) VX) VY) VZ) WA) WB) WC) WD) WE) WF) WG) WH) WI) WJ) WK) WL) WM) WN) WO) WP) WQ) WR) WS) WT) WU) WV) WW) WX) WY) WZ) XA) XB) XC) XD) XE) XF) XG) XH) XI) XJ) XK) XL) XM) XN) XO) XP) XQ) XR) XS) XT) XU) XV) XW) XX) XY) XZ) YA) YB) YC) YD) YE) YF) YG) YH) YI) YJ) YK) YL) YM) YN) YO) YP) YQ) YR) YS) YT) YU) YV) YW) YX) YY) YZ) ZA) ZB) ZC) ZD) ZE) ZF) ZG) ZH) ZI) ZJ) ZK) ZL) ZM) ZN) ZO) ZP) ZQ) ZR) ZS) ZT) ZU) ZV) ZW) ZX) ZY) ZZ)



Table 63
PARTYFAV_5 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? The Scottish National Party

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	TENURE			INCOME				HOUSEHOLD SIZE				PRESENCE OF CHILDREN HH (17 OR UNDER)		2021 CONSTITUENCY VOTE				BREXIT VOTE 2016		INDY REF VOTE 2014	
	TOTAL	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	366	238	125	50	89	81	126	84	120	72	90	126	240	10	30	10	252	234	35	223
WEIGHTED BASE	348	210	135	58*	92*	74*	104	87**	114	69*	78*	113	234	8**	27**	10**	239	218	30*	208	36*
100%	100%	60%	39%	17%*	27%*	21%*	30%	25%*	33%	20%*	22%*	33%	69%	2%	8%*	3%*	69%	63%	9%*	60%	10%*
They are most likely to provide Scotland with the stability that it needs	157	100	57	24	40	40	46	37	54	35	32	48	109	1	9	5	122	113	11	98	21
45%	48%	43%	41%	43%	54%	44%	42%	48%	50%	41%	42%	47%	18%	35%	51%	51%	52%	36%	47%	60%	
They have the best policies for Scotland	145	95	50	19	40	29	46	42	55	23	24	36	109	4	5	1	118	107	13	104	14
42%	45%	37%	33%	43%	39%	44%	49%	49%	33%	31%	31%	47%	51%	19%	14%	49%	49%	43%	50%	38%	
Their values are better aligned with mine than those of other parties	143	102	41	25	41	27	42	40	57	24	22	36	107	2	6	5	119	116	10	110	13
41%	48%	31%	43%	44%	37%	41%	46%	50%	35%	29%	31%	46%	20%	21%	44%	50%	53%	32%	53%	36%	
They are most likely to provide Scotland with the change that it needs	128	81	45	22	34	24	38	31	48	27	22	38	90	1	12	1	96	91	10	88	11
37%	39%	33%	38%	37%	33%	37%	35%	42%	39%	28%	34%	38%	14%	43%	7%	40%	42%	33%	43%	32%	
Their leader will make a better First Minister than other parties' leaders	123	80	43	15	36	28	35	28	51	19	24	37	86	3	6	1	103	93	8	88	12
35%	38%	32%	26%	39%	38%	33%	32%	45%	28%	32%	32%	37%	35%	22%	6%	43%	43%	27%	42%	34%	
They are the most fit to govern	110	69	42	10	31	29	33	23	49	14	25	33	77	1	6	1	94	84	8	80	9
32%	33%	31%	18%	33%	39%	31%	26%	43%	21%	32%	29%	33%	10%	22%	10%	39%	38%	27%	39%	25%	
They are the most likely to improve the quality of life of me and my family	103	65	37	13	30	22	29	20	39	21	22	36	67	1	4	1	85	76	5	69	9
29%	31%	28%	22%	33%	30%	28%	23%	34%	31%	29%	32%	28%	8%	16%	12%	35%	35%	16%	33%	24%	
They are the most likely to do what they say they will	96	60	36	14	29	18	30	18	37	18	22	33	63	1	11	-	76	67	12	60	11
28%	29%	26%	24%	32%	25%	28%	21%	33%	27%	28%	29%	27%	9%	42%	-	32%	31%	39%	29%	30%	
They are more competent than other parties	90	65	26	9	23	20	31	22	36	16	16	26	64	1	6	3	71	70	8	63	13
26%	31%	19%	15%	25%	27%	30%	25%	32%	23%	21%	23%	27%	16%	23%	31%	30%	32%	28%	30%	37%	
They are a united party	69	43	26	8	19	15	20	16	26	15	12	22	47	1	4	2	53	44	9	44	7
20%	21%	19%	14%	21%	21%	20%	19%	23%	21%	16%	19%	20%	10%	14%	18%	22%	20%	29%	21%	20%	
If enough people vote for them it would stop another party winning	63	40	23	11	12	17	20	21	21	13	8	14	49	3	4	-	49	47	5	42	6
18%	19%	17%	19%	13%	23%	19%	24%	19%	19%	11%	12%	21%	34%	13%	-	20%	21%	17%	20%	16%	
Other (please specify)	6	5	1	1	1	2	2	2	2	-	2	1	5	-	-	-	5	5	-	4	1
2%	2%	1%	2%	1%	3%	2%	2%	2%	2%	-	2%	1%	2%	-	-	-	2%	2%	-	2%	2%
Don't know	10	6	3	4	1	2	3	3	6	-	2	2	8	1	1	1	3	4	1	2	2
3%	3%	2%	6%	1%	3%	3%	3%	3%	5%	-	2%	1%	4%	9%	4%	7%	1%	2%	3%	1%	4%
Prefer not to say	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-
*	-	-	-	-	-	-	1%	-	-	-	1%	-	*	-	-	-	-	-	-	-	-

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; ** very small base (under 30) ineligible for sig testing

Table 04
PARTYFAV - 6 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? Before UK

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST				
UNWEIGHTED BASE	403	212	191	22	44	52	57	43	60	51	61	23	29	33	29	22	28	22	23	4	36	22	21	21	21	14	21	22	21	21	21	21	21	21	
WEIGHTED BASE	205	110*	95*	21**	44*	30**	22**	35*	57*	65*	52**	87*	79**	36*	40**	41*	114	91*	121	83*	55*	68*	56*	28**	28*	10**	24**	22**	35*	22**	25**	25**	25**	25**	
100%	50**	40**	40**	11**	21**	15**	11**	16**	25**	25**	21**	21**	19**	11**	12**	21**	55**	45**	30**	42**	27**	33**	11**	16**	9**	7**	8**	12**	11**	11**	11**	11**	11**	11**	
These values are better aligned with mine than those of other parties	59	49	44	4	16	13	14	15	31	20	27	46	34	14	24	21	48	45	47	46	27	40	24	16	9	7	8	9	8	14	10	10	10	10	
46%	45%	47%	47%	19%	37%	44%	63%	44%	59%	31%	52%	53%	44%	39%	50%	49%	42%	49%	39%	55%	50%	46%	42%	56%	34%	37%	33%	42%	51%	44%	44%	44%	44%	44%	
They are the most likely to do what they say they will	86	45	41	5	16	8	11	15	31	21	19	46	34	15	20	18	49	37	46	40	26	35	22	11	12	10	8	7	12	12	12	12	12	12	
42%	41%	44%	24%	24%	36%	26%	52%	43%	59%	32%	37%	53%	44%	41%	41%	41%	43%	41%	38%	47%	46%	40%	40%	39%	43%	52%	35%	32%	35%	55%	53%	53%	53%	53%	
They are most likely to provide Scotland with the change that it needs	84	48	36	9	17	9	12	10	28	16	20	38	28	17	20	19	45	39	49	35	25	35	21	6	10	5	12	5	15	16	16	16	16	16	16
41%	44%	38%	39%	40%	30%	53%	29%	53%	40%	39%	43%	36%	49%	41%	45%	40%	43%	41%	42%	46%	39%	37%	22%	35%	26%	52%	22%	42%	42%	71%	62%	62%	62%	62%	
They are the most likely to improve the quality of life of me and my family	71	38	33	6	16	8	7	11	22	12	16	33	27	15	19	10	42	29	44	27	21	26	19	12	11	3	9	7	10	6	13	13	13	13	13
35%	35%	34%	28%	36%	28%	34%	31%	43%	33%	30%	38%	34%	41%	40%	24%	36%	32%	36%	32%	39%	30%	34%	41%	40%	14%	39%	30%	30%	26%	26%	26%	26%	26%	26%	
Their leader will make a better First Minister than other parties' leaders	51	29	22	3	4	5	11	10	18	8	15	28	15	11	17	8	26	25	26	25	15	23	11	5	5	6	4	4	7	8	11	11	11	11	11
25%	26%	23%	14%	10%	16%	49%	28%	33%	12%	30%	32%	19%	31%	33%	19%	23%	28%	21%	30%	28%	26%	19%	17%	19%	30%	18%	18%	18%	19%	35%	45%	45%	45%	45%	
If enough people vote for them it would stop another party winning	46	26	21	1	8	7	5	10	16	8	12	26	19	5	14	9	24	23	24	22	12	17	17	7	5	4	5	5	7	4	9	9	9	9	
23%	24%	22%	3%	17%	23%	23%	29%	32%	12%	23%	30%	24%	14%	29%	21%	21%	23%	20%	27%	21%	20%	30%	24%	18%	21%	20%	25%	19%	16%	16%	16%	16%	16%		
They are a united party	44	23	21	5	10	3	7	16	16	15	6	23	14	5	13	12	19	20	23	21	18	10	4	8	2	6	2	6	3	6	7	7	7	7	
21%	19%	24%	20%	24%	10%	11%	21%	31%	22%	19%	27%	18%	14%	27%	28%	17%	27%	17%	27%	25%	22%	18%	13%	29%	12%	25%	12%	17%	13%	13%	13%	13%	13%		
They have the best policies for Scotland	42	20	14	4	12	4	7	5	11	15	11	15	18	9	8	7	27	15	26	16	10	18	11	1	9	6	4	4	10	3	5	5	5		
21%	20%	14%	17%	27%	14%	33%	13%	23%	21%	22%	14%	23%	24%	16%	16%	24%	18%	22%	19%	19%	20%	20%	3%	12%	29%	14%	20%	29%	14%	14%	14%	14%	14%		
They are more competent than other parties	42	24	17	1	5	4	8	8	17	5	12	25	16	7	13	5	24	18	22	20	15	14	11	4	4	2	5	3	11	5	7	7	7		
20%	22%	18%	3%	11%	12%	36%	22%	33%	8%	25%	29%	21%	20%	28%	12%	21%	20%	18%	24%	28%	16%	20%	14%	16%	11%	19%	16%	30%	21%	21%	21%	21%	21%		
They are most likely to provide Scotland with the stability that it needs	39	21	18	4	7	3	6	6	14	10	9	20	11	8	14	6	20	20	22	18	12	16	10	2	5	1	4	5	8	4	11	11	11		
19%	19%	19%	16%	15%	11%	28%	17%	27%	15%	18%	23%	15%	23%	29%	14%	17%	22%	18%	21%	21%	19%	18%	6%	19%	15%	5%	15%	22%	23%	19%	19%	19%	19%		
They are the most fit to govern	38	19	19	6	7	2	5	8	10	13	7	18	16	9	8	4	25	12	23	16	11	12	12	3	6	2	4	2	8	6	6	6	6		
18%	17%	20%	25%	17%	6%	24%	22%	19%	15%	14%	20%	20%	27%	18%	6%	22%	14%	18%	18%	20%	13%	22%	9%	22%	8%	18%	12%	23%	27%	27%	27%	27%	27%		
Other (please specify)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	9	4	5	1	2	2	2	4	2	2	6	5	3	-	1	8	1	5	4	2	4	2	1	1	1	2	2	2	2	2	2	2	2		
Prefer not to say	3	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1%	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Proportions/Means: Columns Totalled 100% (n=205) - n/B = 46/M/B - (A/B - 1)M/B - a/B - r/B - U/B - w/B/A/B/C/D/E
 Overlap formulae used. * small base; ** very small base (under 20) ineligible for weighting



Table 65
PARTYFAV_6 - You mentioned you have a favourable opinion of the following party(ies). Which of the following, if any, are the most important reasons for your favourable opinion of them? Reform UK

Base: Adults aged 16+ in Scotland who have a favourable view of selected parties

	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	201	134	63	23	49	46	69	38	66	37	60	79	122	66	32	15	39	71	77	52	91
WEIGHTED BASE	205	132	68*	26**	51*	51*	62*	41*	66*	42*	56*	74*	131	68*	28**	14**	39*	70*	78*	47*	97*
100%	100%	65%	33%*	13%**	25%*	25%*	30%*	20%*	32%*	20%*	27%*	36%*	64%	33%*	14%**	7%**	19%*	34%*	30%*	23%*	47%*
Their values are better aligned with mine than those of other parties	93	67	25	10	22	30	23	15	41	17	20	28	66	37	8	4	16	29	45	19	50
	46%	51%	37%	38%	43%	58%	38%	38%	62%	40%	37%	38%	50%	55%	27%	27%	39%	42%	59%	41%	52%
They are the most likely to do what they say they will	86	63	22	6	21	22	29	10	33	22	21	25	61	35	8	7	13	32	37	17	50
	42%	48%	33%	21%	42%	44%	46%	24%	50%	54%	38%	34%	47%	52%	29%	46%	34%	45%	47%	37%	51%
They are most likely to provide Scotland with the change that it needs	84	50	33	12	22	28	20	20	28	14	22	27	58	31	12	4	16	27	38	14	49
	41%	38%	48%	45%	42%	55%	32%	49%	42%	33%	39%	36%	44%	46%	41%	25%	41%	39%	49%	31%	51%
They are the most likely to improve the quality of life of me and my family	71	40	28	4	22	21	17	16	24	13	19	24	47	26	9	4	9	28	27	17	34
	35%	31%	41%	15%	43%	41%	28%	39%	36%	31%	33%	32%	36%	38%	31%	25%	22%	40%	35%	36%	36%
Their leader will make a better First Minister than other parties' leaders	51	31	20	6	11	19	12	10	16	8	17	17	34	22	4	1	11	14	28	9	33
	25%	23%	29%	23%	22%	38%	19%	24%	24%	20%	30%	23%	26%	33%	13%	4%	27%	20%	36%	19%	34%
If enough people vote for them it would stop another party winning	46	37	9	2	16	13	11	9	20	5	13	15	31	23	6	3	1	18	24	11	31
	23%	28%	14%	8%	31%	25%	18%	21%	30%	12%	23%	20%	24%	33%	22%	20%	4%	26%	30%	23%	32%
They are a united party	44	29	15	2	15	14	8	4	20	3	17	16	28	14	6	4	7	16	19	9	26
	21%	22%	23%	8%	29%	28%	14%	10%	31%	7%	30%	22%	21%	21%	21%	27%	18%	22%	24%	20%	27%
They have the best policies for Scotland	42	30	12	3	11	9	15	6	17	10	10	18	24	14	6	4	8	12	20	12	19
	21%	23%	18%	11%	22%	18%	25%	15%	25%	23%	18%	24%	19%	20%	20%	30%	20%	17%	26%	26%	20%
They are more competent than other parties	42	29	13	-	12	16	11	9	17	7	10	9	33	16	5	3	7	16	22	12	25
	20%	22%	19%	-	23%	31%	18%	22%	25%	16%	17%	12%	25%	24%	17%	20%	17%	23%	28%	26%	26%
They are most likely to provide Scotland with the stability that it needs	39	25	13	3	12	16	6	5	13	9	12	13	26	11	8	3	4	13	20	6	23
	19%	19%	19%	11%	24%	31%	10%	12%	20%	20%	22%	18%	20%	16%	30%	17%	11%	18%	26%	14%	24%
They are the most fit to govern	38	29	7	-	10	14	13	2	14	13	8	16	22	13	5	3	4	11	19	7	21
	18%	22%	11%	-	19%	27%	21%	5%	21%	32%	15%	22%	16%	19%	16%	18%	9%	15%	25%	15%	22%
Other (please specify)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	9	5	4	1	2	4	2	3	4	1	1	1	8	4	1	-	3	3	4	2	5
	4%	4%	6%	4%	4%	7%	3%	7%	6%	2%	2%	2%	6%	5%	3%	-	7%	4%	5%	5%	6%
Prefer not to say	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	2%	-	-	-	2%	-	1%	-	-	-	-	-	-	-	-

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; ** very small base (under 30) ineligible for sig testing

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Table 66

LEADERCAP - 'Does apply' Summary Table - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to ... ?

Base: Adults aged 16+ in Scotland

	Anas Sawar	John Swinney	Malcolm offord
UNWEIGHTED BASE	1027	1027	1027
WEIGHTED BASE	1027	1027	1027
An honest person	256 25%	372 36%	146 14%
In touch with ordinary people	270 26%	374 36%	179 17%
Has a lot of personality	239 23%	241 23%	156 15%
Has the right plans for Scotland	224 22%	337 33%	169 16%
A capable leader	252 25%	392 38%	162 16%
Understands the problems facing Scotland	344 34%	449 44%	195 19%
Good in a crisis	169 16%	321 31%	122 12%
Shares my values	201 20%	293 28%	169 16%

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.



26-017557-01 - SCOTLAND POLITICAL PULSE
 6TH-16TH MARCH 2026
 PUBLIC
 IPSOS

17 Mar 2026

Table 67

LEADERCAP1 - Summary Table - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party?

Base: Adults aged 16+ in Scotland

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Scotland	A capable leader	Understands the problems facing Scotland	Good in a crisis	Shares my values
UNWEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027
WEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027
Does apply	256	270	239	224	252	344	169	201
	25%	26%	23%	22%	25%	34%	16%	20%
Does not apply	342	420	434	443	402	376	365	466
	33%	41%	42%	43%	39%	37%	36%	45%
Don't know	410	324	337	341	352	288	471	337
	40%	32%	33%	33%	34%	28%	46%	33%
Prefer not to say	19	13	17	18	20	19	22	23
	2%	1%	2%	2%	2%	2%	2%	2%

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.



26-017557-01 - SCOTLAND POLITICAL PULSE
07th-08th March 2026
PUBLIC
IPSS

17 Mar 2026

Table 08
LEADERCAP1_1 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? An honest person

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST
UNWEIGHTED BASE	1007	510	496	121	246	148	271	181	211	290	319	412	411	228	115	313	641	366	639	368	239	769	238	188	74	177	222	174	90	83	
WEIGHTED BASE	1000	492	508	132	248	153	262	176	246	290	315	422	381	211	169	267	642	352	665	342	245	760	231	124	132	84*	148	125	142	129*	131*
Does apply	256	135	121	31	41	27	34	40	84	71	61	124	117	49	42	49	166	91	140	116	58	87	105	24	30	26	36	29	38	38	35
	25%	28%	23%	23%	26%	18%	21%	23%	34%	25%	19%	29%	31%	23%	25%	18%	26%	21%	23%	24%	21%	32%	19%	23%	31%	25%	23%	26%	30%	26%	
Does not apply	342	192	148	48	38	59	52	65	78	87	111	144	112	73	58	99	385	157	180	162	106	127	96	36	53	25	44	44	46	37	56
	33%	39%	28%	37%	34%	39%	32%	37%	32%	30%	35%	34%	29%	35%	34%	37%	31%	36%	32%	35%	48%	31%	29%	29%	40%	29%	30%	35%	33%	29%	42%
Don't know	430	157	273	49	79	66	70	66	80	138	136	145	148	88	64	110	236	174	231	177	75	181	127	63	48	30	66	51	52	49	42
	40%	32%	47%	38%	30%	43%	43%	37%	33%	44%	43%	34%	39%	42%	38%	41%	40%	40%	41%	39%	41%	40%	38%	31%	38%	36%	44%	41%	36%	38%	32%
Prefer not to say	18	8	10	3	1	2	5	3	3	6	6	8	5	1	5	9	6	14	13	7	6	10	2	2	2	2	2	2	6	4	-
	2%	2%	2%	3%	1%	1%	3%	3%	1%	2%	2%	2%	1%	1%	3%	3%	1%	3%	2%	2%	3%	2%	1%	1%	1%	3%	1%	1%	4%	3%	-

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j)k - l)/m)/n)/o - p)/q - r)/s - t)/u)/v - w)/x)/y)/z)/A)/B)/C)/D)/E
Overlaid 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.



Table 69
LEADERCAP1_1 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? An honest person

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	256	180	75	29	63	72	75	51	100	45	60	74	182	37	74	18	71	152	36	73	114
	25%	27%	22%	15%	26%	30%	28%	21%	26%	23%	29%	26%	25%	26%	48%	35%	22%	30%	20%	22%	33%
Does not apply	342	216	119	70	97	67	84	89	123	71	60	92	249	52	28	12	143	163	84	138	101
	33%	33%	35%	37%	39%	28%	31%	36%	32%	36%	29%	32%	34%	37%	18%	23%	44%	32%	46%	41%	30%
Don't know	410	257	142	86	81	95	106	101	146	79	83	123	287	49	54	20	109	191	62	120	120
	40%	39%	42%	45%	33%	40%	40%	41%	38%	41%	41%	42%	39%	35%	35%	40%	33%	37%	34%	36%	35%
Prefer not to say	19	10	7	5	4	6	3	4	14	-	2	1	18	4	-	1	4	5	1	3	6
	2%	1%	2%	2%	2%	2%	1%	1%	4%	-	1%	*	2%	3%	-	2%	1%	1%	*	1%	2%

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

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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01th - 01th MAR 2024
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IPSS

17 Mar 2024

Table 70
LEADERCAP1_2 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? In touch with ordinary people

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	246	148	271	181	211	290	319	412	411	248	115	313	641	366	629	378	229	361	438	211	188	74	177	212	176	99	43	
WEIGHTED BASE	1000	492	508	132	158	162	176	176	246	290	315	422	381	211	169	267	642	352	665	342	245	404	331	124	132	84*	148	125	142	129*	113*	
Does apply	270	138	132	38	50	35	30	47	70	88	65	117	125	50	35	59	175	94	153	116	59	100	109	26	34	24	41	32	41	34	35	
	28%	28%	25%	29%	31%	23%	19%	27%	28%	30%	21%	28%	33%	24%	21%	22%	30%	22%	27%	25%	20%	25%	33%	21%	26%	28%	28%	26%	28%	27%	26%	
Does not apply	420	234	185	45	90	58	71	79	117	95	129	196	147	91	69	113	238	182	215	205	122	164	119	59	61	38	38	53	54	48	53	
	42%	46%	35%	34%	31%	38%	44%	45%	48%	33%	41%	48%	39%	43%	41%	42%	40%	42%	38%	44%	50%	40%	36%	47%	46%	45%	38%	42%	38%	37%	40%	
Don't know	324	165	207	44	59	59	58	47	57	103	137	104	104	70	60	91	172	153	189	136	74	134	101	40	35	20	50	39	44	46	43	
	32%	24%	39%	33%	37%	36%	30%	27%	23%	35%	37%	25%	27%	33%	36%	34%	29%	33%	33%	33%	29%	29%	33%	33%	27%	24%	34%	31%	31%	36%	33%	
Prefer not to say	12	5	8	4	-	2	2	2	2	6	4	5	6	-	4	4	6	7	8	5	3	7	2	-	1	2	3	1	4	1	1	
	1%	1%	2%	3%	-	1%	1%	2%	1%	2%	1%	1%	1%	-	2%	1%	1%	2%	1%	1%	1%	2%	*	-	1%	2%	2%	1%	3%	1%	1%	

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j)k - l)/m)/n/o - p)/q - r)/s - t)/u)/v - w)/x)/y)/z)/A/B/C/D/E
Overleaf 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.



Table 71
LEADERCAP1_2 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? In touch with ordinary people

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	270	185	81	41	65	62	88	59	100	54	57	75	195	30	81	18	65	149	37	73	110
	26%	28%	24%	21%	26%	26%	33%	24%	26%	28%	28%	26%	26%	21%	52%	36%	20%	29%	20%	22%	32%
							c								mp	mp		r		s	
Does not apply	420	269	142	84	115	96	90	118	154	74	75	107	313	71	30	19	186	220	100	179	130
	41%	41%	41%	44%	47%	40%	33%	48%	40%	38%	37%	37%	42%	50%	19%	38%	57%	43%	55%	54%	38%
				f	f			j						n	n	n		q		t	
Don't know	324	203	115	62	66	76	88	66	120	66	72	106	219	40	45	13	76	141	46	80	99
	32%	31%	34%	33%	27%	32%	33%	27%	32%	34%	35%	36%	30%	28%	29%	26%	23%	28%	25%	24%	29%
Prefer not to say	13	5	5	3	-	5	3	1	8	2	2	2	11	1	-	-	1	2	1	2	2
	1%	1%	2%	2%	-	2%	1%	*	2%	1%	1%	1%	1%	1%	-	-	*	*	*	1%	1%
							d														

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



Table 72
LEADERCAP1_3 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Has a lot of personality

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	512	496	121	245	158	271	181	213	290	319	412	411	228	115	333	641	366	629	378	229	361	436	211	188	74	177	212	174	90	43		
WEIGHTED BASE	1000	492	508	132	258	163	262	176	246	290	315	422	381	211	169	267	652	435	565	462	245	404	331	124	132	84*	148	125	142	129*	110*		
Does apply	239	130	110	37	46	26	37	38	60	83	64	93	97	45	44	53	142	97	136	103	47	92	92	28	27	20	40	22	36	32	50		
	23%	26%	21%	28%	29%	17%	23%	19%	24%	29%	20%	22%	26%	21%	27%	20%	24%	22%	24%	22%	19%	23%	28%	23%	21%	24%	27%	18%	26%	25%	23%		
Does not apply	434	236	196	40	44	59	58	99	133	84	117	233	167	90	66	111	256	177	218	215	114	167	138	53	61	41	58	51	60	46	61		
	42%	48%	37%	30%	28%	39%	36%	58%	54%	36%	29%	37%	44%	42%	39%	42%	43%	43%	39%	47%	47%	42%	43%	46%	48%	39%	41%	42%	36%	46%	46%		
Don't know	337	148	188	52	67	67	63	47	47	119	130	86	111	74	54	99	185	152	203	134	79	140	95	42	43	20	46	50	42	48	38		
	33%	29%	41%	39%	43%	44%	39%	24%	19%	41%	41%	21%	29%	33%	32%	37%	31%	33%	36%	29%	32%	35%	29%	34%	33%	24%	31%	40%	30%	37%	29%		
Prefer not to say	17	8	9	3	3	3	3	3	3	5	6	3	6	3	3	4	9	8	5	7	5	5	5	-	1	3	3	3	4	3	3		
	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	-	1%	3%	1%	1%	3%	2%	2%		

Proportions/Means: Columns Totals [5% risk level] - a/b - c/d/n/y/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/z/A/B/C/D/E
Oversize 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.



Table 73
LEADERCAP1_3 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Has a lot of personality

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	230	160	75	31	63	59	73	51	78	50	59	74	166	36	70	10	66	134	35	70	93
	23%	24%	22%	16%	26%	24%	27%	21%	21%	26%	29%	25%	22%	25%	45%	19%	20%	26%	19%	21%	27%
Does not apply	434	294	132	82	117	97	103	113	178	78	64	98	335	76	42	24	178	233	109	178	150
	42%	44%	39%	43%	48%	41%	38%	46%	47%	40%	31%	34%	46%	54%	27%	48%	54%	46%	60%	54%	44%
Don't know	337	196	134	72	64	78	91	77	113	67	81	118	219	29	16	80	141	37	83	83	94
	33%	30%	39%	38%	26%	32%	34%	31%	30%	34%	39%	41%	30%	21%	27%	31%	24%	28%	20%	25%	27%
Prefer not to say	17	12	2	5	1	6	2	3	12	-	1	-	17	1	2	1	3	4	3	2	5
	2%	2%	1%	3%	*	3%	1%	1%	3%	-	1%	-	2%	1%	1%	2%	1%	1%	1%	*	1%
				d		d		j	ii				k								

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

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.

Table 76
LEADERCAT_4 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to Ann Sellar, Leader of the Scottish Labour Party? Has the right plans for Scotland

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	(a)	(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)	GLASSGOW (x)	HIGHLANDS AND ISLANDS (y)	LOTHIANS (z)	MID SCOTLAND AND FIFE (aa)	NORTH EAST SCOTLAND (ab)	SOUTH (ac)	WEST (ad)	
UNWEIGHTED BASE	1007	510	121	245	148	271	181	211	290	319	412	411	228	115	313	641	366	629	408	220	361	426	211	188	74	177	212	174	90	61	
WEIGHTED BASE	1000	492	132	245	158	262	176	240	290	315	422	381	211	160	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*	
Does apply	224	126	68	29	30	26	27	59	82	56	86	96	39	41	48	135	89	135	89	37	80	93	32	27	15	35	28	32	23	30	
	22%	26%	18%	22%	33%	20%	16%	15%	28%	18%	20%	25%	19%	25%	18%	23%	21%	24%	19%	15%	22%	28%	20%	20%	17%	24%	22%	23%	18%	23%	
Does not apply	448	242	109	45	44	59	74	92	89	133	221	161	96	72	114	257	386	232	211	116	175	135	56	65	43	55	51	59	51	61	
	43%	40%	37%	34%	28%	38%	40%	52%	42%	42%	52%	42%	45%	43%	43%	43%	42%	42%	46%	47%	43%	42%	45%	46%	51%	38%	41%	41%	39%	46%	
Don't know	341	155	225	52	59	63	58	56	112	120	110	110	73	51	99	192	149	187	154	87	132	101	36	40	24	54	44	46	51	41	
	33%	23%	42%	40%	37%	41%	30%	31%	38%	38%	26%	31%	34%	30%	37%	32%	34%	33%	33%	35%	33%	30%	30%	30%	30%	31%	30%	30%	30%	30%	
Prefer not to say	18	9	9	3	2	4	3	2	6	6	5	4	4	4	7	8	10	10	8	5	8	3	-	1	3	3	2	5	4	-	
	2%	2%	2%	4%	1%	1%	2%	1%	3%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	-	1%	3%	2%	1%	4%	3%	-	

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j)k - l)/m)/n)/o - p)/q - r)/s - t)/u)/v - w)/x)/y)/z)/aa)/bb)/cc)/de
Overleaf 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.



Table 75
LEADERCAP1_4 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Has the right plans for Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	224	153	66	33	52	60	70	46	79	45	55	74	150	26	78	8	55	120	36	57	91
	22%	23%	19%	18%	21%	25%	26%	19%	21%	23%	27%	26%	20%	18%	50%	16%	17%	24%	20%	17%	27%
Does not apply	443	291	144	82	122	101	105	119	173	79	72	108	335	80	29	23	195	237	107	186	144
	43%	44%	42%	43%	50%	42%	39%	49%	45%	40%	35%	37%	45%	56%	19%	46%	59%	46%	59%	56%	42%
Don't know	341	212	123	69	68	74	90	76	120	71	74	106	236	33	49	19	75	151	40	88	103
	33%	32%	36%	36%	28%	31%	34%	31%	32%	36%	36%	36%	32%	23%	31%	38%	23%	29%	22%	26%	30%
Prefer not to say	18	7	9	6	3	4	4	4	11	-	4	2	16	3	-	-	3	4	-	2	3
	2%	1%	3%	3%	1%	2%	1%	2%	3%	-	2%	1%	2%	2%	-	-	1%	1%	-	1%	1%

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

Table 76
LEADERCAP1_5 - How thinking about the party leader: Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? A capable leader

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST
UNWEIGHTED BASE	1007	510	496	121	246	158	271	181	211	290	319	412	411	228	115	313	641	366	629	378	220	381	426	211	188	74	177	212	176	90	83
WEIGHTED BASE	1000	492	508	132	248	153	262	176	246	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*
Does apply	252	129	123	27	50	34	28	45	69	77	62	113	117	46	38	52	163	90	141	111	48	94	103	37	34	19	36	26	32	30	34
	25%	26%	23%	21%	22%	22%	17%	25%	28%	27%	20%	27%	31%	22%	23%	19%	27%	21%	25%	24%	19%	23%	31%	30%	26%	23%	25%	21%	23%	23%	26%
Does not apply	402	226	175	47	41	58	64	80	113	88	122	192	137	86	69	110	223	179	206	196	111	151	122	49	60	38	50	48	52	49	55
	39%	40%	33%	35%	26%	28%	40%	45%	46%	30%	39%	48%	36%	41%	41%	41%	38%	41%	36%	42%	45%	37%	37%	39%	45%	45%	34%	39%	36%	38%	41%
Don't know	352	155	196	49	66	60	67	50	62	115	126	112	121	76	58	98	197	155	206	146	78	149	105	37	38	24	58	49	54	47	42
	34%	32%	42%	37%	43%	39%	41%	28%	25%	39%	40%	26%	32%	38%	34%	37%	33%	33%	35%	32%	32%	37%	32%	30%	29%	29%	39%	39%	38%	37%	31%
Prefer not to say	10	13	8	0	0	1	2	3	3	10	5	1	7	3	3	8	10	11	13	8	8	10	2	2	1	3	4	2	4	3	2
	1%	2%	2%	0%	1%	1%	1%	1%	1%	4%	2%	1%	4%	1%	2%	3%	2%	2%	2%	2%	3%	3%	*	1%	1%	3%	3%	1%	3%	2%	1%

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j) - k)/l)/o - p)/q - r)/s - t)/u)/v - w)/x)/y)/z)/AA)/BB)/CC)/DE
Overlaid formulae used. * small base

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Table 77
LEADERCAP1_5 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? A capable leader

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	252	180	69	30	60	73	77	50	101	48	53	72	180	32	80	14	68	150	40	74	112
	25%	27%	20%	16%	25%	30%	29%	21%	26%	24%	26%	25%	24%	23%	51%	28%	21%	29%	22%	22%	33%
		b			c		c							mop						s	
Does not apply	402	257	135	81	111	86	92	109	148	80	65	106	296	70	36	17	171	218	92	170	126
	39%	39%	39%	42%	45%	36%	34%	45%	39%	41%	32%	37%	40%	49%	23%	34%	52%	43%	50%	51%	37%
		f					f							n			n			t	
Don't know	352	218	128	72	72	76	97	82	123	66	81	106	246	38	40	18	85	140	49	86	100
	34%	33%	37%	38%	29%	32%	36%	34%	32%	34%	40%	37%	33%	27%	26%	36%	26%	27%	27%	26%	29%
Prefer not to say	20	6	10	8	3	5	3	3	10	2	5	6	14	2	-	1	3	4	1	2	3
	2%	1%	3%	4%	1%	2%	1%	1%	3%	1%	3%	2%	2%	1%	-	2%	1%	1%	1%	1%	1%
		a																			

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

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.

Table 78
LEADERCAP1_6 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Understands the problems facing Scotland

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST
UNWEIGHTED BASE	1007	510	496	121	245	158	271	181	211	290	319	412	411	228	115	313	641	366	629	378	230	361	408	211	188	74	177	212	174	93	83
WEIGHTED BASE	1000	492	508	132	245	153	262	176	246	290	315	422	381	211	169	267	652	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*
Does apply	344	173	172	46	68	35	50	57	88	114	85	145	147	67	62	69	214	131	192	152	67	133	133	42	43	30	53	43	45	45	39
	34%	35%	32%	6%	6%	43%	23%	31%	32%	39%	27%	34%	39%	31%	37%	26%	36%	30%	34%	33%	27%	33%	40%	34%	33%	36%	36%	35%	32%	35%	29%
Does not apply	376	210	165	36	32	56	67	82	104	69	122	185	133	86	55	102	219	157	207	169	106	147	108	50	49	36	43	43	56	37	60
	37%	40%	31%	28%	20%	36%	41%	47%	42%	24%	39%	44%	35%	41%	33%	38%	37%	36%	37%	37%	43%	36%	33%	42%	37%	43%	29%	34%	39%	29%	45%
Don't know	288	100	188	45	55	60	42	34	52	100	102	86	94	59	48	87	153	135	156	132	65	119	86	32	37	16	48	36	36	44	33
	29%	20%	33%	34%	31%	39%	30%	19%	21%	34%	32%	20%	25%	28%	28%	33%	26%	31%	28%	28%	28%	29%	26%	28%	28%	19%	15%	29%	25%	34%	25%
Prefer not to say	18	9	9	3	2	2	3	3	3	7	6	5	7	3	3	1	7	11	10	9	8	6	4	-	3	2	3	3	6	2	-
	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%	2%	1%	2%	-	2%	1%	1%	3%	2%	2%	3%	2%	1%	-	2%	2%	2%	2%	3%	2%	-

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j) - k)/l)/o - p)/q - r) - u)/v) - w)/x)/y)/z)/AA)/BB)/CC)/EE
Overleaf 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.



Table 79
LEADERCAP1_6 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Understands the problems facing Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	344	248	91	43	82	93	107	64	135	68	77	101	243	44	92	22	100	197	50	101	140
	34%	37%	27%	23%	33%	39%	40%	26%	35%	35%	38%	35%	33%	31%	59%	44%	31%	39%	28%	30%	41%
		b		c		c		e		g		h		mp			r			s	
Does not apply	376	237	133	71	112	79	83	108	138	69	61	94	282	65	28	17	162	200	94	161	119
	37%	36%	39%	38%	46%	33%	31%	44%	36%	35%	30%	32%	38%	46%	18%	33%	50%	39%	51%	48%	35%
		ef						j				n		n		no		q		t	
Don't know	288	168	111	71	49	61	74	68	101	58	61	89	198	32	36	12	59	110	36	67	79
	28%	25%	32%	37%	20%	26%	28%	28%	26%	30%	30%	31%	27%	23%	23%	23%	18%	22%	20%	20%	23%
		a		def																	
Prefer not to say	19	9	7	4	2	6	4	4	8	1	6	6	13	1	-	-	6	5	3	5	3
	2%	1%	2%	2%	1%	3%	2%	2%	2%	*	3%	2%	2%	1%	-	-	2%	1%	1%	1%	1%

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 00
LEADERCAP1_3 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Good in a crisis

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION								
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	245	158	271	181	211	290	319	412	411	228	115	313	641	366	129	878	220	787	211	188	74	177	212	176	93	43		
WEIGHTED BASE	1027	492	532	132	158	103	162	176	246	290	315	422	381	211	169	267	652	435	165	862	245	784	211	124	132	84*	148	125	142	129*	131*	
Does apply	1666	816	850	176	326	211	316	216	276	316	316	416	376	216	166	276	576	326	106	626	176	450	126	116	126	56	116	126	116	116	116	116
	16%	18%	15%	16%	21%	13%	19%	11%	17%	24%	12%	15%	18%	12%	21%	15%	10%	17%	19%	15%	15%	15%	20%	17%	21%	16%	16%	12%	19%	16%	14%	
Does not apply	865	404	460	43	38	58	61	68	98	81	118	165	130	80	64	91	211	154	182	173	105	137	112	44	50	28	52	43	50	46	52	
	8%	41%	30%	3%	24%	38%	23%	39%	40%	28%	38%	39%	34%	38%	38%	34%	30%	35%	34%	34%	43%	34%	34%	35%	37%	34%	35%	35%	35%	35%	39%	
Don't know	471	191	276	55	75	72	80	88	102	111	151	189	177	102	61	131	279	180	256	235	96	186	150	57	52	40	69	62	60	61		
	46%	39%	52%	42%	47%	47%	49%	50%	41%	45%	49%	45%	46%	48%	38%	40%	47%	44%	45%	47%	39%	49%	45%	45%	39%	48%	47%	50%	44%	46%	46%	
Prefer not to say	12	8	3	7	2	3	4	3	4	9	7	6	6	3	7	6	9	12	12	10	8	9	3	2	3	2	3	4	4	3	2	
	1%	2%	1%	1%	2%	2%	2%	1%	2%	3%	2%	1%	2%	1%	4%	2%	2%	3%	2%	2%	3%	2%	1%	2%	2%	2%	2%	3%	3%	2%	2%	

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - o - p/q - r/s - u)/v - w)/x)/y)/z - AA - BB - CC - DD
Overleaf 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.



Table 81
LEADERCAP1_7 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Good in a crisis

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	169	109	58	28	50	38	45	35	57	32	45	62	107	20	51	7	49	87	25	45	66
	16%	17%	17%	15%	20%	16%	17%	14%	15%	16%	22%	21%	14%	14%	33%	14%	15%	17%	14%	14%	19%
Does not apply	365	245	115	65	99	86	89	89	136	79	62	95	270	54	33	19	150	187	87	154	107
	36%	37%	34%	34%	41%	36%	33%	36%	35%	40%	30%	33%	37%	38%	21%	38%	46%	37%	46%	46%	31%
Don't know	471	301	157	93	92	109	130	116	181	85	90	127	344	67	71	24	123	234	67	130	164
	46%	45%	46%	49%	38%	46%	48%	47%	47%	43%	44%	44%	47%	47%	46%	48%	38%	46%	37%	39%	48%
Prefer not to say	22	7	13	5	4	7	5	5	9	-	9	6	17	2	1	-	5	4	3	4	4
	2%	1%	4%	2%	2%	3%	2%	2%	2%	-	4%	2%	2%	1%	1%	-	1%	1%	2%	1%	1%

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

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.

Table B2
LEADERCAP1_8 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Shares my values

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	(a)	(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 (z)	MID SCOTLAND AND FIFE (aa)	NORTH EAST SCOTLAND (ab)	SOUTH (ac)	WEST (ad)			
UNWEIGHTED BASE	1000	500	121	246	148	271	181	211	290	319	412	411	228	115	313	641	388	629	408	220	361	408	211	188	74	177	212	174	90	43			
WEIGHTED BASE	1000	500	116	236	143	266	176	206	286	316	411	411	216	116	311	641	388	629	408	216	361	408	211	188	74	177	212	174	90				
Does apply	204	121	80	29	39	29	36	30	49	68	55	78	90	40	31	40	130	71	123	78	40	72	83	27	26	18	30	22	27	22			
	20%	25%	15%	12%	24%	19%	16%	17%	20%	23%	17%	19%	24%	19%	18%	15%	22%	16%	20%	16%	18%	25%	22%	19%	22%	20%	17%	19%	17%	21%			
Does not apply	466	257	207	44	52	60	72	96	141	96	133	237	174	101	75	115	276	100	231	235	125	180	137	56	63	48	60	58	67	61			
	45%	52%	39%	33%	33%	40%	45%	54%	57%	33%	42%	59%	49%	48%	44%	43%	47%	44%	42%	51%	45%	41%	45%	48%	57%	42%	46%	47%	49%	46%			
Don't know	337	164	232	55	65	65	59	47	51	110	119	98	112	67	55	103	179	158	198	139	75	139	107	37	42	16	55	42	43	54	41		
	33%	21%	44%	42%	41%	40%	38%	27%	23%	41%	38%	23%	29%	32%	33%	38%	30%	30%	35%	35%	31%	34%	32%	30%	33%	19%	17%	34%	30%	42%	31%		
Prefer not to say	12	9	14	4	3	3	5	3	6	6	8	9	4	3	7	1	7	16	13	10	6	12	4	3	2	3	3	3	3	3			
	1%	2%	3%	3%	2%	2%	3%	2%	2%	2%	3%	2%	1%	1%	4%	3%	1%	4%	2%	2%	2%	3%	1%	3%	2%	2%	2%	2%	4%	1%	2%		

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j) - k)/l)/o - p)/q - r) - u)/v) - w)/x)/y)/z)/aa)/cb)/cc)/de

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.



Table 83
LEADERCAP1_8 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Anas Sarwar, Leader of the Scottish Labour Party? Shares my values

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	201	136	63	27	45	52	64	43	73	41	45	56	145	21	71	9	52	118	27	62	78
	20%	21%	18%	14%	18%	22%	24%	17%	19%	21%	22%	19%	20%	15%	46%	18%	16%	23%	15%	19%	23%
Does not apply	466	310	147	87	131	102	109	122	184	83	77	121	345	92	36	30	185	242	117	181	160
	45%	47%	43%	46%	53%	43%	41%	50%	48%	42%	38%	42%	47%	64%	23%	59%	56%	47%	64%	54%	47%
Don't know	337	207	122	71	66	79	91	75	116	71	75	107	231	n	n	n	n	142	37	86	97
	33%	31%	36%	38%	27%	33%	34%	31%	30%	37%	36%	37%	31%	21%	47	11	80	28%	20%	26%	28%
Prefer not to say	23	9	11	5	4	6	5	4	9	1	9	6	17	-	2	1	11	10	2	5	7
	2%	1%	3%	2%	2%	3%	2%	2%	2%	*	4%	2%	2%	-	2%	1%	3%	2%	1%	1%	2%

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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26-017557-01 - SCOTLAND POLITICAL PULSE
 6TH-16TH MARCH 2026
 PUBLIC
 IPSOS

17 Mar 2026

Table 84

LEADERCAP2 - Summary Table - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister?

Base: Adults aged 16+ in Scotland

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Scotland	A capable leader	Understands the problems facing Scotland	Good in a crisis	Shares my values
UNWEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027
WEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027
Does apply	372	374	241	337	392	449	321	293
	36%	36%	23%	33%	38%	44%	31%	28%
Does not apply	313	402	495	410	379	360	353	440
	30%	39%	48%	40%	37%	35%	34%	43%
Don't know	314	234	275	257	237	203	333	277
	31%	23%	27%	25%	23%	20%	32%	27%
Prefer not to say	28	17	16	23	19	16	20	17
	3%	2%	2%	2%	2%	2%	2%	2%

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.



26 017557 01 - SCOTLAND POLITICAL PULSE
 01th-06th MARCH 2026
 PUBLIC
 IPSOS

17 Mar 2026

Table 05
 LEADERKAT2_1 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to John Salmond, Leader of the SNP and First Minister? An honest person

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1000	510	490	121	246	148	271	181	211	290	319	412	411	228	115	313	641	359	619	381	230	361	408	211	188	74	177	212	174	93	83		
WEIGHTED BASE	1000	492	508	132	248	153	262	176	246	290	315	422	381	211	169	267	641	359	565	435	245	404	331	124	132	84*	148	125	142	129*	131*		
Does apply	372	205	166	42	86	52	99	67	96	98	111	153	155	71	60	85	226	145	200	163	89	130	144	48	46	32	57	42	55	45	43		
	36%	42%	31%	32%	35%	34%	36%	38%	39%	34%	35%	39%	41%	34%	36%	32%	38%	33%	37%	35%	36%	30%	43%	39%	35%	38%	39%	34%	39%	35%	32%		
Does not apply	313	165	147	42	35	37	46	60	92	77	83	152	111	71	55	76	182	131	159	154	80	130	94	34	46	26	39	40	43	37	47		
	30%	34%	28%	32%	22%	24%	28%	34%	37%	27%	26%	30%	29%	34%	33%	28%	31%	28%	28%	32%	32%	32%	28%	34	35%	31%	26%	32%	29%	29%	35%		
Don't know	314	140	173	41	65	59	52	43	53	106	112	96	109	64	49	91	172	141	181	133	66	144	87	38	37	24	50	39	38	39	44		
	31%	22%	38%	31%	41%	39%	32%	24%	22%	37%	35%	23%	29%	30%	29%	34%	29%	33%	32%	29%	27%	30%	28%	31%	28%	30%	34%	31%	27%	31%	33%		
Prefer not to say	18	13	5	7	2	5	5	6	4	9	9	10	6	4	3	15	11	17	16	12	10	11	6	3	3	2	2	4	7	7	-		
	3%	2%	3%	5%	1%	3%	3%	3%	2%	3%	3%	2%	2%	2%	2%	5%	2%	4%	3%	3%	4%	3%	2%	3%	3%	2%	2%	3%	6%	6%	-		

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j)k - l)/m)/n)/o - p)/q - r)/s - t)/u)/v - w)/x)/y)/z)/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.



Table 86
LEADERCAP2_1 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? An honest person

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	372	243	124	58	101	79	110	80	139	74	79	114	258	22	49	11	217	240	41	203	71
	36%	37%	36%	31%	41%	33%	41%	33%	36%	38%	38%	39%	35%	16%	31%	22%	66%	47%	23%	61%	21%
Does not apply	313	216	89	47	84	85	70	79	128	54	51	69	244	89	66	21	40	133	95	48	173
	30%	33%	26%	25%	34%	35%	26%	32%	34%	28%	25%	24%	33%	62%	42%	41%	12%	26%	52%	14%	51%
Don't know	314	190	117	78	55	70	80	78	103	63	70	100	214	27	40	19	71	132	44	80	92
	31%	29%	34%	41%	23%	29%	30%	32%	27%	32%	34%	34%	29%	19%	25%	37%	22%	26%	24%	24%	27%
Prefer not to say	28	13	13	7	5	6	8	7	12	5	5	8	21	5	2	-	1	6	3	2	6
	3%	2%	4%	4%	2%	2%	3%	3%	3%	2%	2%	3%	3%	3%	1%	-	*	1%	1%	1%	2%

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



26 017557 01 - SCOTLAND POLITICAL PULSE
07th - 08th MARCH 2026
PUBLIC
IPSS

17 Mar 2026

Table 07
LEADERKAT2_2 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to John Salmond, Leader of the SNP and First Minister? in touch with ordinary people

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	246	148	271	181	211	290	317	417	411	228	115	313	64	386	129	878	230	361	436	21	188	74	177	212	174	93	83	
WEIGHTED BASE	1000	492	508	132	258	153	262	176	246	290	315	422	381	211	169	267	64	392	129	871	245	404	331	124	132	84*	148	125	142	129*	131*	
Does apply	374	186	188	46	65	50	61	67	85	111	112	152	155	76	62	81	231	143	220	155	85	121	150	44	48	31	58	41	51	40	55	
	36%	38%	35%	34%	41%	33%	38%	38%	34%	38%	35%	36%	41%	36%	37%	30%	39%	33%	39%	35%	30%	45%	36%	36%	37%	39%	33%	37%	31%	42%		
Does not apply	402	211	188	44	39	46	65	78	130	82	111	208	144	84	67	107	227	174	187	204	106	169	111	46	49	39	47	52	54	58	55	
	39%	42%	35%	33%	24%	30%	40%	44%	53%	28%	35%	40%	38%	40%	40%	40%	38%	40%	35%	44%	43%	42%	37%	37%	37%	46%	32%	42%	38%	45%	41%	
Don't know	234	84	148	34	53	55	33	30	30	87	88	56	78	48	38	70	125	109	137	96	48	106	68	34	32	13	41	30	30	27	21	
	23%	17%	28%	26%	19%	26%	12%	16%	12%	30%	28%	14%	20%	23%	23%	26%	21%	23%	24%	21%	20%	20%	27%	24%	15%	28%	24%	21%	21%	24%		
Prefer not to say	17	10	7	0	1	2	3	2	1	20	3	3	5	4	0	9	9	9	11	7	6	8	2	0	2	2	1	5	4	2		
	2%	2%	1%	0%	1%	1%	1%	1%	1%	4%	1%	1%	4%	3%	0%	3%	1%	2%	2%	1%	2%	2%	1%	0%	2%	2%	1%	1%	1%	1%		

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j) - k)/m)/n - o)/q - r) - t)/u) - v)/x)/y)/z)/A)/B)/C)/D)/E
Overleaf formulae used. * small base

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Table 88
LEADERCAP2_2 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? In touch with ordinary people

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	374	238	132	58	97	90	105	87	140	71	77	115	250	14	44	14	231	235	37	204	63
	36%	36%	39%	30%	40%	37%	39%	35%	37%	36%	38%	40%	35%	10%	28%	27%	70%	46%	20%	61%	19%
Does not apply	402	284	108	68	107	95	92	98	167	70	67	86	315	111	81	32	48	183	115	61	225
	39%	43%	32%	36%	44%	40%	34%	40%	44%	36%	32%	30%	43%	78%	52%	62%	15%	36%	63%	18%	66%
		b		f				j				k		ppp		p		q		s	
Don't know	234	133	93	57	39	50	69	55	68	52	59	85	149	16	31	5	49	92	29	66	51
	23%	20%	27%	30%	16%	21%	26%	23%	18%	26%	29%	29%	20%	11%	20%	10%	15%	18%	16%	20%	15%
		a		d			d					l						r		t	
Prefer not to say	17	6	9	7	2	4	2	5	8	3	2	4	13	2	1	1	-	2	1	1	2
	2%	1%	3%	4%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	*	1%	-	*	*	*	1%
				f			f							p		p					

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 09
LEADERKAT2_3 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to John Salmond, Leader of the SNP and First Minister? Has a lot of personality

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE					SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST			
UNWEIGHTED BASE	1007	512	496	121	245	148	271	181	211	290	319	412	411	228	115	313	641	366	149	408	230	361	406	211	188	74	177	212	176	93	83			
WEIGHTED BASE	1000	492	508	132	245	153	262	176	246	290	315	422	381	211	169	267	612	392	165	462	245	404	331	124	132	84*	148	125	142	129*	131*			
Does apply	241	128	113	42	81	36	137	36	49	83	72	86	96	40	55	49	136	105	155	85	47	76	84	28	35	18	37	27	41	28	26			
	23%	26%	21%	32%	26%	23%	23%	21%	20%	28%	23%	20%	25%	19%	33%	18%	23%	24%	27%	18%	27%	19%	25%	22%	26%	22%	25%	22%	28%	22%	20%			
Does not apply	495	265	229	40	52	58	82	109	155	91	140	264	177	113	71	134	290	205	235	260	132	183	163	57	55	47	65	64	64	61	79			
	48%	54%	43%	30%	33%	38%	51%	62%	63%	31%	45%	63%	47%	54%	43%	50%	49%	47%	42%	54%	45%	49%	46%	42%	44%	48%	44%	51%	45%	47%	60%			
Don't know	275	91	182	44	66	57	39	39	39	110	97	68	105	52	40	77	157	117	166	108	45	136	79	39	38	17	44	33	34	37	27			
	27%	18%	34%	33%	43%	37%	24%	24%	15%	38%	31%	16%	28%	25%	24%	28%	27%	27%	29%	23%	18%	34%	24%	31%	29%	30%	30%	30%	24%	28%	20%			
Prefer not to say	16	8	8	7	2	4	1	3	3	7	6	4	3	5	1	7	9	8	1	8	2	9	5	-	4	2	3	1	4	4	-			
	2%	2%	1%	5%	-	1%	2%	1%	1%	2%	2%	1%	1%	3%	-	3%	1%	2%	1%	2%	1%	2%	1%	-	3%	3%	1%	1%	2%	3%	-			

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j)k - l)/m)/n)/o - p)/q - r)/s - t)/u)/v - w)/x)/y)/z)/AA/BB/CC/DE
Overleaf 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.



Table 90
LEADERCAP2_3 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? Has a lot of personality

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	60%	33%	18%	24%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	241	135	103	45	69	48	64	48	78	55	59	89	151	9	27	9	138	136	29	123	38
	23%	20%	30%	24%	28%	20%	24%	20%	21%	28%	29%	31%	21%	6%	18%	18%	42%	27%	16%	37%	11%
		a						gh				l		m		mno	r			t	
Does not apply	495	351	136	83	128	126	119	130	211	80	75	100	395	114	101	32	114	256	133	134	246
	48%	53%	40%	44%	52%	52%	44%	53%	55%	41%	36%	35%	54%	80%	64%	64%	35%	50%	73%	40%	72%
		b						ij				k		ppp	p		q			s	
Don't know	275	168	97	55	46	62	83	63	85	59	68	98	176	17	27	8	74	117	19	74	54
	27%	25%	28%	29%	19%	26%	31%	26%	22%	30%	33%	34%	24%	12%	18%	16%	22%	23%	10%	22%	16%
		d					d	h				i				m	r			t	
Prefer not to say	16	8	7	6	2	4	3	4	7	2	3	2	14	2	*	1	2	3	2	2	4
	2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	*	2%	1%	1%	1%	1%	1%

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

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.

Table 95
 LEADERCARD 2.4 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to John Salmond, Leader of the SNP and First Minister? Has the right plans for Scotland

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	246	158	271	181	211	290	319	412	411	228	115	313	641	366	639	408	230	361	448	211	188	74	177	212	176	90	83	
WEIGHTED BASE	1000	492	508	132	248	153	262	176	246	290	315	422	381	211	168	267	642	352	665	462	245	404	331	124	132	84*	148	125	142	129*	131*	
Does apply	337	179	158	43	60	52	54	56	72	103	107	127	144	75	49	69	219	118	210	127	74	114	132	47	45	24	56	36	47	35	46	
	33%	36%	30%	33%	38%	34%	33%	32%	29%	36%	34%	30%	38%	35%	29%	26%	37%	27%	37%	28%	30%	28%	40%	38%	34%	29%	38%	29%	33%	27%	35%	
Does not apply	410	211	198	36	35	46	66	86	141	71	112	227	151	82	69	107	234	177	180	221	108	163	127	46	47	39	49	56	58	55	58	
	40%	43%	37%	27%	22%	30%	41%	48%	57%	24%	24%	36%	34%	20%	21%	26%	39%	41%	34%	48%	44%	40%	37%	37%	36%	47%	33%	45%	41%	43%	44%	
Don't know	257	90	166	43	62	55	39	33	105	105	62	80	50	46	81	130	127	152	105	56	115	69	30	35	17	42	31	32	34	29		
	25%	18%	31%	32%	39%	33%	24%	17%	13%	36%	20%	15%	13%	24%	27%	30%	22%	27%	27%	23%	28%	29%	24%	28%	28%	30%	29%	25%	23%	26%	22%	
Prefer not to say	12	13	11	2	1	3	3	2	2	2	1	6	4	4	1	10	9	12	10	7	12	2	2	5	4	1	2	5	5	-		
	1%	2%	2%	2%	1%	2%	2%	1%	1%	1%	0%	1%	1%	2%	2%	1%	2%	2%	2%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	

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

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Table 92
LEADERCAP2_4 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? Has the right plans for Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	24%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	337	215	118	53	88	77	101	74	109	78	77	109	228	6	28	8	229	213	34	202	40
	33%	32%	35%	28%	36%	32%	38%	30%	28%	40%	37%	38%	31%	5%	18%	15%	70%	42%	19%	61%	12%
Does not apply	410	295	107	67	110	101	97	109	181	60	60	86	325	117	90	34	47	186	124	59	241
	40%	45%	31%	35%	45%	42%	36%	45%	47%	31%	29%	29%	44%	82%	58%	68%	14%	36%	68%	18%	71%
Don't know	257	140	110	61	45	58	66	56	83	53	64	88	169	17	38	7	52	108	24	72	56
	25%	21%	32%	32%	18%	24%	25%	23%	22%	27%	31%	30%	23%	12%	24%	13%	16%	21%	13%	22%	17%
Prefer not to say	23	12	8	8	3	4	5	5	9	5	4	8	15	3	1	2	-	4	1	1	4
	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	*	4%	-	1%	*	*	1%

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 09
LEADERCAP2_5 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to John Salway, Leader of the SNP and First Minister? A capable leader

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	246	158	271	181	211	290	319	412	411	218	115	313	641	366	639	401	230	361	406	212	188	74	177	212	176	90	83	
WEIGHTED BASE	1000	492	508	132	258	153	262	176	246	290	315	422	381	211	169	307	652	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*	
Does apply	382	210	182	48	66	58	67	69	85	114	125	153	175	77	55	87	209	142	242	150	82	136	155	14	45	30	65	44	54	44	55	
	38%	43%	34%	36%	42%	38%	41%	39%	34%	39%	40%	36%	45%	36%	33%	33%	42%	33%	43%	32%	33%	34%	47%	44%	34%	36%	44%	35%	38%	34%	41%	
Does not apply	379	192	187	37	35	41	56	80	130	72	97	230	129	84	65	102	212	167	181	198	106	150	113	40	44	38	46	42	56	51	60	
	37%	39%	35%	28%	22%	27%	34%	45%	53%	25%	31%	50%	34%	40%	39%	38%	36%	38%	32%	43%	43%	37%	34%	32%	33%	46%	31%	34%	34%	39%	39%	45%
Don't know	237	84	151	40	56	50	36	30	30	96	86	55	75	47	45	69	121	114	132	105	54	107	60	29	40	16	34	38	27	29	18	
	23%	17%	28%	30%	31%	33%	22%	14%	12%	33%	27%	13%	20%	22%	27%	26%	21%	26%	23%	23%	19%	27%	18%	23%	30%	19%	21%	30%	19%	22%	13%	
Prefer not to say	18	7	11	3	4	4	2	2	2	8	7	4	4	3	4	8	7	12	10	8	3	12	3	1	4	-	2	1	5	5	-	
	2%	1%	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	1%	2%	2%	3%	1%	3%	2%	2%	1%	3%	1%	1%	3%	-	2%	1%	3%	4%	-	

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j) - k)/m)/n - o)/q - r) - t)/u) - v)/x)/y)/z)/AA)/BB)/CC)/DE
Overleaf formulae used. * small base

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Table 94
LEADERCAP2_5 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? A capable leader

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	392	258	130	57	98	88	127	81	132	83	95	135	257	13	47	10	236	251	40	215	68
	38%	39%	38%	30%	40%	37%	47%	33%	35%	42%	47%	46%	35%	9%	30%	20%	72%	49%	22%	65%	20%
							ce		gh				l		m		mno	r		t	
Does not apply	379	270	102	65	101	97	78	102	165	60	52	69	310	110	85	26	41	166	120	58	217
	37%	41%	30%	34%	41%	40%	29%	42%	43%	31%	25%	24%	42%	77%	54%	51%	13%	32%	66%	17%	63%
		b		f				j					k	pp	p		q			s	
Don't know	237	126	102	61	44	52	59	55	77	50	55	83	154	17	23	14	49	90	22	59	51
	23%	19%	30%	32%	18%	22%	22%	22%	20%	25%	27%	29%	21%	12%	15%	28%	15%	18%	12%	18%	15%
		a		def									l		mnp						
Prefer not to say	19	7	9	7	2	3	5	6	8	3	2	3	16	3	1	-	1	5	1	1	6
	2%	1%	3%	4%	1%	1%	2%	3%	2%	2%	1%	1%	2%	2%	*	-	*	1%	*	*	2%

Proportions/Mean: 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

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 05
LEADERCAP2_6 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to John Salmond, Leader of the SNP and First Minister? Understands the problems facing Scotland

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	245	158	271	181	211	290	319	412	411	228	115	313	641	366	629	378	220	381	426	211	188	74	177	222	174	93	83	
WEIGHTED BASE	1000	492	508	132	258	153	262	176	246	290	315	422	381	211	169	317	652	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*	
Does apply	449	228	221	53	81	63	76	77	100	133	139	126	186	84	73	96	283	168	263	186	95	160	172	55	57	36	75	53	61	50	58	
	44%	46%	42%	40%	51%	41%	47%	44%	41%	46%	44%	42%	49%	45%	43%	36%	47%	39%	47%	40%	39%	40%	52%	45%	43%	43%	51%	42%	43%	39%	44%	
Does not apply	360	187	172	34	28	46	54	72	126	61	100	188	135	75	53	96	210	149	173	187	99	146	103	41	46	31	38	46	51	49	55	
	35%	38%	32%	26%	27%	30%	34%	44%	31%	22%	32%	47%	35%	36%	32%	36%	36%	34%	31%	41%	48%	36%	31%	33%	35%	37%	26%	37%	38%	38%	41%	
Don't know	209	71	130	39	50	45	28	38	18	89	69	44	58	40	39	66	98	105	121	81	47	89	55	27	26	14	32	24	25	28	20	
	20%	14%	24%	30%	19%	27%	15%	17%	7%	31%	22%	11%	15%	19%	23%	21%	17%	24%	21%	18%	19%	22%	17%	23%	20%	17%	21%	19%	17%	22%	15%	
Prefer not to say	16	6	10	6	3	4	3	2	2	6	7	3	2	1	3	9	3	12	8	8	4	9	1	-	3	2	3	2	5	2	-	
	2%	1%	2%	5%	-	2%	2%	2%	1%	2%	2%	1%	1%	1%	2%	3%	1%	3%	1%	2%	2%	2%	1%	-	3%	2%	1%	2%	4%	1%	-	

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j) - k)/m)/n - o)/q - r)/s - t)/u)/v - w)/x)/y)/z)/AA)/BB)/CC)/DD)
Overleaf formulae used. * small base

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Table 96
LEADERCAP2_6 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? Understands the problems facing Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	50*	32%	50%	18%	32%	33%
Does apply	449	298	145	69	111	104	138	102	156	87	104	137	312	24	58	12	258	281	50	234	92
	44%	45%	42%	36%	45%	43%	51%	42%	41%	45%	51%	47%	42%	17%	37%	24%	79%	55%	28%	70%	27%
Does not apply	360	250	103	63	93	94	78	91	161	61	46	72	288	105	78	27	42	161	111	58	204
	35%	38%	30%	33%	38%	39%	29%	37%	42%	31%	23%	25%	39%	73%	50%	53%	13%	32%	61%	17%	60%
Don't know	203	106	89	52	38	40	51	47	59	44	52	77	125	14	19	12	26	65	20	38	43
	20%	16%	26%	27%	16%	17%	19%	19%	15%	23%	25%	27%	17%	10%	12%	24%	8%	13%	11%	12%	13%
Prefer not to say	16	8	6	7	3	3	2	4	6	3	2	4	12	-	1	-	1	4	1	2	3
	2%	1%	2%	4%	1%	1%	1%	2%	2%	2%	1%	1%	2%	-	1%	-	*	1%	*	1%	1%

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 97
LEADERCAP2_2 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to John Salmond, Leader of the SNP and First Minister? Good in a crisis

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE					SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST			
UNWEIGHTED BASE	333	174	159	121	146	148	171	181	211	290	319	412	411	248	115	333	641	388	149	408	230	361	408	211	188	74	177	212	174	93	83			
WEIGHTED BASE	327	172	155	112	145	148	162	176	206	290	315	422	381	211	169	307	592	435	165	462	245	404	331	124	112	84*	148	125	142	129*	131*			
Does apply	321	176	146	35	51	50	60	51	75	86	110	125	134	67	47	72	202	120	195	136	71	105	136	36	44	26	45	36	47	37	47			
	31%	30%	27%	27%	32%	33%	37%	29%	30%	30%	35%	30%	35%	32%	28%	27%	34%	28%	35%	27%	29%	28%	41%	29%	33%	31%	31%	29%	33%	29%	35%			
Does not apply	33	174	178	38	35	38	43	74	124	74	81	188	121	77	62	93	198	154	159	189	102	136	102	40	45	31	45	44	47	43	56			
	34%	35%	33%	29%	22%	29%	27%	42%	51%	25%	26%	47%	32%	37%	37%	35%	34%	36%	28%	42%	42%	34%	32%	34%	34%	37%	31%	35%	33%	34%	42%			
Don't know	33	136	136	50	71	63	55	40	44	111	119	93	119	64	58	91	184	140	200	91	66	155	91	47	37	25	54	42	44	47	30			
	10%	28%	37%	38%	45%	41%	34%	28%	18%	42%	38%	23%	32%	31%	35%	34%	31%	34%	35%	29%	27%	38%	38%	28%	28%	29%	36%	34%	31%	36%	23%			
Prefer not to say	30	7	13	8	1	2	3	2	3	20	5	1	7	3	1	11	9	11	1	10	7	9	2	1	6	2	4	2	5	2	-			
	9%	1%	2%	6%	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	4%	1%	3%	2%	2%	3%	2%	1%	1%	4%	2%	2%	2%	3%	1%	-			

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



Table 98
LEADERCAP2_7 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? Good in a crisis

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	321	197	122	52	85	66	100	79	108	64	70	100	221	12	36	11	207	207	35	183	54
	31%	30%	35%	27%	35%	28%	37%	32%	28%	33%	34%	35%	30%	8%	23%	22%	63%	41%	19%	55%	16%
Does not apply	353	255	92	60	94	96	70	93	150	57	54	66	287	103	80	26	35	161	105	60	197
	34%	38%	27%	32%	38%	40%	26%	38%	39%	29%	26%	23%	39%	73%	51%	51%	11%	32%	58%	18%	58%
Don't know	333	202	121	71	65	71	95	67	117	72	77	119	214	26	39	13	84	141	41	90	86
	32%	31%	35%	37%	26%	30%	35%	27%	31%	37%	38%	41%	29%	18%	25%	26%	26%	27%	23%	27%	25%
Prefer not to say	20	8	8	7	1	7	4	5	8	2	5	5	15	1	1	1	2	2	2	1	3
	2%	1%	2%	4%	*	3%	1%	2%	2%	1%	2%	2%	2%	1%	*	2%	*	*	1%	*	1%

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

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 09
LEADERCAP2_8 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to John Salmond, Leader of the SNP and First Minister? Shares my values

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION								
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST
UNWEIGHTED BASE	1007	510	496	121	246	158	271	181	211	290	317	412	411	228	115	333	641	366	620	408	230	361	408	211	188	74	177	212	174	90	83
WEIGHTED BASE	1027	492	535	132	248	153	262	176	246	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*
Does apply	289	163	130	35	52	38	51	51	67	87	89	117	126	65	37	64	195	101	177	116	64	94	121	35	40	20	46	34	45	33	39
	28%	33%	24%	26%	33%	25%	31%	29%	27%	30%	28%	28%	33%	31%	22%	24%	32%	23%	31%	25%	26%	23%	37%	28%	31%	24%	31%	27%	31%	26%	29%
Does not apply	440	227	212	46	42	56	69	83	144	88	125	227	154	97	76	113	251	189	212	228	124	177	125	51	48	45	53	56	58	63	64
	43%	40%	40%	35%	27%	37%	43%	47%	59%	30%	40%	54%	40%	48%	46%	42%	42%	43%	38%	49%	51%	44%	38%	42%	36%	53%	36%	45%	41%	49%	48%
Don't know	277	97	178	46	64	57	38	40	32	110	95	72	95	49	51	82	144	133	166	111	50	120	83	36	38	17	48	33	36	31	29
	27%	20%	33%	35%	41%	37%	23%	23%	13%	38%	30%	17%	25%	23%	30%	31%	24%	31%	29%	24%	21%	32%	25%	29%	23%	30%	31%	27%	25%	24%	23%
Prefer not to say	17	5	12	3	4	2	4	2	3	5	6	5	5	1	3	8	6	11	10	7	3	5	2	2	6	2	1	1	3	2	1
	2%	1%	2%	4%	-	1%	3%	1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	3%	2%	1%	3%	1%	1%	2%	4%	2%	1%	1%	2%	1%	1%

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/h - i)/j) - k)/l)/o - p)/q - r) - u)/v - w)/x)/y)/z)/C)/E
Overlaid formulae used. * small base

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Table 100
LEADERCAP2_8 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to John Swinney, Leader of the SNP and First Minister? Shares my values

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	293	184	104	41	80	64	89	66	102	64	61	91	201	8	21	5	208	192	30	182	37
	28%	28%	30%	22%	33%	27%	33%	27%	27%	33%	30%	32%	27%	6%	13%	9%	64%	38%	17%	55%	11%
Does not apply	440	311	121	78	118	104	100	114	182	78	66	92	348	121	88	38	53	201	127	74	238
	43%	47%	35%	41%	48%	43%	37%	47%	48%	40%	32%	32%	47%	85%	56%	74%	16%	39%	70%	22%	70%
Don't know	277	161	110	67	44	65	77	59	90	52	76	105	172	13	47	8	64	116	24	77	62
	27%	24%	32%	35%	18%	27%	29%	24%	24%	27%	37%	36%	23%	9%	30%	15%	20%	23%	13%	23%	18%
Prefer not to say	17	7	7	4	3	6	2	5	8	1	2	2	15	-	*	1	2	3	1	-	4
	2%	1%	2%	2%	1%	3%	1%	2%	2%	1%	1%	1%	2%	-	*	1%	1%	1%	*	-	1%

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 101

LEADERCAP3 - Summary Table - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of the Reform UK Scotland?

Base: Adults aged 16+ in Scotland

	An honest person	In touch with ordinary people	Has a lot of personality	Has the right plans for Scotland	A capable leader	Understands the problems facing Scotland	Good in a crisis	Shares my values
UNWEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027
WEIGHTED BASE	1027	1027	1027	1027	1027	1027	1027	1027
Does apply	146	179	156	169	162	195	122	169
	14%	17%	15%	16%	16%	19%	12%	16%
Does not apply	394	467	400	477	428	449	381	498
	38%	45%	39%	46%	42%	44%	37%	49%
Don't know	466	361	446	359	417	364	504	335
	45%	35%	43%	35%	41%	35%	49%	33%
Prefer not to say	22	20	25	23	20	18	21	24
	2%	2%	2%	2%	2%	2%	2%	2%

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PUBLIC
IPSS

17 Mar 2024

Table 002
LEADERCARD3_1 - How thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? An honest person

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1									AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST				
UNWEIGHTED BASE	1007	510	496	121	245	148	271	181	211	290	339	432	411	228	115	333	641	366	629	378	230	361	438	211	188	74	177	222	174	93	43				
WEIGHTED BASE	1000	492	508	132	248	153	262	176	246	290	315	422	381	211	169	307	642	335	565	462	245	404	331	124	132	84*	148	125	142	129*	131*				
Does apply	146	84	61	24	35	25	16	14	31	59	41	46	58	23	34	81	64	92	54	43	44	55	16	25	13	24	11	10	18	10					
	14%	17%	11%	18%	22%	16%	10%	8%	13%	20%	13%	11%	15%	11%	18%	13%	14%	15%	16%	12%	18%	11%	16%	13%	19%	16%	16%	8%	14%	14%	15%				
Does not apply	394	224	168	58	95	95	62	71	92	113	117	163	160	88	54	91	248	146	221	172	74	151	151	47	49	31	64	50	54	46	49				
	38%	40%	32%	44%	35%	38%	41%	37%	39%	39%	37%	39%	42%	42%	32%	34%	42%	34%	39%	37%	30%	37%	46%	38%	37%	37%	44%	40%	38%	36%	37%				
Don't know	466	178	287	47	64	75	78	80	117	111	149	206	157	98	78	132	255	210	243	222	125	197	123	60	55	40	58	61	64	61	60				
	45%	36%	54%	35%	41%	47%	48%	50%	48%	38%	47%	49%	41%	46%	47%	46%	43%	48%	43%	48%	51%	49%	37%	49%	42%	47%	39%	49%	45%	47%	45%				
Prefer not to say	12	6	3	3	4	3	6	3	6	7	8	7	6	3	4	10	8	14	8	14	3	12	2	-	3	-	3	3	6	4	4				
	1%	1%	1%	2%	2%	1%	4%	1%	2%	2%	2%	2%	2%	1%	3%	4%	1%	3%	1%	3%	1%	3%	1%	-	2%	-	1%	2%	4%	3%	3%				

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j) - k)/l)/o - p)/q - r) - u)/v - w)/x)/y)/z)/AA)/BB)/CC)/DE
Overlaid formulae used. * small base

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Table 103
LEADERCAP3_1 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? An honest person

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	73%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	146	77	63	21	45	33	42	26	41	32	45	63	83	36	24	10	31	52	49	92	59
	14%	12%	18%	11%	18%	14%	16%	11%	11%	17%	22%	22%	11%	25%	16%	19%	10%	10%	27%	10%	17%
		a	a					gh				l		p		p		q		s	s
Does not apply	394	255	135	68	100	97	105	98	146	71	78	91	302	25	59	18	183	250	29	181	94
	38%	39%	39%	36%	41%	41%	39%	40%	38%	36%	38%	32%	41%	17%	38%	35%	56%	49%	16%	54%	28%
		k	m					k						m		mno		r		t	t
Don't know	466	315	141	96	99	107	115	114	184	91	77	134	332	81	70	23	106	203	102	116	183
	45%	48%	41%	50%	40%	44%	43%	47%	48%	47%	37%	46%	45%	57%	45%	44%	32%	40%	56%	35%	54%
		j						j						p	p			q		s	s
Prefer not to say	22	14	4	5	3	3	7	6	11	1	5	2	20	1	3	1	7	7	2	5	5
	2%	2%	1%	3%	1%	1%	3%	2%	3%	*	2%	1%	3%	1%	2%	1%	2%	1%	1%	1%	1%

Proportions/Mean: 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 054
LEADERCAP3_2 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? In touch with ordinary people

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	416	590	121	246	148	271	181	211	290	319	412	411	228	113	313	64	386	149	408	230	361	408	211	188	74	177	212	176	93	83		
WEIGHTED BASE	1000	402	598	112	238	153	262	176	246	290	315	422	381	211	169	267	64	392	152	435	245	404	331	124	132	84*	148	125	142	129*	131*		
Does apply	179	92	87	25	36	24	24	25	45	61	48	71	67	34	36	42	103	78	106	75	53	65	55	18	22	17	24	14	31	26	25		
	17%	19%	16%	19%	23%	16%	15%	15%	18%	21%	15%	17%	18%	16%	22%	16%	17%	18%	18%	16%	22%	16%	17%	15%	17%	20%	16%	11%	22%	19%			
Does not apply	467	259	207	60	89	58	74	84	121	129	132	206	197	106	65	99	303	164	254	213	94	169	183	60	63	37	77	54	57	54	62		
	45%	53%	39%	46%	44%	38%	46%	48%	49%	45%	42%	49%	52%	50%	39%	37%	51%	38%	45%	42%	38%	42%	55%	48%	47%	44%	52%	43%	40%	42%	47%		
Don't know	361	132	227	39	50	70	60	66	77	89	129	143	113	70	61	118	182	178	197	163	95	137	91	46	45	28	45	54	50	46	41		
	35%	27%	43%	29%	33%	46%	37%	38%	33%	31%	41%	34%	30%	33%	38%	44%	31%	41%	35%	35%	39%	39%	28%	37%	34%	33%	39%	43%	35%	36%	31%		
Prefer not to say	30	9	3	8	3	2	5	3	3	11	5	3	4	3	6	9	6	14	9	11	3	3	2	3	2	2	3	4	3	4			
	3%	2%	2%	6%	2%	1%	3%	1%	1%	4%	2%	1%	1%	1%	3%	3%	1%	3%	2%	2%	1%	3%	1%	3%	2%	2%	1%	2%	3%	2%	3%		

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

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Table 105
LEADERCAP3_2 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? In touch with ordinary people

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	24%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	56*	32%	50%	18%	32%	33%
Does apply	179	109	65	30	48	43	52	35	58	42	44	62	118	50	29	12	40	60	70	38	84
	17%	16%	19%	16%	20%	18%	19%	14%	15%	22%	22%	21%	16%	35%	18%	24%	12%	12%	38%	11%	25%
		np	p																		s
Does not apply	467	315	149	82	119	117	122	113	175	83	96	121	346	35	78	21	206	297	47	206	127
	45%	48%	44%	43%	49%	49%	45%	46%	46%	42%	47%	42%	47%	25%	50%	42%	63%	58%	26%	62%	37%
		m	m																		t
Don't know	361	231	121	74	72	79	89	88	144	68	61	104	257	54	47	17	78	151	66	85	129
	35%	35%	35%	39%	29%	33%	33%	36%	38%	35%	30%	36%	35%	38%	30%	34%	24%	30%	36%	26%	38%
		p																			s
Prefer not to say	20	7	8	4	6	1	6	8	6	3	4	3	16	3	2	-	3	4	-	4	1
	2%	1%	2%	2%	2%	*	2%	3%	1%	1%	2%	1%	2%	2%	1%	-	1%	1%	-	1%	*

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 106
LEADERCAP3_3 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Has a lot of personality

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	510	496	121	245	158	271	181	211	290	319	412	411	228	115	313	641	366	129	878	220	787	428	218	188	74	177	212	174	93	43		
WEIGHTED BASE	1000	492	508	132	248	153	262	176	246	290	315	422	381	211	169	307	652	435	165	835	245	755	381	124	132	84*	148	125	142	129*	131*		
Does apply	156	84	71	27	37	26	25	17	25	63	50	42	68	30	31	27	98	58	103	52	38	56	15	25	25	12	27	20	22	16			
	15%	17%	13%	20%	23%	17%	15%	9%	10%	22%	16%	10%	18%	14%	18%	10%	16%	13%	18%	15%	14%	17%	12%	19%	12%	17%	17%	10%	19%	16%			
Does not apply	400	239	160	48	59	56	56	80	101	107	111	182	163	86	58	92	249	151	226	124	90	142	152	49	58	30	60	55	49	46	50		
	39%	40%	30%	36%	37%	38%	34%	46%	42%	37%	35%	42%	43%	41%	35%	39%	42%	35%	40%	38%	37%	35%	46%	39%	44%	35%	42%	44%	35%	36%	38%		
Don't know	446	158	287	48	51	75	75	78	113	109	146	191	146	92	72	117	236	208	226	220	115	192	117	60	46	39	61	55	60	59	57		
	43%	32%	54%	37%	38%	46%	47%	44%	46%	38%	46%	45%	38%	44%	43%	51%	40%	48%	40%	48%	47%	48%	35%	49%	35%	46%	44%	45%	46%	46%	43%		
Prefer not to say	28	10	18	9	2	2	6	2	6	11	7	7	4	3	7	10	8	17	9	16	3	14	5	-	3	5	1	3	6	3	4		
	2%	2%	3%	7%	1%	1%	4%	1%	2%	4%	2%	2%	1%	2%	4%	4%	1%	4%	2%	3%	1%	3%	2%	-	2%	6%	1%	2%	4%	2%	3%		

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - o - p/q - r/s - t)/u - v)/w)/x)/y)/z)/AA
Overleaf 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.



Table 107
LEADERCAP3_3 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Has a lot of personality

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	156	95	56	17	45	38	51	24	52	35	45	66	90	31	27	8	42	54	47	42	53
	15%	14%	16%	9%	19%	16%	19%	10%	13%	18%	22%	23%	12%	22%	17%	15%	13%	11%	26%	13%	16%
Does not apply	400	265	132	66	100	102	101	99	147	80	74	94	306	28	71	21	184	256	42	180	111
	39%	40%	38%	35%	41%	42%	38%	41%	38%	41%	36%	32%	42%	20%	46%	42%	56%	50%	23%	54%	33%
Don't know	446	287	150	101	92	98	113	112	176	75	82	128	319	80	55	20	98	195	91	108	171
	43%	43%	44%	53%	37%	41%	42%	46%	46%	39%	40%	44%	43%	56%	36%	39%	30%	38%	50%	32%	50%
Prefer not to say	25	15	5	6	7	3	4	9	8	5	3	3	22	4	3	2	4	7	2	4	6
	2%	2%	1%	3%	3%	1%	2%	4%	2%	3%	1%	1%	3%	3%	2%	4%	1%	1%	1%	1%	2%

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

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.



Table 113
LEADERCAP3_6 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Understands the problems facing Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	195	123	67	23	50	50	63	36	69	36	54	76	110	57	27	14	45	77	69	48	93
	19%	19%	20%	12%	20%	21%	24%	15%	18%	18%	26%	26%	16%	40%	18%	28%	14%	15%	38%	15%	27%
						c	c			gh	gh	l		np		p			q		s
Does not apply	449	296	149	82	120	110	110	121	168	79	81	99	350	31	73	20	209	286	45	203	118
	44%	45%	43%	43%	49%	46%	41%	49%	44%	41%	39%	34%	48%	22%	47%	39%	64%	56%	24%	61%	35%
								j		k		k		m		m	mmo		t		
Don't know	364	236	120	79	73	76	92	82	137	78	68	113	252	53	54	17	69	144	69	79	129
	35%	36%	35%	41%	30%	32%	34%	34%	36%	40%	33%	39%	34%	37%	34%	33%	21%	28%	38%	24%	38%
				d								p		p		p			q		s
Prefer not to say	18	8	7	6	3	3	4	5	8	2	3	2	16	2	2	-	3	4	-	3	1
	2%	1%	2%	3%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	-	1%	1%	-	1%	*

Proportions/Mean: 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

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.



26-017557-01 - SCOTLAND POLITICAL PULSE
07th-16th March 2024
PUBLIC
IPSS

17 Mar 2024

Table 08
LEADERCARD 3.4 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Has the right plans for Scotland

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	510	496	121	245	148	271	181	213	290	33	412	411	228	115	333	64	386	129	408	230	361	446	211	188	74	177	212	174	93	43		
WEIGHTED BASE	1006	492	512	132	245	153	262	176	246	290	315	422	381	211	169	267	92	435	165	462	245	404	331	124	132	84	148	125	142	129*	131*		
Does apply	160	93	75	27	37	23	21	24	36	64	45	59	62	31	40	34	95	74	104	65	43	62	57	16	20	27	12	30	21	30			
	16%	19%	14%	21%	23%	15%	13%	13%	15%	22%	14%	14%	16%	15%	24%	13%	10%	17%	18%	14%	17%	15%	13%	15%	15%	23%	19%	10%	21%	17%	15%		
Does not apply	477	265	211	60	88	62	74	82	131	188	136	213	193	108	63	113	302	108	176	256	221	102	174	183	55	67	44	74	59	55	68		
	46%	54%	40%	45%	43%	40%	45%	47%	53%	44%	43%	50%	51%	51%	37%	42%	51%	51%	40%	45%	43%	55%	45%	50%	50%	52%	47%	39%	40%	51%			
Don't know	359	134	223	36	51	65	61	70	76	86	126	146	121	67	61	110	189	170	196	163	99	132	90	51	43	19	44	50	54	51	40		
	35%	25%	44%	27%	19%	43%	38%	40%	31%	30%	40%	35%	32%	32%	36%	41%	32%	35%	35%	35%	40%	38%	27%	42%	33%	33%	39%	40%	38%	40%	30%		
Prefer not to say	12	10	3	0	3	0	0	0	3	13	8	3	5	3	5	1	8	15	9	14	2	16	1	3	1	3	1	3	4	5			
	2%	2%	2%	0%	1%	4%	0%	0%	1%	4%	3%	1%	4%	1%	3%	4%	1%	3%	2%	3%	1%	4%	1%	1%	1%	2%	2%	3%	2%	4%	4%		

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - m)/n - o - p/q - r/ - s)/t - v)/w)/x)/y)/z)/AA/BB/CC/DE
Overleaf 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.



Table 109
LEADERCAP3_4 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Has the right plans for Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	169	105	58	22	45	41	50	32	55	36	45	65	104	49	27	14	34	61	61	38	78
	16%	16%	17%	12%	19%	17%	19%	13%	14%	19%	22%	22%	14%	35%	17%	28%	10%	12%	34%	11%	23%
								gh				l		np	p	p		q		s	
Does not apply	477	320	152	84	123	120	117	120	179	84	94	117	360	35	85	23	209	299	50	209	133
	46%	48%	44%	44%	50%	50%	44%	49%	47%	43%	46%	40%	49%	24%	54%	46%	64%	59%	28%	63%	39%
								k				k		m	m	mo		f		t	
Don't know	359	229	121	79	70	75	97	85	141	71	62	105	254	56	42	13	79	146	70	83	129
	35%	35%	35%	41%	28%	31%	36%	35%	37%	37%	30%	36%	35%	39%	27%	25%	24%	29%	38%	25%	38%
				de										np			q		q		s
Prefer not to say	23	8	11	5	6	4	5	7	7	4	5	4	19	2	2	-	5	5	1	4	2
	2%	1%	3%	3%	3%	2%	2%	3%	2%	2%	2%	1%	3%	1%	1%	-	1%	1%	1%	1%	1%
		a																			

Proportions/Mean: 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

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.

Table 110
LEADERCAP3_5 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? A capable leader

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	516	490	121	245	148	271	181	211	290	319	412	411	228	115	313	64	386	149	408	230	361	406	211	188	74	177	212	176	93	43	
WEIGHTED BASE	1027	492	532	132	158	153	162	176	246	290	315	422	381	211	169	267	92	435	165	462	245	404	331	124	132	84*	148	125	142	129*	131*	
Does apply	166	83	79	26	36	39	25	21	36	61	44	56	64	29	32	37	93	69	96	66	44	60	54	15	17	15	23	16	25	24		
	16%	17%	15%	19%	23%	26%	15%	12%	14%	21%	14%	13%	17%	14%	19%	14%	16%	16%	17%	14%	18%	15%	16%	12%	13%	18%	15%	13%	18%	19%	18%	
Does not apply	428	244	182	62	80	54	66	77	109	122	120	186	173	97	58	100	270	158	234	194	89	160	163	52	65	35	65	49	54	47	57	
	42%	50%	34%	47%	38%	35%	41%	44%	44%	42%	38%	44%	40%	40%	35%	38%	40%	40%	42%	42%	38%	39%	40%	42%	40%	42%	44%	40%	38%	36%	43%	
Don't know	417	155	260	36	59	79	66	78	98	95	146	176	140	83	73	120	224	183	225	191	109	173	111	56	49	32	59	56	59	53	46	
	41%	32%	49%	28%	37%	52%	41%	44%	40%	33%	46%	42%	37%	40%	44%	40%	38%	44%	40%	43%	44%	43%	34%	40%	37%	38%	40%	45%	42%	41%	35%	
Prefer not to say	10	9	3	0	3	2	1	1	1	11	5	4	3	3	5	10	5	15	10	11	3	11	3	-	1	2	1	3	4	4	6	
	1%	2%	2%	0%	2%	1%	3%	1%	1%	4%	2%	1%	1%	1%	3%	4%	1%	3%	4%	2%	2%	3%	1%	-	1%	2%	1%	2%	3%	3%	4%	

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - o - p/q - r/s - t)/u - v)/x)/y)/z)/A/B/C/D/E
Overleaf 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.



Table 111
LEADERCAP3_5 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? A capable leader

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	50*	32%	50%	18%	32%	33%
Does apply	162	96	60	27	42	43	46	34	53	34	40	61	101	42	30	13	32	55	57	30	75
	16%	15%	18%	14%	17%	18%	17%	14%	14%	17%	20%	21%	14%	29%	20%	26%	10%	11%	31%	9%	22%
Does not apply	428	283	142	79	109	104	109	111	152	79	87	105	323	29	69	21	195	267	41	189	109
	42%	43%	41%	42%	44%	44%	41%	45%	40%	40%	42%	36%	44%	21%	44%	42%	60%	52%	23%	57%	32%
Don't know	417	272	134	76	90	90	109	93	172	78	74	118	299	69	55	16	97	185	83	111	154
	41%	41%	39%	40%	37%	38%	41%	38%	45%	40%	36%	41%	41%	48%	35%	32%	30%	36%	45%	33%	45%
Prefer not to say	20	10	7	7	5	2	5	6	6	5	4	6	14	3	2	-	4	5	1	3	3
	2%	2%	2%	3%	2%	1%	2%	2%	1%	3%	2%	2%	2%	2%	1%	-	1%	1%	*	1%	1%

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

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.

Table 112
LEADERCAP3_6 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Understands the problems facing Scotland

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	245	148	271	181	211	290	319	412	411	228	115	313	641	366	639	408	230	361	408	211	188	74	177	212	176	93	83	
WEIGHTED BASE	1000	492	508	132	245	153	262	176	246	290	315	422	381	211	169	307	652	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*	
Does apply	199	107	92	21	44	28	28	24	51	65	56	74	76	31	45	41	110	86	113	82	52	72	64	24	24	19	26	17	34	21	31	
	19%	22%	17%	16%	18%	18%	17%	13%	21%	22%	18%	18%	20%	16%	27%	15%	19%	20%	20%	18%	21%	18%	19%	19%	18%	23%	18%	14%	24%	16%	23%	
Does not apply	449	252	196	55	96	59	74	86	120	111	133	205	177	107	62	104	284	165	245	204	93	165	169	49	57	43	77	55	54	52	60	
	44%	51%	37%	42%	35%	38%	46%	49%	49%	38%	42%	49%	46%	51%	37%	39%	48%	43%	43%	38%	38%	41%	51%	40%	43%	52%	52%	44%	38%	40%	46%	
Don't know	364	196	236	50	57	65	54	66	73	107	119	139	136	69	59	111	195	170	200	165	97	155	97	51	50	21	44	50	52	35	35	
	36%	26%	44%	38%	30%	42%	33%	38%	29%	37%	38%	33%	33%	32%	35%	41%	33%	35%	35%	40%	38%	29%	41%	38%	32%	39%	40%	40%	36%	40%	27%	
Prefer not to say	18	7	11	6	2	2	6	3	7	7	8	3	2	3	2	1	11	4	7	12	3	12	3	1	1	1	1	3	3	5	6	
	2%	1%	2%	4%	1%	1%	4%	1%	1%	3%	2%	1%	1%	1%	1%	4%	1%	1%	1%	3%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	4%	4%

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - o - p/q - r/s - u)/v - w)/x)/y)/z - AA - AB - AC - AD - AE - AF - AG - AH - AI - AJ - AK - AL - AM - AN - AO - AP - AQ - AR - AS - AT - AU - AV - AW - AX - AY - AZ - BA - BB - BC - BD - BE - BF - BG - BH - BI - BJ - BK - BL - BM - BN - BO - BP - BQ - BR - BS - BT - BU - BV - BW - BX - BY - BZ - CA - CB - CC - CD - CE - CF - CG - CH - CI - CJ - CK - CL - CM - CN - CO - CP - CQ - CR - CS - CT - CU - CV - CW - CX - CY - CZ - DA - DB - DC - DD - DE - DF - DG - DH - DI - DJ - DK - DL - DM - DN - DO - DP - DQ - DR - DS - DT - DU - DV - DW - DX - DY - DZ - EA - EB - EC - ED - EE - EF - EG - EH - EI - EJ - EK - EL - EM - EN - EO - EP - EQ - ER - ES - ET - EU - EV - EW - EX - EY - EZ - FA - FB - FC - FD - FE - FF - FG - FH - FI - FJ - FK - FL - FM - FN - FO - FP - FQ - FR - FS - FT - FU - FV - FW - FX - FY - FZ - GA - GB - GC - GD - GE - GF - GG - GH - GI - GJ - GK - GL - GM - GN - GO - GP - GQ - GR - GS - GT - GU - GV - GW - GX - GY - GZ - HA - HB - HC - HD - HE - HF - HG - HH - HI - HJ - HK - HL - HM - HN - HO - HP - HQ - HR - HS - HT - HU - HV - HW - HX - HY - HZ - IA - IB - IC - ID - IE - IF - IG - IH - II - IJ - IK - IL - IM - IN - IO - IP - IQ - IR - IS - IT - IU - IV - IW - IX - IY - IZ - JA - JB - JC - JD - JE - JF - JG - JH - JI - JJ - JK - JL - JM - JN - JO - JP - JQ - JR - JS - JT - JU - JV - JW - JX - JY - JZ - KA - KB - KC - KD - KE - KF - KG - KH - KI - KJ - KL - KM - KN - KO - KP - KQ - KR - KS - KT - KU - KV - KW - KX - KY - KZ - LA - LB - LC - LD - LE - LF - LG - LH - LI - LJ - LK - LL - LM - LN - LO - LP - LQ - LR - LS - LT - LU - LV - LW - LX - LY - LZ - MA - MB - MC - MD - ME - MF - MG - MH - MI - MJ - MK - ML - MM - MN - MO - MP - MQ - MR - MS - MT - MU - MV - MW - MX - MY - MZ - NA - NB - NC - ND - NE - NF - NG - NH - NI - NJ - NK - NL - NM - NO - NP - NQ - NR - NS - NT - NU - NV - NW - NX - NY - NZ - OA - OB - OC - OD - OE - OF - OG - OH - OI - OJ - OK - OL - OM - ON - OO - OP - OQ - OR - OS - OT - OU - OV - OW - OX - OY - OZ - PA - PB - PC - PD - PE - PF - PG - PH - PI - PJ - PK - PL - PM - PN - PO - PP - PQ - PR - PS - PT - PU - PV - PW - PX - PY - PZ - QA - QB - QC - QD - QE - QF - QG - QH - QI - QJ - QK - QL - QM - QN - QO - QP - QQ - QR - QS - QT - QU - QV - QW - QX - QY - QZ - RA - RB - RC - RD - RE - RF - RG - RH - RI - RJ - RK - RL - RM - RN - RO - RP - RQ - RR - RS - RT - RU - RV - RW - RX - RY - RZ - SA - SB - SC - SD - SE - SF - SG - SH - SI - SJ - SK - SL - SM - SN - SO - SP - SQ - SR - SS - ST - SU - SV - SW - SX - SY - SZ - TA - TB - TC - TD - TE - TF - TG - TH - TI - TJ - TK - TL - TM - TN - TO - TP - TQ - TR - TS - TT - TU - TV - TW - TX - TY - TZ - UA - UB - UC - UD - UE - UF - UG - UH - UI - UJ - UK - UL - UM - UN - UO - UP - UQ - UR - US - UT - UY - UZ - VA - VB - VC - VD - VE - VF - VG - VH - VI - VJ - VK - VL - VM - VN - VO - VP - VQ - VR - VS - VT - VU - VV - VW - VX - VY - VZ - WA - WB - WC - WD - WE - WF - WG - WH - WI - WJ - WK - WL - WM - WN - WO - WP - WQ - WR - WS - WT - WU - WV - WW - WX - WY - WZ - XA - XB - XC - XD - XE - XF - XG - XH - XI - XJ - XK - XL - XM - XN - XO - XP - XQ - XR - XS - XT - XU - XV - XW - XX - XY - XZ - YA - YB - YC - YD - YE - YF - YG - YH - YI - YJ - YK - YL - YM - YN - YO - YP - YQ - YR - YS - YT - YU - YV - YW - YX - YY - YZ - ZA - ZB - ZC - ZD - ZE - ZF - ZG - ZH - ZI - ZJ - ZK - ZL - ZM - ZN - ZO - ZP - ZQ - ZR - ZS - ZT - ZU - ZV - ZW - ZX - ZY - ZZ

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.



26-017557-01 - SCOTLAND POLITICAL PULSE
07th-16th March 2025
PUBLIC
IPSS

17 Mar 2025

Table 124
LEADERCAP3_3 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Good in a crisis

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	516	490	121	246	148	271	181	211	290	319	412	411	228	115	313	641	366	639	368	239	361	438	211	188	74	177	212	174	93	43		
WEIGHTED BASE	1007	492	515	132	258	153	262	176	246	290	315	422	381	211	169	267	642	355	663	462	245	404	331	124	132	84*	148	125	142	129*	131*		
Does apply	122	64	58	25	29	19	37	17	30	53	36	33	45	20	34	24	64	58	79	44	33	48	41	12	20	13	20	8	15	17	14		
	12%	13%	11%	9%	10%	12%	10%	6%	9%	18%	11%	8%	12%	9%	20%	9%	11%	13%	14%	13%	12%	12%	10%	15%	16%	14%	6%	11%	13%	11%			
Does not apply	881	222	157	87	197	134	235	159	216	114	110	156	153	85	54	88	238	143	219	162	77	138	145	39	55	29	61	49	55	45	46		
	87%	40%	29%	39%	39%	33%	37%	37%	37%	39%	35%	37%	40%	40%	32%	33%	40%	33%	39%	31%	34%	44%	32%	42%	42%	34%	42%	39%	39%	35%	35%		
Don't know	504	200	303	49	64	79	84	101	136	113	163	227	181	103	73	146	284	219	260	244	133	209	142	72	54	42	66	65	69	64	65		
	49%	41%	57%	37%	40%	52%	52%	58%	51%	39%	52%	54%	47%	49%	44%	50%	49%	48%	46%	45%	54%	32%	43%	39%	41%	50%	45%	52%	48%	50%	49%		
Prefer not to say	11	5	3	2	3	2	2	3	2	0	6	5	3	3	6	0	5	14	8	13	4	9	3	-	4	-	1	3	4	3	7		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	4%	3%	1%	3%	1%	3%	2%	2%	1%	-	3%	-	1%	2%	3%	2%	5%		

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - o - p/q - r/s - v)/w)/x)/y)/z)/A/B/C/D/E
Overlaid formulae used. * small base

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Table 115
LEADERCAP3_7 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Good in a crisis

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	122	73	47	17	39	32	32	21	37	29	35	54	69	29	19	9	30	43	34	24	51
	12%	11%	14%	9%	16%	13%	12%	9%	10%	15%	17%	18%	9%	20%	12%	18%	9%	8%	19%	7%	15%
									gh										q		s
Does not apply	381	242	134	74	94	90	98	97	136	73	74	93	288	24	64	13	174	241	35	173	97
	37%	37%	39%	39%	38%	37%	37%	40%	36%	37%	36%	32%	39%	17%	41%	26%	53%	47%	19%	52%	28%
													k		m	mmo		f		e	
Don't know	504	340	152	95	110	113	133	119	203	92	89	142	352	88	71	29	119	224	111	133	190
	49%	51%	44%	50%	45%	47%	49%	49%	53%	47%	44%	49%	49%	62%	45%	56%	36%	44%	61%	40%	56%
									j					np	p			q		s	
Prefer not to say	21	7	9	5	3	5	5	7	6	1	7	2	19	2	3	-	5	4	2	3	3
	2%	1%	3%	3%	1%	2%	2%	3%	2%	1%	3%	1%	3%	1%	2%	-	1%	1%	1%	1%	1%

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

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.

Table 111
LEADERCAP3_8 - How thinking about the party leaders: Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Shares my values

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1							AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1007	416	590	121	245	148	271	181	211	290	319	412	411	228	115	333	64	386	129	408	230	361	468	211	188	74	177	212	176	93	43		
WEIGHTED BASE	1006	416	590	121	245	148	271	181	211	290	319	412	411	228	115	333	64	386	129	408	230	361	468	211	188	74	177	212	176	93	43		
Does apply	160	90	79	30	31	21	18	28	42	60	39	20	63	32	41	33	95	74	95	73	45	68	115	22	22	17	21	15	22	24	28		
	16%	18%	15%	23%	19%	14%	11%	16%	17%	21%	12%	17%	16%	15%	24%	12%	16%	17%	16%	18%	17%	15%	18%	17%	20%	14%	12%	15%	18%	21%			
Does not apply	498	271	226	59	68	61	86	89	135	127	147	225	204	113	66	116	317	382	263	235	108	179	189	56	64	46	73	60	66	57	71		
	49%	50%	43%	44%	43%	40%	53%	51%	55%	44%	47%	53%	53%	53%	39%	44%	53%	42%	47%	51%	44%	44%	57%	45%	49%	55%	40%	48%	46%	44%	53%		
Don't know	355	134	209	36	58	67	57	66	66	94	119	122	111	60	58	107	172	165	193	142	89	142	87	46	41	20	52	48	49	43	30		
	35%	29%	39%	27%	27%	37%	44%	32%	27%	32%	38%	29%	28%	34%	40%	29%	29%	38%	34%	33%	36%	35%	37%	33%	33%	34%	36%	38%	34%	34%	23%		
Prefer not to say	34	7	18	3	2	4	7	2	3	9	10	5	4	6	4	11	14	10	13	12	4	14	3	-	5	1	1	3	6	5	4		
	3%	1%	3%	6%	1%	2%	4%	1%	1%	3%	3%	1%	1%	3%	2%	4%	2%	3%	2%	3%	1%	4%	1%	-	4%	1%	1%	2%	4%	4%	3%		

Proportions/Means: Columns Totals (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - o - p/q - r/s - t/u/v - w)/x)/y)/z)/AA/BB/CC/DE
Overleaf 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.



Table 117
LEADERCAP3_8 - Now thinking about the party leaders. Do you think each of the following statements does or does not apply to Malcolm Offord, Leader of Reform UK Scotland? Shares my values

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Does apply	169	103	63	25	49	42	43	31	58	38	42	63	106	54	31	9	32	51	69	94	79
	16%	16%	18%	13%	20%	18%	16%	13%	15%	19%	21%	22%	14%	38%	20%	18%	10%	10%	38%	10%	23%
								g				l		nop	p		q			s	
Does not apply	498	340	151	89	127	118	128	125	191	86	95	121	377	38	78	28	219	319	48	218	137
	49%	51%	44%	47%	52%	49%	48%	51%	50%	44%	46%	42%	51%	27%	50%	55%	67%	62%	27%	65%	40%
		b										k		m		mm		f		t	
Don't know	335	206	121	71	65	75	93	81	123	69	62	102	233	48	45	14	72	135	63	77	121
	33%	31%	35%	37%	26%	31%	34%	33%	32%	35%	30%	35%	32%	34%	29%	28%	22%	26%	35%	23%	35%
				d										p						s	
Prefer not to say	24	12	8	5	5	5	5	6	11	2	6	4	21	3	3	-	4	7	2	4	4
	2%	2%	2%	3%	2%	2%	2%	3%	3%	1%	3%	1%	3%	2%	2%	-	1%	1%	1%	1%	1%

Proportions/Mean: 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

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.



**26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS**

17 Mar 2026

Table 118

SGJOB - Summary Table - 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: Adults aged 16+ in Scotland

	Managing Scotland's economy	Improving the NHS in Scotland	Improving the education system in Scotland	Improving living standards for people on low incomes	Improving your own standard of living
UNWEIGHTED BASE	1027	1027	1027	1027	1027
WEIGHTED BASE	1027	1027	1027	1027	1027
A very good job	65 6%	55 5%	56 5%	60 6%	44 4%
A fairly good job	199 19%	179 17%	166 16%	226 22%	159 15%
Neither a good nor bad job	226 22%	199 19%	251 24%	215 21%	291 28%
A fairly bad job	237 23%	269 26%	234 23%	239 23%	259 25%
A very bad job	254 25%	276 27%	238 23%	221 21%	236 23%
Don't know	39 4%	42 4%	75 7%	58 6%	30 3%
Prefer not to say	7 1%	7 1%	7 1%	8 1%	8 1%
Good job (NET)	264 26%	234 23%	222 22%	286 28%	203 20%
Bad job (NET)	491 48%	545 53%	472 46%	459 45%	495 48%
NET Difference	-227 -22%	-312 -30%	-249 -24%	-173 -17%	-292 -28%

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
01th - 01th WAVE 2026
PUBLIC
IPSS

17 Mar 2026

Table 119
SDQR 1 - 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? Managing Scotland's economy

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENTARY REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIAN	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
UNWEIGHTED BASE	1027	516	510	121	245	188	271	181	211	286	319	412	411	218	115	613	641	386	641	408	220	361	448	211	188	74	177	212	174	21	9	11	
WEIGHTED BASE	1027	492	535	132	258	193	262	176	246	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	23*	13**		
A very good job	65	41	22	8	8	16	9	9	10	25	18	22	29	9	12	14	39	26	40	25	21	15	26	6	10	4	12	5	12	9	5		
	6%	9%	4%	6%	10%	6%	5%	6%	5%	9%	6%	5%	8%	4%	7%	5%	7%	6%	7%	5%	8%	4%	8%	5%	7%	5%	8%	4%	9%	7%	4%		
A fairly good job	189	105	84	23	32	29	29	34	51	56	58	86	87	49	29	35	136	64	125	74	37	63	89	29	26	15	31	25	25	19	20		
	19%	21%	18%	18%	20%	19%	18%	19%	21%	19%	18%	20%	23%	23%	17%	13%	23%	15%	22%	16%	19%	16%	23%	23%	19%	18%	21%	20%	18%	14%	20%		
Neither a good nor bad job	226	98	126	44	40	31	35	30	44	84	68	74	74	50	41	61	134	101	122	104	57	100	60	29	29	12	31	26	29	36	29		
	22%	20%	24%	33%	23%	21%	22%	22%	18%	29%	22%	18%	19%	24%	24%	23%	21%	23%	22%	23%	23%	20%	18%	24%	22%	24%	14%	21%	21%	28%	23%		
A fairly bad job	137	105	132	23	36	36	42	45	54	58	80	99	89	41	42	55	120	107	126	111	56	100	71	21	27	22	32	41	39	21	34		
	13%	21%	23%	17%	22%	24%	27%	26%	23%	20%	25%	23%	23%	19%	25%	24%	22%	23%	22%	24%	23%	23%	22%	17%	21%	26%	23%	33%	26%	24%	26%		
A very bad job	154	128	126	16	27	33	41	55	83	43	74	118	91	51	38	74	142	112	127	127	61	106	75	34	31	30	34	34	40	28	33		
	15%	26%	24%	12%	17%	22%	23%	31%	34%	15%	28%	33%	24%	24%	22%	28%	24%	26%	22%	28%	25%	26%	23%	27%	23%	36%	23%	19%	28%	22%	25%		
Don't know	39	11	28	14	7	11	4	2	2	20	15	4	9	9	6	15	18	21	21	19	12	15	9	5	7	1	6	4	4	7	2		
	4%	2%	5%	10%	4%	6%	1%	1%	1%	7%	5%	1%	2%	4%	4%	6%	3%	5%	4%	4%	5%	4%	3%	4%	5%	1%	4%	3%	5%	1%			
Prefer not to say	7	3	4	1	1	1	-	-	-	5	2	-	2	2	-	4	3	4	5	2	1	3	2	-	2	-	1	-	1	-			
	1%	1%	1%	1%	1%	1%	-	-	-	2%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	-	-	-			
Good job (NET)	244	146	116	32	40	39	37	44	64	80	76	118	116	58	41	48	176	90	165	99	58	78	115	35	35	19	43	31	37	27	35		
	24%	30%	22%	24%	31%	29%	23%	25%	26%	28%	24%	26%	31%	28%	25%	18%	29%	21%	29%	21%	24%	19%	35%	28%	27%	23%	29%	25%	26%	21%	26%		
Bad job (NET)	491	213	278	39	62	69	84	100	137	101	153	236	180	92	80	130	272	219	253	238	117	208	146	54	58	52	66	64	69	59	67		
	48%	47%	49%	30%	39%	43%	52%	57%	58%	35%	49%	56%	47%	44%	47%	52%	46%	50%	45%	51%	48%	52%	46%	44%	44%	62%	45%	51%	48%	46%	51%		
NET Difference	-227	-83	-142	-7	-14	-47	-56	-73	-73	-21	-77	-129	-64	-34	-38	-91	-98	-129	-88	-139	-58	-130	-31	-19	-23	-33	-33	-34	-31	-32	-33		
	-22%	-17%	-27%	-5%	-6%	-26%	-22%	-32%	-30%	-7%	-25%	-31%	-17%	-16%	-23%	-24%	-17%	-30%	-16%	-30%	-24%	-32%	-9%	-16%	-17%	-39%	-16%	-27%	-27%	-20%	-25%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/p/a/b - 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 120
SGJOB_1 - 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? Managing Scotland's economy

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	26%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
A very good job	65	41	24	4	19	12	23	10	22	16	17	28	37	4	5	1	48	44	5	43	6
	6%	6%	7%	2%	8%	5%	9%	4%	6%	8%	8%	10%	5%	3%	3%	1%	15%	9%	3%	13%	2%
					c		c					l					mno	r		t	
A fairly good job	199	133	65	28	53	53	55	46	72	37	44	63	137	6	21	4	125	128	16	117	22
	19%	20%	19%	15%	21%	22%	20%	19%	19%	19%	21%	22%	19%	4%	14%	8%	38%	25%	9%	35%	6%
																	mno	r		t	
Neither a good nor bad job	226	128	92	47	56	43	62	61	69	46	50	68	158	10	35	9	76	112	30	85	55
	22%	19%	27%	25%	23%	18%	23%	25%	18%	24%	24%	23%	21%	7%	22%	18%	23%	22%	17%	25%	16%
																	m			t	
A fairly bad job	237	155	75	49	46	52	65	53	95	37	51	62	175	34	42	17	51	111	44	52	97
	23%	23%	22%	26%	19%	22%	24%	22%	25%	19%	25%	21%	24%	24%	27%	33%	15%	22%	24%	16%	28%
														p	p	p				s	
A very bad job	254	185	66	42	69	75	52	59	112	48	36	56	199	89	49	17	24	107	87	33	153
	25%	28%	19%	22%	28%	31%	19%	24%	29%	24%	18%	19%	27%	62%	32%	33%	7%	21%	47%	10%	45%
		b			f				j				k	nop	p			q		s	
Don't know	39	17	19	16	3	5	11	13	10	11	5	13	26	1	3	4	5	9	1	4	7
	4%	3%	6%	8%	1%	2%	4%	5%	3%	6%	3%	5%	4%	1%	2%	7%	2%	2%	*	1%	2%
					a		d										mp				
Prefer not to say	7	2	2	3	*	-	2	2	2	1	2	1	6	-	1	-	-	1	-	-	1
	1%	*	1%	2%	*	-	1%	1%	*	*	1%	*	1%	-	*	-	-	*	-	-	*
Good job (NET)	264	174	89	33	72	65	78	56	94	53	61	90	174	10	26	5	172	172	21	159	28
	26%	26%	26%	17%	29%	27%	29%	23%	25%	27%	30%	31%	24%	7%	17%	9%	53%	34%	11%	48%	8%
					c		c					l		m			mno	r		t	
Bad job (NET)	491	340	141	91	115	127	116	112	207	84	87	118	373	122	91	33	74	219	131	86	251
	48%	51%	41%	48%	47%	53%	43%	46%	54%	43%	42%	41%	51%	86%	59%	23%	23%	43%	72%	26%	73%
		b			f				j				k	nop	p			q		s	
NET Difference	-227	-166	-52	-58	-43	-62	-39	-56	-113	-31	-26	-27	-109	-113	-65	-29	98	-47	-110	74	-223
	-22%	-25%	-15%	-30%	-17%	-26%	-14%	-23%	-30%	-16%	-13%	-9%	-27%	-79%	-42%	-57%	30%	-9%	-60%	22%	-65%
																	no				

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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
 01N: 01TH MAR 2026
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17 Mar 2026

Table 221
 SDOE_3 - 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? Improving the NHS in Scotland

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
UNWEIGHTED BASE	1027	510	516	121	245	188	271	181	213	290	322	412	411	228	215	333	641	386	629	408	220	361	448	211	188	74	177	222	174	20	10		
WEIGHTED BASE	1027	492	535	132	258	193	262	176	240	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	23*	131*		
A very good job	55	36	18	17	19	7	3	3	5	37	10	8	25	11	12	7	36	19	36	19	18	16	15	11	15	2	12	5	7	6	2		
	5%	7%	3%	13%	12%	4%	2%	2%	2%	13%	3%	2%	7%	5%	7%	3%	6%	4%	6%	4%	7%	4%	6%	6%	9%	2%	8%	4%	5%	5%	1%		
A fairly good job	179	100	79	20	34	29	14	32	50	54	43	82	73	36	27	44	108	71	103	75	35	55	78	20	29	7	27	21	22	25	27		
	17%	20%	15%	16%	14%	19%	8%	18%	20%	19%	13%	19%	17%	16%	16%	18%	16%	18%	18%	16%	14%	14%	23%	16%	22%	8%	18%	17%	15%	19%	20%		
Neither a good nor bad job	189	98	101	26	26	31	42	38	36	52	73	74	79	41	23	56	120	79	118	82	58	73	62	27	21	30	32	23	29	21	24		
	19%	20%	19%	20%	17%	20%	20%	22%	15%	18%	23%	18%	21%	20%	14%	21%	20%	18%	21%	18%	24%	18%	19%	22%	18%	23%	19%	21%	19%	21%	16%		
A fairly bad job	260	123	137	30	46	39	50	38	63	76	82	101	82	59	47	72	150	118	143	126	57	110	80	32	33	19	35	37	34	33	45		
	26%	23%	29%	23%	29%	26%	32%	22%	26%	26%	29%	24%	24%	28%	28%	27%	25%	27%	25%	27%	23%	29%	24%	26%	25%	22%	24%	30%	24%	25%	34%		
A very bad job	276	130	146	21	21	36	48	61	89	42	85	150	106	55	47	68	161	115	139	137	69	113	84	34	30	35	32	35	41	37	32		
	27%	26%	28%	16%	13%	24%	30%	35%	36%	14%	27%	33%	14%	28%	28%	26%	27%	26%	25%	30%	28%	28%	25%	27%	23%	41%	22%	28%	29%	29%	24%		
Don't know	42	11	30	13	11	10	1	4	3	24	11	7	5	10	10	16	15	27	23	19	8	25	7	4	4	3	7	3	6	8	4		
	4%	2%	6%	10%	7%	6%	2%	1%	1%	8%	3%	2%	1%	5%	6%	6%	3%	6%	6%	4%	3%	6%	2%	3%	3%	4%	5%	2%	4%	6%	3%		
Prefer not to say	7	4	3	1	1	1	-	-	-	5	2	-	2	-	1	5	2	6	3	4	2	3	2	-	2	-	2	-	3	-			
	1%	1%	1%	4%	1%	1%	-	-	-	2%	1%	-	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	-	-	2%	-	1%	-	1%	-			
Good job (NET)	234	136	98	38	53	36	17	35	55	91	53	90	88	46	39	50	144	90	139	94	53	71	86	27	41	8	39	26	29	31	29		
	23%	28%	18%	29%	34%	23%	11%	20%	23%	31%	17%	21%	26%	22%	24%	19%	24%	23%	25%	20%	21%	18%	29%	22%	31%	10%	27%	21%	20%	24%	22%		
Bad job (NET)	545	243	300	51	67	76	101	99	132	117	177	251	198	114	93	140	312	233	282	263	125	232	164	56	64	64	63%	46%	58%	53%	69		
	53%	49%	56%	39%	42%	50%	62%	56%	62%	40%	56%	59%	52%	54%	56%	52%	53%	54%	50%	53%	51%	57%	50%	53%	48%	48%	63%	46%	53%	53%	58%		
NET Difference	-312	-107	-202	-13	-13	-40	-84	-64	-86	-26	-124	-161	-101	-67	-54	-80	-168	-144	-143	-169	-73	-161	-68	-39	-23	-45	-38	-47	-46	-37	-48		
	-30%	-22%	-38%	-10%	-8%	-26%	-32%	-37%	-39%	-9%	-39%	-38%	-24%	-32%	-32%	-24%	-28%	-33%	-25%	-37%	-30%	-40%	-28%	-31%	-17%	-5%	-19%	-37%	-32%	-29%	-36%		

Proportions/Means: Columns Totals (5% risk level) - a/b - c/d/n/p/q - 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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26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
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17 Mar 2025

Table 122
SGJOB_3 - 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? Improving the NHS in Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
A very good job	55	33	22	9	12	17	15	5	19	15	15	26	29	4	7	5	27	20	8	23	4
	5%	5%	6%	5%	5%	7%	6%	2%	4%	10%	7%	9%	4%	3%	5%	9%	8%	4%	5%	7%	1%
									gh	g	l					m			t		
A fairly good job	179	106	72	26	56	33	49	49	61	35	34	55	124	10	19	2	112	115	15	106	21
	17%	16%	21%	14%	23%	14%	18%	20%	16%	18%	16%	19%	17%	7%	12%	3%	34%	22%	8%	32%	6%
																	mmo	r		t	
Neither a good nor bad job	199	119	75	44	41	43	60	49	74	30	46	57	143	10	23	7	86	112	23	89	39
	19%	18%	22%	23%	17%	18%	22%	20%	19%	15%	22%	19%	19%	7%	15%	14%	26%	22%	12%	27%	11%
																	mn	r		t	
A fairly bad job	269	179	84	48	74	55	68	64	103	45	57	76	192	26	53	19	67	136	41	69	105
	26%	27%	25%	25%	30%	23%	25%	26%	27%	23%	28%	26%	26%	18%	34%	37%	21%	27%	23%	21%	31%
																	mp	r		s	
A very bad job	276	207	63	44	57	83	68	64	116	52	44	62	214	90	52	17	28	117	92	35	165
	27%	31%	18%	23%	23%	35%	25%	26%	30%	27%	21%	22%	29%	63%	33%	33%	9%	23%	51%	11%	49%
						cdf			j					nop	p	p		q		s	
Don't know	42	17	23	14	6	9	6	11	10	12	9	14	28	3	1	2	8	11	3	10	5
	4%	3%	7%	7%	2%	4%	2%	4%	3%	6%	4%	5%	4%	2%	1%	3%	2%	2%	2%	3%	2%
																	h				
Prefer not to say	7	2	3	4	-	-	3	2	3	2	1	1	7	-	1	-	-	1	-	-	1
	1%	*	1%	2%	-	-	1%	1%	1%	1%	*	*	1%	-	*	-	-	*	-	-	*
Good job (NET)	234	138	94	36	68	50	64	54	76	55	49	81	153	14	26	6	138	135	23	130	25
	23%	21%	27%	19%	28%	21%	24%	22%	20%	28%	24%	28%	21%	10%	17%	12%	42%	26%	13%	39%	7%
																	mmo	r		t	
Bad job (NET)	545	386	147	92	131	138	136	128	220	97	101	139	406	116	105	36	95	253	134	104	271
	53%	58%	43%	48%	53%	58%	51%	52%	57%	50%	49%	48%	55%	81%	67%	70%	29%	49%	73%	31%	79%
																	p	q		s	
NET Difference	-312	-247	-53	-56	-63	-88	-72	-74	-143	-42	-52	-58	-253	-102	-79	-29	43	-118	-111	25	-245
	-30%	-37%	-15%	-30%	-26%	-37%	-27%	-30%	-38%	-22%	-25%	-20%	-34%	-71%	-50%	-58%	13%	-23%	-61%	8%	-72%
																	o				

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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
01th-03th WAVE 2026
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17 Mar 2026

Table 222
SDQR 4 - 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? Improving the education system in Scotland

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)		
UNWEIGHTED BASE	1027	516	510	121	245	148	211	181	211	200	33	412	411	228	115	313	64	300	149	408	230	361	468	211	188	74	177	212	174	99	43		
WEIGHTED BASE	1027	492	535	132	245	153	212	176	240	200	33	422	381	211	169	307	52	435	165	462	245	404	331	124	132	84*	148	125	142	129*	131*		
A very good job	56	36	20	17	15	5	6	9	5	35	11	14	32	9	9	7	40	16	41	16	12	18	26	8	9	3	11	4	8	10	3		
	5%	7%	4%	13%	6%	3%	4%	5%	2%	11%	4%	3%	8%	4%	5%	3%	7%	4%	7%	3%	5%	4%	8%	7%	7%	3%	7%	3%	6%	8%	3%		
A fairly good job	166	86	80	30	28	24	19	27	38	58	43	65	30	35	34	38	94	72	101	65	40	55	63	18	27	12	32	16	21	15	24		
	16%	17%	15%	23%	18%	12%	15%	16%	16%	20%	14%	16%	16%	16%	20%	14%	16%	17%	18%	14%	14%	19%	15%	20%	15%	22%	22%	13%	16	15%	22%		
Neither a good nor bad job	251	109	141	29	54	40	39	36	53	83	79	89	87	50	38	75	138	114	146	105	66	107	69	31	32	16	32	42	33	29	33		
	24%	22%	27%	22%	24%	26%	24%	24%	22%	25%	25%	23%	23%	24%	23%	23%	23%	23%	23%	23%	22%	23%	23%	23%	24%	24%	20%	24%	24%	23%	22%		
A fairly bad job	234	105	128	25	30	37	45	41	57	54	82	98	85	56	40	53	141	93	127	107	49	105	70	26	29	23	28	22	33	30	43		
	23%	21%	24%	19%	19%	24%	28%	23%	23%	19%	26%	28%	22%	26%	24%	20%	24%	21%	23%	23%	20%	26%	21%	21%	23%	22%	27%	19%	18%	23%	23%		
A very bad job	138	124	114	17	22	30	39	50	80	39	69	130	97	45	35	61	142	95	109	129	60	79	88	28	24	27	34	34	33	35	21		
	13%	25%	21%	13%	14%	20%	24%	28%	32%	13%	22%	31%	25%	21%	21%	23%	24%	22%	19%	28%	25%	19%	27%	23%	18%	32%	23%	27%	24%	27%			
Don't know	75	29	45	10	10	16	13	13	13	20	29	26	18	17	11	29	35	39	37	38	17	38	13	12	9	3	9	6	12	10	9		
	7%	6%	9%	8%	6%	10%	8%	7%	5%	7%	9%	6%	5%	8%	6%	11%	6%	9%	7%	8%	7%	9%	4%	10%	6%	4%	6%	5%	8%	8%			
Prefer not to say	7	4	3	4	1	1	-	-	-	4	2	-	2	-	1	4	2	5	4	3	2	3	2	-	2	-	2	-	-	-			
	1%	1%	1%	3%	*	1%	1%	-	-	1%	1%	-	*	-	1%	1%	1%	1%	1%	1%	1%	1%	-	-	2%	-	1%	-	-	-			
Good job (NET)	222	121	100	47	43	29	25	36	43	89	54	79	91	43	42	45	136	88	141	81	52	73	89	27	36	15	42	20	29	26	27		
	22%	25%	19%	35%	27%	19%	15%	21%	17%	31%	17%	19%	24%	20%	20%	17%	23%	20%	25%	18%	21%	18%	27%	22%	27%	18%	29%	16%	21%	20%			
Bad job (NET)	472	228	242	42	51	67	84	91	137	93	151	228	182	101	75	114	283	189	217	235	109	184	158	53	53	59%	49	62	56	65			
	46%	46%	46%	32%	32%	44%	52%	58%	58%	32%	48%	54%	48%	48%	45%	43%	48%	43%	42%	51%	44%	46%	48%	43%	40%	48%	43%	42%	45%	46%			
NET Difference	-249	-107	-142	5	-8	-38	-59	-55	-94	-4	-97	-149	-91	-58	-32	-68	-149	-101	-95	-154	-57	-111	-69	-27	-18	-35	-30	-36	-37	-39			
	-24%	-22%	-27%	3%	-3%	-25%	-27%	-31%	-39%	-1%	-31%	-33%	-24%	-27%	-29%	-26%	-25%	-23%	-17%	-33%	-23%	-28%	-23%	-22%	-14%	-41%	-13%	-29%	-26%	-30%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/a/b/n - i/j/A - U/m/o - p/q - r/s - U/v/x - w/y/n/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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2025

Table 124
SGJOB_4 - 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? Improving the education system in Scotland

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
A very good job	56	35	21	11	9	12	23	10	13	12	21	30	27	3	7	4	30	29	7	28	6
	5%	5%	6%	6%	4%	5%	9%	4%	3%	6%	10%	10%	4%	2%	4%	9%	9%	6%	4%	8%	2%
							d		gh		l					m			t		
A fairly good job	166	99	66	22	52	43	38	38	51	38	39	60	107	8	17	2	98	99	10	93	16
	16%	15%	19%	12%	21%	18%	14%	16%	13%	20%	19%	21%	14%	5%	11%	4%	30%	19%	5%	28%	5%
							c										mno	r	t	se	
Neither a good nor bad job	251	130	114	48	68	53	66	57	96	54	45	74	178	15	32	9	96	128	27	96	52
	24%	20%	33%	25%	28%	22%	24%	23%	25%	27%	22%	25%	24%	11%	21%	19%	29%	25%	15%	29%	15%
							a										m	r	t		
A fairly bad job	234	163	65	41	55	47	65	52	94	40	48	61	173	33	49	12	54	120	48	58	105
	23%	25%	19%	22%	22%	19%	24%	21%	25%	20%	23%	21%	23%	23%	31%	24%	16%	23%	26%	17%	31%
																	p	r	t	se	
A very bad job	238	188	47	40	46	74	58	58	95	42	42	54	184	81	43	17	29	101	80	38	143
	23%	28%	14%	21%	19%	31%	22%	24%	25%	21%	21%	19%	25%	57%	27%	34%	9%	20%	44%	11%	42%
							cdf							nop	p	p	q	q		s	
Don't know	75	47	27	25	15	12	16	27	31	8	8	12	63	3	8	5	21	34	11	20	18
	7%	7%	8%	13%	6%	5%	6%	11%	8%	4%	4%	4%	9%	2%	5%	10%	7%	7%	6%	6%	5%
							def										m				
Prefer not to say	7	2	2	3	*	-	3	2	2	1	1	1	6	-	1	-	-	1	-	-	1
	1%	*	1%	1%	*	-	1%	1%	*	1%	*	*	1%	-	*	-	-	*	-	-	*
Good job (NET)	222	134	87	33	61	54	61	48	64	50	60	89	133	11	24	6	128	127	16	121	22
	22%	20%	26%	17%	25%	23%	23%	20%	17%	26%	29%	31%	18%	7%	15%	13%	39%	25%	9%	36%	7%
									h	gh							mno	r	t		
Bad job (NET)	472	350	112	81	101	120	124	110	189	82	90	115	357	113	92	30	82	221	128	96	248
	46%	53%	33%	43%	41%	50%	46%	45%	50%	42%	44%	40%	48%	80%	59%	25%	25%	43%	70%	29%	73%
		b												nop	p	p	q	q		s	
NET Difference	-249	-216	-25	-49	-41	-66	-63	-62	-126	-32	-30	-26	-223	-103	-68	-23	45	-94	-112	25	-226
	-24%	-33%	-7%	-26%	-17%	-28%	-23%	-25%	-33%	-16%	-15%	-9%	-30%	-72%	-43%	-45%	14%	-18%	-61%	8%	-66%
																	o				

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

26 017557 01 - SCOTLAND POLITICAL PULSE
01th-01th WAVE 2026
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17 Mar 2026

Table 22
SD08_9 - 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? Improving living standards for people on low incomes

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE					SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENTARY REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS ISLANDS	LOTHIAN	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST				
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)			
UNWEIGHTED BASE	1027	516	510	121	245	158	271	181	213	290	322	412	411	228	115	613	641	300	641	408	220	361	446	212	188	74	177	222	174	20	13				
WEIGHTED BASE	1027	492	532	132	258	163	262	176	246	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	23*	131*				
A very good job	60	33	28	14	30	12	4	9	11	24	17	20	25	10	12	13	35	26	34	26	15	19	22	11	8	4	5	4	9	11	5				
	6%	7%	5%	10%	6%	8%	3%	5%	4%	8%	5%	5%	6%	5%	7%	5%	6%	6%	6%	6%	6%	5%	7%	9%	6%	5%	4%	4%	3%	6%	9%	4%			
A fairly good job	226	119	107	48	30	39	40	55	62	69	69	95	105	40	34	46	145	81	143	83	43	71	103	25	26	16	44	30	30	22	32	32			
	22%	24%	20%	11%	20%	24%	23%	22%	22%	22%	22%	23%	27%	19%	23%	17%	24%	19%	25%	18%	18%	18%	31%	20%	20%	20%	30%	24%	21%	17%	24%	24%			
Neither a good nor bad job	215	99	116	29	39	27	32	38	50	68	59	88	84	53	34	45	137	78	118	98	45	91	69	29	23	18	31	30	33	28	23	23			
	21%	20%	22%	22%	22%	18%	20%	22%	20%	23%	19%	21%	22%	20%	20%	23%	22%	23%	21%	18%	22%	22%	23%	23%	13%	22%	21%	24%	23%	22%	22%	23%			
A fairly bad job	230	123	124	26	32	37	39	45	56	68	71	100	78	54	44	63	232	107	126	112	53	111	69	17	33	15	34	33	26	26	30	30			
	23%	23%	23%	27%	20%	24%	21%	26%	23%	23%	22%	24%	20%	25%	26%	24%	22%	23%	22%	24%	21%	27%	21%	14%	25%	18%	23%	27%	19%	28%	28%	30%			
A very bad job	221	106	114	21	21	34	44	41	60	42	77	102	73	39	34	75	112	109	111	110	72	82	56	33	36	27	23	21	34	21	24	24			
	21%	22%	21%	16%	13%	22%	27%	24%	23%	14%	25%	24%	19%	18%	20%	28%	19%	23%	20%	24%	29%	20%	17%	27%	27%	33%	16%	17%	24%	16%	18%				
Don't know	58	19	39	15	9	12	7	3	14	23	19	16	16	14	8	20	30	28	30	29	15	26	11	9	3	2	7	7	8	10	9				
	6%	4%	7%	11%	5%	8%	4%	1%	6%	8%	6%	4%	4%	7%	5%	8%	5%	6%	5%	6%	6%	6%	3%	7%	3%	2%	5%	6%	8%	6%	6%				
Prefer not to say	8	4	4	4	1	4	3	-	-	4	3	-	2	-	1	5	2	6	3	5	2	4	2	-	2	-	2	-	2	2	-				
	1%	1%	1%	3%	1%	3%	1%	-	-	2%	1%	-	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	-	-	2%	-	1%	-	1%	1%	-				
Good job (NET)	286	144	135	28	58	42	43	49	66	86	85	115	129	51	47	60	180	106	177	100	58	90	125	36	34	21	50	34	39	33	37				
	28%	31%	25%	21%	36%	27%	27%	28%	27%	29%	27%	27%	34%	24%	28%	22%	30%	24%	31%	24%	24%	22%	38%	29%	24%	25%	34%	27%	26%	28%	28%				
Bad job (NET)	459	219	239	57	53	71	77	86	116	109	148	202	151	93	78	138	243	216	217	222	125	193	124	50	69	43	57	54	60	57	64				
	45%	45%	43%	43%	33%	46%	48%	49%	47%	38%	47%	48%	40%	44%	47%	52%	41%	50%	42%	48%	51%	48%	37%	43%	52%	51%	39%	43%	42%	44%	49%				
NET Difference	-173	-68	-104	-29	5	-29	-34	-37	-50	-24	-62	-87	-22	-42	-32	-78	-64	-110	-60	-113	-66	-103	1	-14	-35	-22	-7	-20	-22	-24	-28				
	-17%	-14%	-20%	-22%	3%	-19%	-21%	-21%	-20%	-8%	-20%	-21%	-6%	-20%	-19%	-29%	-13%	-25%	-11%	-24%	-27%	-25%	+	-12%	-26%	-26%	-5%	-16%	-10%	-18%	-21%				

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/m/n - i/j/A - U/m/u - o/q - r/s - 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
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17 Mar 2026

Table 126
SGJOB_9 - 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? Improving living standards for people on low incomes

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
A very good job	60	32	20	8	19	9	19	9	18	21	12	25	36	4	5	1	36	34	8	30	9
	6%	5%	8%	4%	8%	4%	7%	4%	5%	11%	6%	9%	5%	3%	4%	1%	11%	7%	4%	9%	2%
		a							gh			l				mno			t		
A fairly good job	226	152	73	33	50	54	83	59	70	43	54	78	148	14	27	9	135	150	25	136	34
	22%	23%	21%	17%	21%	23%	31%	24%	18%	22%	26%	27%	20%	10%	17%	17%	41%	29%	14%	41%	10%
							cde		h			l				mno			t		
Neither a good nor bad job	215	145	63	27	55	51	61	42	83	39	52	55	160	27	36	9	63	115	34	69	64
	21%	22%	19%	14%	23%	21%	23%	17%	22%	20%	25%	19%	22%	19%	23%	18%	19%	22%	13%	21%	19%
							c										63	r			
A fairly bad job	239	158	76	45	54	59	53	57	94	47	41	64	174	39	45	14	52	106	51	51	102
	23%	24%	22%	23%	22%	25%	20%	23%	25%	24%	20%	22%	24%	27%	29%	27%	16%	21%	28%	15%	30%
														p	p		16%			s	
A very bad job	221	133	82	58	55	58	36	64	91	30	36	47	173	55	36	14	29	82	71	35	118
	21%	20%	24%	31%	22%	24%	13%	26%	24%	15%	18%	16%	24%	39%	23%	28%	9%	16%	39%	11%	35%
				f	f	f		ij	i			np	p			q				s	
Don't know	58	38	18	17	12	7	14	12	22	14	11	20	39	3	6	5	12	24	4	12	14
	6%	6%	5%	9%	5%	3%	5%	5%	6%	7%	5%	7%	5%	2%	4%	9%	4%	5%	2%	4%	4%
				e												m					
Prefer not to say	8	3	2	3	-	2	3	2	3	2	1	1	7	-	1	-	-	1	-	-	1
	1%	*	1%	1%	-	1%	1%	1%	1%	1%	*	*	1%	-	*	-	-	*	-	-	*
Good job (NET)	286	184	101	41	69	63	102	68	89	64	65	103	184	18	33	9	171	184	33	167	42
	28%	28%	30%	22%	28%	26%	38%	28%	23%	33%	32%	35%	25%	13%	21%	18%	52%	36%	18%	50%	12%
							cde		h	h		l				mno		r		t	
Bad job (NET)	459	291	158	103	109	117	89	120	185	77	77	112	348	94	81	28	81	188	122	86	220
	45%	44%	46%	54%	44%	49%	33%	49%	48%	39%	37%	38%	47%	66%	52%	55%	25%	37%	67%	26%	65%
				f	f	f		j	j			k		np	p	p			q		s
NET Difference	-173	-107	-56	-62	-40	-54	13	-52	-97	-13	-12	-9	-164	-76	-49	-19	90	-4	-69	81	-178
	-17%	-16%	-16%	-33%	-16%	-22%	5%	-21%	-25%	-6%	-6%	-3%	-22%	-53%	-31%	-37%	28%	-1%	-49%	24%	-52%
																mno					

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

26-017557-01 - SCOTLAND POLITICAL PULSE
Q16 - BIRTH MARCH 2026
PUBLIC
IPSS

17 Mar 2026

Table 127
SGDR_10 - 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? Improving your own standard of living

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASSGOW	HIGHLANDS ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST			
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)		
UNWEIGHTED BASE	1027	516	510	121	245	148	271	181	213	200	33	412	411	228	115	613	641	300	649	408	220	361	448	211	188	74	177	212	174	99	10	10		
WEIGHTED BASE	1027	492	535	132	245	153	262	176	246	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	112	84*	148	125	142	129*	131*		
A very good job	44	28	16	8	13	6	6	6	5	21	13	10	23	9	7	5	32	12	33	11	13	12	19	5	8	2	11	2	6	7	4			
	4%	6%	3%	6%	8%	4%	4%	3%	2%	7%	4%	2%	6%	4%	4%	2%	5%	3%	3%	6%	5%	3%	6%	4%	6%	2%	7%	2%	4%	6%	3%			
A fairly good job	159	82	76	22	34	21	18	27	37	56	39	63	75	28	22	33	103	55	91	68	32	52	68	18	26	7	28	20	23	16	18			
	15%	17%	14%	17%	21%	11%	15%	15%	15%	10%	12%	15%	20%	13%	13%	12%	17%	13%	16%	15%	13%	13%	20%	14%	20%	9%	19%	16%	12%	12%	14%			
Neither a good nor bad job	281	130	151	31	48	33	49	59	77	75	81	136	109	68	41	73	176	115	157	134	75	110	85	36	29	30	34	37	41	43	38			
	28%	26%	30%	23%	20%	21%	20%	34%	31%	28%	26%	33%	28%	23%	25%	28%	30%	28%	28%	28%	30%	28%	28%	29%	22%	30%	25%	30%	29%	33%	28%			
A fairly bad job	239	118	120	33	36	51	44	46	6	68	96	95	83	46	54	66	139	120	151	108	53	113	86	30	33	33	33	35	36	36	35	47		
	23%	24%	23%	25%	22%	33%	27%	22%	23%	24%	30%	23%	25%	22%	32%	25%	23%	23%	27%	23%	21%	28%	26%	23%	23%	18%	24%	24%	29%	27%	35%			
A very bad job	236	121	116	23	26	35	43	45	69	49	74	114	75	52	37	72	127	109	112	125	65	93	64	30	30	29	33	33	36	25	24			
	23%	25%	22%	18%	16%	20%	27%	25%	28%	17%	23%	27%	20%	25%	22%	27%	21%	25%	20%	27%	27%	23%	19%	24%	23%	34%	23%	21%	27%	19%	18%			
Don't know	30	10	20	11	5	9	*	2	2	16	9	4	4	8	6	12	12	18	17	13	7	14	5	5	5	1	5	2	4	3	2			
	3%	2%	4%	9%	2%	6%	*	1%	1%	6%	3%	1%	1%	4%	4%	5%	2%	4%	3%	3%	3%	2%	4%	3%	1%	3%	1%	3%	2%	1%				
Prefer not to say	8	3	4	3	1	1	-	-	-	4	4	-	2	-	-	5	2	5	4	4	2	2	2	-	2	-	1	1	4	-	-			
	1%	1%	1%	2%	1%	2%	1%	-	-	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
Good job (NET)	208	111	92	31	47	27	24	32	41	78	52	74	98	38	29	38	116	67	124	79	44	64	87	21	34	9	39	22	29	23	22			
	20%	22%	17%	23%	30%	18%	15%	18%	17%	27%	16%	17%	26%	18%	18%	14%	23%	16%	22%	17%	18%	16%	26%	18%	24%	11%	26%	18%	20%	18%	17%			
Bad job (NET)	495	239	255	57	61	82	88	83	126	117	170	208	169	98	91	118	262	229	263	232	117	206	150	60	63	44	69	62	65	60	71			
	48%	49%	48%	43%	38%	54%	54%	47%	51%	40%	54%	49%	44%	46%	54%	52%	45%	53%	47%	50%	48%	51%	45%	49%	47%	52%	47%	50%	45%	46%	54%			
NET Difference	-292	-128	-162	-26	-13	-61	-63	-50	-85	-39	-118	-135	-71	-40	-62	-100	-131	-161	-139	-154	-73	-142	-63	-38	-29	-35	-30	-40	-36	-37	-49			
	-28%	-26%	-31%	-20%	-8%	-36%	-29%	-28%	-34%	-14%	-37%	-32%	-19%	-28%	-37%	-37%	-22%	-37%	-23%	-33%	-30%	-33%	-19%	-31%	-22%	-41%	-21%	-32%	-20%	-28%	-37%			

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/m/n - 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
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Table 128
SGJOB_10 - 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? Improving your own standard of living

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	24%	23%	26%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
A very good job	44	25	19	5	12	10	15	8	11	13	13	22	22	2	6	1	28	28	6	26	7
	4%	4%	6%	3%	5%	4%	6%	3%	3%	7%	6%	8%	3%	1%	4%	3%	9%	5%	3%	8%	2%
									h	h	h						m			t	
A fairly good job	159	101	58	24	39	29	57	33	57	25	43	52	107	7	20	4	91	92	13	87	16
	15%	15%	17%	12%	16%	12%	21%	14%	15%	13%	21%	18%	15%	5%	13%	7%	28%	18%	7%	26%	5%
							ee										mno			t	
Neither a good nor bad job	291	195	90	53	73	71	71	65	114	65	48	74	217	30	39	17	113	174	39	117	85
	28%	29%	26%	28%	30%	30%	26%	26%	30%	33%	23%	26%	29%	21%	25%	34%	35%	34%	21%	35%	25%
										j							m	r		t	
A fairly bad job	259	169	84	40	60	63	70	56	91	53	59	83	176	35	48	13	62	126	43	64	100
	25%	25%	24%	21%	25%	26%	26%	23%	24%	27%	29%	29%	24%	25%	31%	26%	19%	25%	23%	19%	29%
																	p			s	
A very bad job	236	155	76	55	58	63	44	69	100	31	36	48	189	67	39	15	28	85	79	35	127
	23%	23%	22%	29%	24%	26%	16%	28%	26%	16%	18%	16%	26%	47%	25%	29%	9%	17%	44%	10%	37%
					f	f			ij	ij			k	nop	p		q			s	
Don't know	30	15	13	10	2	5	9	9	6	8	6	10	20	1	2	1	5	6	2	3	6
	3%	2%	4%	5%	1%	2%	3%	4%	2%	4%	3%	3%	3%	1%	1%	1%	1%	1%	1%	1%	2%
				d																	
Prefer not to say	8	2	3	3	*	-	2	3	3	1	1	1	6	-	1	-	-	1	-	1	1
	1%	*	1%	2%	*	-	1%	1%	1%	*	*	*	1%	-	1%	-	-	*	-	*	*
Good job (NET)	203	126	76	29	52	39	72	41	68	38	56	74	129	9	26	5	119	120	19	113	22
	20%	19%	22%	15%	21%	16%	27%	17%	18%	20%	27%	25%	18%	6%	17%	10%	36%	23%	10%	34%	7%
							ce			gh		l			m		mno	r		t	
Bad job (NET)	495	324	160	95	118	125	114	126	191	84	95	131	365	103	87	28	90	211	122	99	227
	48%	49%	47%	50%	48%	52%	43%	51%	50%	43%	46%	45%	49%	72%	56%	54%	28%	41%	67%	30%	67%
							f							nop	p	q	r			s	
NET Difference	-192	-198	-84	-66	-66	-87	-42	-85	-123	-45	-40	-57	-236	-94	-61	-23	29	-92	-103	15	-205
	-28%	-30%	-24%	-35%	-27%	-36%	-16%	-35%	-32%	-23%	-19%	-20%	-32%	-66%	-39%	-45%	9%	-18%	-56%	4%	-60%
																o					

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



**26-017557-01 - SCOTLAND POLITICAL PULSE
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Table 129

REELECTSCOT - Summary Table As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements?

Base: Adults aged 16+ in Scotland

	The SNP Scottish Government deserves to be re-elected	The Scottish Labour Party is ready to form the next Scottish Government.	The word 'competent' is an accurate description of the current Scottish Government	Scotland needs a fresh team of leaders	Reform UK is ready to form the next Scottish Government
UNWEIGHTED BASE	1027	1027	1027	1027	1027
WEIGHTED BASE	1027	1027	1027	1027	1027
Strongly agree	149 15%	59 6%	87 8%	417 41%	81 8%
Tend to agree	167 16%	166 16%	189 18%	240 23%	109 11%
Neither agree nor disagree	146 14%	202 20%	189 18%	151 15%	138 13%
Tend to disagree	147 14%	184 18%	198 19%	105 10%	124 12%
Strongly disagree	324 32%	303 30%	298 29%	56 5%	468 46%
Don't know	85 8%	101 10%	57 6%	52 5%	94 9%
Prefer not to say	8 1%	12 1%	9 1%	7 1%	13 1%
Agree (NET)	317 31%	225 22%	276 27%	657 64%	190 19%
Disagree (NET)	471 46%	487 47%	496 48%	160 16%	592 58%
NET Difference	-154 -15%	-262 -25%	-220 -21%	497 48%	-402 -39%

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Table 130
REFLECTSOT 1: As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? The SNP Scottish Government deserves to be re-elected

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1					AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST
UNWEIGHTED BASE	1037	510	526	121	145	158	211	181	211	290	322	422	411	228	215	333	641	396	622	418	220	361	448	211	188	74	177	222	174	93	83
WEIGHTED BASE	1027	492	535	132	158	163	212	176	246	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*
Strongly agree	149	85	64	24	19	19	21	30	37	42	41	67	54	31	23	39	87	62	83	66	37	55	50	19	25	12	25	16	26	14	17
Tend to agree	167	78	88	22	37	32	26	19	32	58	58	51	68	41	22	36	109	58	107	60	31	58	70	23	28	11	29	17	21	14	25
Neither agree nor disagree	146	57	88	29	38	34	23	17	22	63	45	39	60	22	28	36	82	64	98	48	27	56	55	14	18	12	25	16	23	22	15
Tend to disagree	147	69	78	22	34	28	24	28	28	46	48	53	49	33	26	39	82	64	85	62	37	61	45	10	17	14	25	21	15	19	15
Strongly disagree	124	174	150	21	20	37	51	81	116	41	87	107	131	65	52	76	196	128	151	173	85	132	93	39	36	31	31	42	46	49	50
Don't know	85	27	59	22	14	25	9	5	10	10	10	10	17	17	14	17	34	52	36	49	27	38	16	11	10	4	10	12	11	10	12
Prefer not to say	8	3	5	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Agree (NET)	317	163	153	46	55	51	48	49	69	101	98	118	123	74	45	75	196	120	190	127	68	114	120	41	49	23	54	34	46	28	41
Disagree (NET)	471	241	227	33	34	34	33	34	37	87	105	144	180	98	78	115	278	193	246	235	122	193	138	58	53	45	56	63	61	68	65
NET Difference	-154	-86	-74	13	1	-4	-13	-27	-75	14	-37	-132	-58	-34	-33	-40	-82	-73	-46	-168	-54	-79	-18	-17	-4	-3	-29	-14	-41	-23	
	-15%	-16%	-14%	1%	0%	-3%	-20%	-32%	-31%	5%	-12%	-31%	-15%	-11%	-20%	-13%	-14%	-8%	-23%	-22%	-20%	-20%	-13%	-3%	-3%	-26%	-23%	-10%	-23%	-14%	-18%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/p/n/n - i/j/A - U/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 131
RELECTSCOT_1 - As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? The SNP Scottish Government deserves to be re-elected

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Strongly agree	149	85	63	26	45	25	42	36	48	36	29	46	103	1	5	2	116	94	13	99	7
	15%	13%	19%	14%	19%	10%	16%	15%	13%	18%	14%	16%	14%	1%	3%	4%	35%	18%	7%	30%	2%
		a			e												mno	r		t	
Tend to agree	167	109	53	27	37	36	52	46	45	32	44	60	107	5	23	5	102	102	17	94	24
	16%	16%	15%	14%	15%	15%	20%	19%	12%	16%	21%	21%	15%	3%	15%	9%	31%	20%	9%	28%	7%
								h		h							mno	r		t	
Neither agree nor disagree	146	92	51	27	31	35	45	27	50	33	37	50	96	6	21	2	43	63	17	43	30
	14%	14%	15%	14%	13%	15%	17%	11%	13%	17%	18%	17%	13%	4%	14%	3%	13%	12%	9%	13%	9%
										g							m				
Tend to disagree	147	92	54	24	37	33	39	32	68	23	24	37	109	18	32	9	36	81	16	41	52
	14%	14%	16%	13%	15%	14%	14%	13%	18%	12%	12%	13%	15%	13%	20%	18%	11%	16%	9%	12%	15%
																	r	r			
Strongly disagree	324	246	74	49	78	95	74	77	150	52	45	65	260	112	70	29	18	148	111	34	217
	32%	37%	21%	26%	32%	40%	28%	32%	39%	26%	22%	22%	35%	79%	45%	58%	6%	29%	61%	10%	64%
		b			cf			j	ij					nop	p		q	r		s	
Don't know	85	36	46	34	15	14	13	26	18	19	22	30	56	-	4	4	13	22	8	22	10
	8%	5%	13%	18%	6%	6%	5%	11%	5%	10%	11%	10%	8%	-	3%	8%	4%	4%	5%	7%	3%
				def				h		h	h					m		t			
Prefer not to say	8	2	3	3	1	1	3	2	3	1	3	2	6	-	1	-	-	1	-	-	1
	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	-	*	-	-	*	-	-	*
Agree (NET)	317	194	116	53	84	61	95	82	93	68	73	106	210	6	28	7	218	197	30	194	31
	31%	29%	34%	28%	34%	25%	35%	33%	24%	35%	36%	37%	29%	4%	18%	13%	66%	38%	17%	58%	9%
				e	e		e	h	h	h	h	i			m	m	mno	r		t	
Disagree (NET)	471	337	127	73	116	128	113	108	218	75	69	102	369	131	102	38	54	229	127	75	269
	46%	51%	37%	39%	47%	53%	42%	44%	57%	38%	34%	35%	50%	92%	65%	75%	17%	45%	70%	22%	79%
		b			cf			j	ij			k		nop	p		q	r		s	
NET Difference	-154	-143	-11	-20	-32	-68	-18	-27	-125	-7	4	4	-158	-125	-74	-32	163	-32	-97	119	-237
	-15%	-22%	-3%	-11%	-13%	-28%	-7%	-11%	-33%	-3%	2%	1%	-21%	-87%	-47%	-62%	50%	-6%	-53%	36%	-70%
																	mno				

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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
01th-06th MARCH 2026
PUBLIC
IPSS

17 Mar 2026

Table 132
RELECTSOT 2: As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? The Scottish Labour Party is ready to form the next Scottish Government.

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1						AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENTARY REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
UNWEIGHTED BASE	1007	510	496	121	245	188	271	181	213	290	327	412	411	228	215	333	641	366	629	408	230	361	468	211	188	74	177	222	174	9	20	13
WEIGHTED BASE	1007	492	515	132	248	193	262	176	246	290	315	422	381	211	169	307	592	435	565	462	245	404	331	124	132	84*	148	125	142	239*	131*	
Strongly agree	39	36	23	13	14	6	4	6	16	27	10	22	24	15	7	12	40	19	33	26	15	24	22	8	7	2	10	4	6	12	8	
	4%	7%	4%	10%	9%	4%	3%	4%	6%	9%	3%	5%	6%	7%	4%	5%	7%	4%	6%	6%	5%	6%	7%	6%	5%	2%	7%	4%	5%	10%	6%	
Tend to agree	166	90	76	28	33	27	21	26	33	61	47	58	70	34	29	34	103	63	104	62	29	64	67	20	28	9	28	25	21	20	13	
	16%	18%	14%	21%	21%	17%	13%	15%	13%	22%	15%	14%	18%	16%	17%	13%	17%	15%	18%	13%	12%	16%	20%	16%	21%	11%	19%	20%	15%	15%	10%	
Neither agree nor disagree	202	79	122	39	38	26	33	34	50	61	57	84	87	38	26	52	125	78	121	81	50	73	67	24	30	19	21	19	26	33	30	
	20%	16%	23%	17%	14%	16%	20%	18%	20%	21%	18%	20%	23%	18%	18%	20%	21%	18%	21%	18%	20%	18%	20%	19%	22%	14%	15%	18%	20%	20%	23%	
Tend to disagree	184	78	106	28	16	24	37	41	48	33	62	89	77	33	23	42	110	74	92	91	38	76	67	32	21	24	33	23	26	7	26	
	18%	16%	20%	13%	10%	16%	23%	23%	20%	11%	20%	21%	20%	16%	19%	16%	19%	17%	16%	20%	16%	19%	20%	17%	16%	18%	28%	18%	18%	5%	20%	
Strongly disagree	303	178	125	30	40	44	41	66	81	70	94	119	104	64	52	83	168	136	160	144	85	118	86	31	31	10	4	12	16	13	16	
	30%	36%	24%	23%	25%	29%	31%	33%	33%	24%	30%	33%	27%	30%	31%	31%	28%	31%	28%	31%	35%	29%	26%	33%	25%	32%	27%	30%	32%	30%	29%	
Don't know	101	26	74	17	17	25	13	12	17	34	38	29	17	26	18	39	43	58	47	54	31	45	19	9	10	4	12	16	13	16	18	
	10%	5%	14%	13%	11%	14%	8%	7%	7%	12%	12%	7%	4%	12%	11%	13%	7%	13%	8%	12%	13%	11%	6%	8%	8%	5%	8%	13%	9%	13%	13%	
Prefer not to say	12	4	7	4	1	3	-	1	1	5	6	1	3	2	3	5	4	7	7	4	1	4	4	-	3	-	3	1	4	1	-	
	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Answer (NET)	235	126	109	41	47	32	25	32	40	87	58	80	94	49	36	46	143	82	137	88	41	88	88	27	35	11	39	29	28	32	21	
	22%	26%	19%	31%	29%	21%	13%	18%	20%	30%	18%	19%	25%	23%	21%	17%	24%	19%	24%	19%	17%	22%	27%	22%	27%	13%	26%	23%	19%	25%	16%	
Disagree (NET)	487	256	229	47	56	68	88	98	130	103	156	228	181	97	84	125	278	209	252	235	123	194	153	63	54	50	73	60	72	46	64	
	47%	52%	43%	36%	35%	44%	54%	56%	53%	35%	50%	54%	47%	46%	50%	47%	47%	48%	45%	51%	50%	48%	46%	51%	41%	50%	48%	51%	36%	48%		
NET Difference	-262	-130	-130	-7	-9	-36	-63	-66	-81	-16	-98	-147	-87	-48	-48	-79	-135	-127	-115	-147	-82	-106	-65	-35	-19	-39	-35	-31	-44	-14	-43	
	-26%	-26%	-26%	-5%	-6%	-21%	-25%	-38%	-33%	-5%	-31%	-35%	-23%	-23%	-29%	-26%	-23%	-26%	-20%	-32%	-34%	-28%	-19%	-20%	-14%	-47%	-23%	-25%	-11%	-11%	-27%	

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/n/m/n - 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 133
RELECTSCOT_2 - As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? The Scottish Labour Party is ready to form the next Scottish Government.

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	1027	688	317	159	231	248	307	229	388	187	223	305	56	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341	
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%	
Strongly agree	59	39	20	12	9	17	20	17	18	9	15	22	37	9	23	5	11	29	10	10	28	
	6%	6%	6%	7%	4%	7%	7%	7%	5%	4%	7%	8%	5%	6%	15%	9%	4%	6%	6%	3%	8%	
Tend to agree	166	120	41	24	40	38	51	31	57	35	43	53	113	17	59	7	35	95	20	44	65	
	16%	18%	12%	13%	16%	16%	19%	13%	15%	18%	21%	18%	15%	12%	38%	13%	11%	19%	11%	13%	19%	
Neither agree nor disagree	202	131	68	30	49	49	54	43	83	41	36	58	145	31	34	9	56	100	31	55	70	
	20%	20%	20%	16%	20%	20%	20%	17%	22%	21%	18%	20%	20%	22%	22%	19%	17%	19%	17%	17%	20%	
Tend to disagree	184	127	54	26	49	50	46	48	74	29	33	46	138	29	22	15	67	87	47	67	68	
	18%	19%	16%	13%	20%	21%	17%	19%	19%	15%	16%	16%	19%	20%	14%	30%	21%	17%	26%	20%	20%	
Strongly disagree	303	185	113	66	79	65	71	80	117	55	52	75	228	47	10	7	143	158	61	131	79	
	30%	28%	33%	35%	32%	27%	26%	33%	31%	28%	25%	26%	31%	33%	6%	14%	44%	31%	33%	39%	23%	
Don't know	101	56	43	29	18	20	22	24	30	24	23	32	69	9	8	7	15	40	12	26	30	
	10%	8%	13%	15%	7%	8%	8%	10%	8%	12%	11%	11%	9%	6%	5%	15%	4%	8%	7%	8%	9%	
Prefer not to say	12	5	4	3	2	2	5	3	3	2	4	4	7	-	1	-	1	2	1	-	2	
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	-	+	-	+	+	+	-	1%	
Agree (NET)	225	159	61	37	49	55	71	48	75	44	58	75	150	26	82	11	46	124	31	54	92	
	22%	24%	18%	19%	20%	23%	26%	20%	20%	23%	28%	26%	20%	18%	52%	23%	14%	24%	17%	16%	27%	
Disagree (NET)	487	312	167	92	128	114	117	127	191	84	85	121	366	76	31	22	210	246	108	198	147	
	47%	47%	49%	48%	52%	48%	43%	52%	50%	43%	41%	42%	50%	53%	20%	44%	64%	48%	59%	59%	43%	
NET Difference	-262	-153	-106	-55	-79	-60	-45	-79	-116	-40	-27	-46	-215	-50	50	-11	-164	-121	-77	-143	-55	
	-25%	-23%	-31%	-29%	-32%	-25%	-17%	-32%	-30%	-20%	-13%	-16%	-29%	-35%	32%	-22%	-50%	-24%	-42%	-43%	-16%	

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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
07th-16th March 2026
PUBLIC
IPSS

17 Mar 2026

Table 134
REFLECTS Q3: As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? The word 'competent' is an accurate description of the current Scottish Government

Base: Adults aged 16+ in Scotland

	GENDER		AGE BAND 1								AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION									
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST		
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)		
UNWEIGHTED BASE	1027	516	510	121	245	188	271	181	213	290	322	412	411	228	215	313	64	386	629	408	220	361	446	212	188	74	177	222	174	99	83		
WEIGHTED BASE	1027	492	535	132	258	193	262	176	246	290	315	422	381	211	169	267	92	435	565	462	245	404	331	124	132	84*	148	125	142	129*	131*		
Strongly agree	87	54	33	16	35	19	8	10	13	34	18	34	39	19	10	19	58	29	46	41	24	23	36	10	13	3	18	6	11	14	8		
	8%	11%	6%	12%	12%	5%	6%	7%	9%	12%	6%	8%	10%	9%	6%	7%	10%	7%	8%	9%	10%	6%	11%	8%	10%	3%	12%	5%	9%	11%	6%		
Tend to agree	189	100	90	17	34	37	28	32	41	51	65	73	82	47	25	36	128	61	123	66	28	75	79	28	26	15	32	26	23	17	20		
	18%	20%	17%	13%	21%	24%	17%	18%	17%	18%	21%	17%	21%	22%	15%	14%	22%	14%	22%	14%	11%	18%	24%	23%	20%	18%	22%	14	16%	13%	15%		
Neither agree nor disagree	189	73	114	28	37	28	43	26	27	65	71	53	62	41	30	56	105	86	115	75	48	76	58	20	26	17	24	20	31	27	23		
	18%	15%	21%	21%	23%	20%	27%	15%	13%	22%	23%	13%	16%	20%	18%	21%	17%	20%	20%	20%	20%	19%	18%	16%	15%	20%	16%	16%	21%	21%	18%		
Tend to disagree	188	98	90	22	30	23	27	40	48	51	58	88	78	35	20	34	114	84	107	91	38	83	67	21	27	15	28	24	22	25	26		
	19%	20%	19%	17%	18%	20%	17%	23%	20%	18%	19%	21%	21%	17%	18%	20%	19%	19%	19%	20%	16%	21%	20%	17%	20%	17%	19%	17%	27%	20%	20%		
Strongly disagree	298	151	147	28	29	32	48	63	98	57	80	161	109	55	58	75	164	134	145	153	85	118	80	36	33	34	37	32	43	36	46		
	29%	31%	28%	21%	18%	21%	30%	36%	40%	20%	25%	38%	29%	20%	35%	28%	28%	31%	26%	33%	35%	29%	24%	29%	25%	40%	25%	26%	31%	28%	35%		
Don't know	57	13	44	19	10	14	4	2	8	28	19	10	10	13	12	21	23	34	24	33	21	26	8	8	7	1	6	6	8	8	7		
	6%	3%	9%	14%	6%	7%	1%	1%	3%	10%	6%	2%	3%	6%	7%	8%	4%	8%	4%	7%	9%	6%	3%	7%	5%	1%	4%	5%	6%	6%	6%		
Prefer not to say	9	3	6	2	1	2	-	2	-	3	3	2	1	1	2	5	1	7	5	3	2	4	2	-	2	-	3	-	2	1	2		
	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%	-	1%	1%	1%		
Answer (NET)	276	153	123	33	53	46	46	38	45	86	83	107	121	65	34	55	186	90	169	107	51	97	115	38	39	18	50	32	37	32	29		
	27%	31%	23%	25%	33%	30%	23%	25%	25%	29%	26%	25%	32%	31%	21%	21%	31%	21%	30%	23%	21%	24%	35%	31%	29%	21%	34%	26%	24%	22%	22%		
Disagree (NET)	496	249	246	50	58	64	75	104	146	108	139	249	187	91	53%	48%	218	218	252	244	123	201	147	57	60	48	64	67	65	61	72		
	48%	51%	46%	38%	37%	42%	46%	59%	59%	37%	44%	59%	49%	43%	53%	48%	47%	50%	45%	53%	50%	50%	44%	46%	45%	58%	44%	53%	46%	47%	54%		
NET Difference	-220	-96	-123	-17	-5	-12	-37	-59	-83	-22	-56	-142	-66	-26	-55	-74	-92	-128	-81	-137	-71	-104	-32	-20	-21	-31	-14	-34	-28	-29	-43		
	-21%	-19%	-23%	-13%	-2%	-12%	-23%	-34%	-34%	-8%	-18%	-34%	-17%	-12%	-17%	-23%	-15%	-22%	-15%	-30%	-29%	-26%	-18%	-16%	-18%	-36%	-10%	-27%	-20%	-29%	-31%		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/p/k/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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 135
RELECTSCOT_3 - As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? The word 'competent' is an accurate description of the current Scottish Government

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Strongly agree	87	52	35	16	24	13	28	21	34	18	14	26	61	6	9	3	54	56	8	52	10
	8%	8%	10%	9%	10%	5%	10%	9%	9%	9%	7%	9%	8%	4%	6%	7%	17%	11%	4%	16%	3%
																	mn	r	t		
Tend to agree	189	132	54	22	51	45	58	47	51	42	49	67	122	5	26	1	121	127	18	122	24
	18%	20%	16%	12%	21%	19%	22%	19%	13%	22%	24%	23%	17%	4%	17%	1%	37%	25%	10%	37%	7%
																	mo	r	t		
Neither agree nor disagree	189	111	73	46	35	41	49	45	68	34	42	60	129	12	28	11	67	89	25	62	44
	18%	17%	21%	24%	14%	17%	18%	18%	18%	18%	21%	21%	18%	8%	18%	21%	20%	17%	14%	19%	13%
																	m	m	m		
Tend to disagree	198	123	73	35	39	44	60	45	84	36	33	48	150	23	31	16	54	101	34	52	78
	19%	19%	21%	18%	16%	18%	22%	18%	22%	18%	16%	17%	20%	16%	20%	32%	17%	20%	19%	16%	23%
																	mp	r	s		
Strongly disagree	298	214	78	49	85	83	62	71	130	48	49	64	234	96	60	17	24	126	93	33	177
	29%	32%	23%	26%	35%	35%	23%	29%	34%	25%	24%	22%	32%	68%	38%	34%	7%	25%	51%	10%	52%
																	p	q	s		
Don't know	57	27	28	20	8	13	8	13	11	16	16	23	34	-	1	3	5	10	4	10	6
	6%	4%	8%	11%	3%	5%	3%	5%	3%	8%	8%	8%	5%	-	1%	6%	2%	2%	2%	3%	2%
																	m				
Prefer not to say	9	3	3	1	2	1	3	2	3	1	2	2	7	-	1	-	2	3	-	2	1
	1%	+	1%	1%	1%	1%	1%	1%	1%	+	1%	1%	1%	-	+	-	+	1%	-	+	+
Agree (NET)	276	184	89	38	75	58	86	68	85	60	62	93	183	12	35	4	176	182	26	174	34
	27%	28%	26%	20%	31%	24%	32%	28%	22%	31%	30%	32%	25%	8%	22%	8%	54%	36%	14%	52%	10%
																	mo	r	t		
Disagree (NET)	496	337	150	84	125	126	122	116	214	84	82	112	384	119	91	33	78	227	127	85	255
	48%	51%	44%	44%	51%	53%	45%	47%	56%	43%	40%	39%	52%	84%	58%	24%	24%	44%	69%	26%	75%
NET Difference	-220	-153	-62	-46	-50	-69	-36	-48	-129	-24	-20	-19	-201	-108	-56	-29	98	-45	-100	89	-221
	-21%	-23%	-18%	-24%	-20%	-29%	-13%	-20%	-34%	-12%	-10%	-6%	-27%	-76%	-36%	-57%	30%	-9%	-55%	27%	-65%
																	no				

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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
07th-08th March 2026
PUBLIC
IPSS

17 Mar 2026

Table 136
REFLECTSOT.4: As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? Scotland needs a fresh team of leaders

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1					AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION				PARLIAMENT REGION								
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FYE	NORTH EAST SCOTLAND	SOUTH	WEST	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)
UNWEIGHTED BASE	1007	510	496	121	245	158	271	181	211	286	379	412	411	228	215	313	641	366	619	408	220	361	426	211	188	74	177	222	174	101	101	101
WEIGHTED BASE	1027	492	532	132	158	103	162	176	246	290	315	422	381	211	169	267	642	390	655	462	245	404	331	124	132	84	148	125	142	129	131	
Stonely aware	417	207	210	58	116	75	116	116	176	216	216	316	276	116	116	176	416	216	316	216	106	176	106	116	116	56	116	116	116	116	116	116
	41%	42%	40%	44%	33%	29%	41%	47%	47%	38%	35%	47%	39%	38%	46%	41%	39%	43%	38%	44%	46%	41%	36%	40%	40%	32%	34%	43%	37%	49%	38%	
Tend to agree	240	108	132	20	49	38	44	39	49	69	83	88	111	54	28	46	165	74	152	88	41	103	87	24	30	18	36	29	36	30	33	
	23%	22%	25%	15%	21%	29%	27%	22%	20%	24%	26%	21%	29%	28%	17%	17%	28%	17%	27%	19%	17%	25%	20%	22%	22%	25%	22%	25%	24%	25%	25%	
Neither agree nor disagree	153	67	83	14	31	26	27	22	31	45	52	53	61	28	27	35	89	62	89	62	24	59	59	20	19	9	28	21	23	12	18	
	15%	14%	16%	11%	20%	17%	19%	13%	13%	16%	17%	13%	16%	13%	16%	13%	15%	14%	16%	13%	10%	18%	16%	15%	15%	11%	15%	17%	16%	9%	13%	
Tend to disagree	108	58	52	12	12	14	12	24	21	24	27	54	33	37	11	33	68	46	55	48	30	37	23	12	14	7	15	14	12	16		
	10%	10%	10%	9%	8%	9%	8%	13%	12%	8%	9%	13%	9%	13%	12%	10%	10%	10%	10%	11%	12%	9%	10%	10%	10%	9%	11%	10%	10%	9%	12%	
Don't know	56	41	15	8	8	11	7	9	15	14	18	24	19	9	13	14	28	28	29	26	23	14	18	9	9	3	10	2	9	4	9	
	5%	8%	3%	6%	6%	7%	4%	5%	6%	5%	6%	6%	5%	4%	8%	5%	5%	6%	5%	6%	9%	3%	5%	7%	7%	3%	7%	2%	7%	3%	7%	
Prefer not to say	7	3	5	3	-	-	2	-	2	3	2	2	1	1	1	5	2	6	3	5	1	3	2	1	2	-	1	-	2	1	-	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Agree (NET)	637	315	342	77	101	83	110	100	129	178	193	206	260	114	506	256	348	203	364	203	124	270	205	74	87	62	86	82	89	94	83	
	64%	64%	64%	59%	64%	64%	68%	67%	61%	61%	61%	68%	68%	64%	63%	59%	67%	60%	64%	63%	63%	67%	62%	60%	62%	73%	68%	66%	62%	73%	63%	
Disagree (NET)	160	91	68	19	18	25	20	33	45	37	45	78	53	35	25	47	88	72	85	75	53	51	51	22	23	10	25	15	23	16	25	
	16%	18%	13%	15%	11%	16%	12%	19%	18%	13%	14%	19%	14%	17%	15%	18%	15%	17%	15%	16%	21%	13%	15%	18%	18%	18%	12%	17%	12%	16%	12%	19%
NET Difference	497	224	274	58	83	58	91	89	119	141	148	208	207	99	82	109	306	191	280	217	102	219	154	52	59	52	61	67	66	78	58	
	48%	46%	51%	44%	52%	38%	56%	50%	48%	49%	47%	49%	54%	47%	49%	41%	52%	44%	49%	47%	43%	54%	47%	42%	44%	61%	41%	54%	46%	61%	44%	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/n/y/h - i/j/k - l/m/n/o - p/q - r/s - t/u/v - w/x/y/n/a/c/g/e
Overall formula 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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 137
RELECTSCOT_4 - As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? Scotland needs a fresh team of leaders

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	68%	33%	18%	20%	23%	20%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Strongly agree	417	283	128	78	93	111	111	97	164	80	77	109	308	107	70	30	68	169	120	82	205
	41%	43%	37%	41%	37%	46%	41%	40%	43%	41%	37%	38%	42%	75%	45%	59%	21%	33%	66%	25%	60%
														nop	p	p			q		s
Tend to agree	240	160	73	36	58	52	68	55	92	41	51	72	167	27	51	13	73	133	34	73	84
	23%	24%	21%	19%	24%	22%	25%	23%	24%	21%	25%	25%	23%	19%	32%	26%	22%	19%	19%	22%	25%
														mp							
Neither agree nor disagree	151	94	54	20	39	39	42	33	54	27	37	48	102	4	17	5	78	90	15	75	25
	15%	14%	16%	11%	16%	16%	16%	14%	14%	14%	18%	17%	14%	3%	11%	9%	24%	18%	8%	23%	7%
														m		mno		r		t	
Tend to disagree	105	65	38	24	27	23	23	37	37	14	16	22	82	2	13	1	63	69	8	60	14
	10%	10%	11%	13%	11%	9%	9%	15%	10%	7%	8%	8%	11%	1%	8%	1%	19%	14%	4%	18%	4%
								l									mno	r		t	
Strongly disagree	56	35	21	8	21	9	14	7	24	17	8	18	38	2	3	1	39	36	4	30	6
	5%	5%	6%	4%	8%	4%	5%	3%	6%	9%	4%	6%	5%	2%	2%	1%	12%	7%	2%	9%	2%
					e				g								mno	r		t	
Don't know	52	23	27	20	9	6	9	14	7	16	15	20	31	-	2	2	7	13	3	13	7
	5%	4%	8%	11%	4%	2%	4%	6%	2%	8%	7%	7%	4%	-	1%	4%	2%	3%	2%	4%	2%
					a											m					
Prefer not to say	7	2	3	3	2	-	2	2	4	-	2	-	7	-	-	-	-	1	-	-	1
	1%	*	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%	-	-	-	-	*	-	-	*
Agree (NET)	657	443	201	114	149	163	179	152	257	120	128	181	476	134	121	43	141	302	154	155	289
	64%	67%	59%	61%	61%	68%	67%	62%	67%	62%	62%	62%	65%	94%	78%	85%	43%	59%	84%	47%	85%
		b												nop	p	p			q		s
Disagree (NET)	160	100	58	33	47	31	37	44	61	31	24	40	120	4	16	1	102	106	11	90	20
	16%	15%	17%	17%	19%	13%	14%	18%	16%	16%	11%	14%	16%	3%	10%	2%	31%	21%	6%	27%	6%
														m			mno	r		t	
NET Difference	497	343	143	81	102	132	142	107	196	89	105	141	356	130	105	42	39	197	143	65	269
	48%	52%	42%	43%	41%	55%	53%	44%	51%	45%	51%	49%	48%	92%	67%	83%	12%	38%	78%	19%	79%
		b				cd	d							np	p	np		q		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

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.

26 017557 01 - SCOTLAND POLITICAL PULSE
01th-06th March 2026
PUBLIC
IPSS

17 Mar 2026

Table 138
REFLECTSOT 5: As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next Scottish Government

Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1					AGE BAND 2			SOCIAL GRADE				SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION		PARLIAMENT REGION										
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	A8	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS AND ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
UNWEIGHTED BASE	1027	516	510	122	245	148	271	181	210	290	322	412	411	228	115	683	642	386	642	386	220	806	221	188	74	177	222	174	92	10	13	
WEIGHTED BASE	1027	492	532	132	158	103	162	176	246	290	315	422	381	211	169	207	592	435	565	462	245	404	381	124	132	142	148	125	142	229*	131*	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	81	44	38	13	15	10	14	15	14	29	24	29	27	15	22	17	42	39	49	33	23	32	24	11	12	3	16	5	11	12	9	
8%	9%	7%	10%	10%	6%	9%	8%	6%	6%	10%	8%	7%	7%	7%	13%	6%	7%	9%	9%	7%	9%	8%	7%	9%	9%	4%	11%	4%	9%	10%	7%	
Tend to agree	109	61	48	16	24	19	9	17	24	40	28	41	44	16	25	24	59	49	66	43	26	48	32	11	17	13	8	17	14	15	13	
11%	12%	9%	12%	12%	6%	10%	10%	10%	14%	14%	9%	10%	11%	8%	15%	9%	10%	11%	12%	9%	11%	12%	10%	9%	11%	13%	5%	14%	10%	12%	12%	10%
Neither agree nor disagree	138	65	76	19	23	21	24	21	29	42	45	50	43	24	27	44	67	71	84	54	42	57	34	24	20	11	14	13	23	14	20	
13%	12%	14%	14%	15%	14%	13%	12%	12%	13%	13%	14%	12%	11%	11%	10%	15%	11%	10%	11%	11%	17%	14%	10%	19%	13%	10%	10%	10%	10%	10%	11%	13%
Tend to disagree	124	55	68	12	10	18	10	20	27	31	37	55	45	34	20	35	68	55	68	56	37	42	41	30	20	15	20	20	15	16	6	
12%	11%	13%	9%	12%	12%	16%	11%	11%	11%	11%	12%	13%	12%	11%	12%	13%	12%	12%	12%	13%	15%	11%	12%	8%	13%	14%	14%	16%	11%	12%	4%	
Strongly disagree	468	239	229	49	62	56	86	83	133	111	141	216	197	110	51	107	308	160	242	226	79	182	182	54	51	37	77	56	62	55	72	
46%	49%	43%	37%	39%	36%	53%	47%	54%	38%	38%	45%	51%	52%	52%	32%	40%	52%	37%	43%	49%	32%	46%	55%	43%	39%	44%	52%	45%	44%	43%	54%	
Don't know	94	26	66	20	11	28	8	11	15	31	36	26	22	22	16	34	44	50	50	44	36	36	15	14	9	5	10	12	13	15	11	
9%	5%	12%	15%	7%	19%	5%	6%	6%	8%	11%	11%	6%	6%	10%	9%	13%	7%	11%	9%	10%	19%	9%	4%	11%	7%	6%	7%	10%	9%	12%	9%	
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Prefer not to say	13	6	7	3	3	2	2	4	4	6	3	4	3	4	6	3	10	6	7	2	4	4	4	1	2	1	3	1	1	2		
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Answer (NET)	140	105	85	29	39	24	32	37	69	69	52	69	71	31	48	48	102	89	115	75	49	80	56	22	29	16	23	22	27	27	22	
13%	11%	10%	22%	25%	19%	13%	18%	15%	24%	24%	17%	16%	19%	15%	20%	15%	17%	20%	20%	16%	20%	20%	17%	18%	22%	19%	16%	18%	19%	21%	17%	
Disagree (NET)	592	294	297	61	81	74	104	111	160	142	178	272	242	134	73	143	377	216	310	282	116	228	223	63	71	52	97	77	78	71	78	
58%	60%	56%	46%	51%	48%	64%	63%	65%	49%	57%	64%	63%	63%	64%	44%	53%	64%	50%	55%	61%	47%	56%	67%	51%	54%	62%	66%	61%	55%	55%	59%	
NET Difference	-402	-189	-212	-32	-42	-45	-41	-79	-123	-74	-126	-202	-171	-104	-25	-102	-275	-127	-195	-207	-67	-147	-147	-41	-42	-37	-73	-55	-51	-44	-56	
-39%	-38%	-40%	-24%	-27%	-30%	-50%	-45%	-50%	-20%	-40%	-48%	-45%	-45%	-49%	-15%	-18%	-46%	-29%	-31%	-45%	-27%	-36%	-50%	-33%	-31%	-44%	-50%	-44%	-36%	-34%	-42%	

Proportions/Means: Columns Totalled (5% risk level) - a/b - c/d/n/p/q/n - i/j/a - i/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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 139
RELECTSCOT_5 - As you may know, the Scottish Parliament election will be held on 7th May this year. To what extent, if at all, do you agree or disagree with the following statements? Reform UK is ready to form the next Scottish Government

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	1027	688	317	159	231	248	307	229	388	307	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
Strongly agree	81	48	33	14	19	20	25	18	27	15	21	32	50	34	8	6	10	22	36	15	43
	8%	7%	10%	7%	8%	8%	10%	7%	7%	8%	10%	11%	7%	24%	5%	12%	3%	4%	20%	5%	13%
Tend to agree	109	68	38	15	30	31	28	20	32	30	27	41	67	23	18	7	25	37	36	30	40
	11%	10%	11%	8%	12%	13%	10%	8%	8%	13%	13%	14%	9%	16%	12%	13%	8%	7%	20%	9%	12%
Neither agree nor disagree	138	81	54	26	35	34	27	32	56	22	28	45	93	24	24	2	34	48	30	31	44
	13%	12%	16%	14%	14%	14%	10%	13%	15%	11%	14%	15%	13%	17%	15%	5%	10%	9%	17%	9%	13%
Tend to disagree	124	78	41	28	37	25	24	32	43	26	23	34	90	21	21	8	27	58	25	32	49
	12%	12%	12%	15%	15%	10%	9%	13%	11%	13%	11%	12%	12%	15%	14%	15%	8%	11%	14%	10%	14%
Strongly disagree	468	334	131	75	111	112	135	115	187	82	83	103	365	31	79	22	216	317	40	207	138
	46%	50%	38%	40%	45%	47%	50%	47%	49%	42%	40%	36%	50%	22%	50%	44%	66%	62%	22%	62%	40%
Don't know	94	49	41	28	9	16	26	23	31	19	21	33	61	11	5	6	13	25	15	16	24
	9%	7%	12%	15%	4%	7%	10%	10%	8%	10%	10%	11%	8%	8%	3%	12%	4%	5%	8%	5%	7%
Prefer not to say	13	3	5	3	4	2	3	3	7	1	2	2	11	-	1	-	2	4	-	2	2
	1%	1%	2%	2%	2%	1%	1%	1%	2%	*	1%	1%	2%	-	*	-	1%	1%	-	1%	1%
Agree (NET)	190	116	71	29	49	51	54	38	59	45	48	73	117	56	27	13	35	59	72	45	83
	19%	18%	21%	15%	20%	21%	20%	15%	15%	23%	23%	25%	16%	39%	17%	25%	11%	12%	39%	13%	24%
Disagree (NET)	592	413	172	103	148	137	158	148	230	108	106	138	455	52	100	30	243	375	66	239	187
	58%	62%	50%	54%	60%	57%	59%	61%	60%	55%	52%	47%	62%	36%	64%	59%	74%	73%	36%	72%	55%
NET Difference	-402	-297	-101	-74	-100	-86	-105	-110	-171	-63	-58	-65	-337	5	73	-17	-209	-316	6	-194	-104
	-39%	-45%	-29%	-39%	-41%	-36%	-39%	-45%	-45%	-32%	-28%	-22%	-46%	3%	-47%	-34%	-64%	-62%	3%	-58%	-31%

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

26 017557 01 - SCOTLAND POLITICAL PULSE
07th-08th MARCH 2026
PUBLIC
IPSS

17 Mar 2026

Table 040
HUNGPARL, MARECH - As you may know, the Scottish Parliament election may result in a clear majority for one party that can make decisions without consulting, or it may result in a hung parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next Scottish Parliament election, which of the following outcomes do you think is most likely?
Base: Adults aged 16+ in Scotland

	GENDER			AGE BAND 1								AGE BAND 2			SOCIAL GRADE					SOCIAL GRADE 2		WORKING STATUS		HIGHEST QUALIFICATION			PARLIAMENT REGION							
	TOTAL	MEN	WOMEN	16-24	25-34	35-44	45-54	55-64	65+	16-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	WORKING	NOT WORKING	STANDARD GRADE OR BELOW	HIGHER	DEGREE OR ABOVE	CENTRAL	GLASGOW	HIGHLANDS ISLANDS	LOTHIANS	MID SCOTLAND AND FIFE	NORTH EAST SCOTLAND	SOUTH	WEST			
UNWEIGHTED BASE	1007	510	496	121	245	348	271	181	213	290	309	432	411	248	115	333	641	386	629	408	230	361	436	212	188	74	177	222	174	90	43			
WEIGHTED BASE	1027	492	535	132	258	363	282	190	226	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	239*	131*			
100%	492	535	132	258	363	282	190	226	290	315	422	381	211	169	267	592	435	565	462	245	404	331	124	132	84*	148	125	142	239*	131*				
A Scottish National Party (SNP) majority government	232	126	106	37	53	35	38	28	41	50	73	69	84	51	46	49	136	95	149	83	55	95	73	34	32	17	35	24	35	24	29			
23%	126	106	37	53	35	38	28	41	50	73	69	84	51	46	49	136	95	149	83	55	95	73	34	32	17	35	24	35	24	29				
A hung parliament with the Scottish National Party (SNP) as the biggest party	334	167	167	22	38	45	52	80	98	59	97	198	158	78	26	72	236	98	169	165	51	118	148	80	32	27	55	51	50	41	49			
33%	167	167	22	38	45	52	80	98	59	97	198	158	78	26	72	236	98	169	165	51	118	148	80	32	27	55	51	50	41	49				
A hung parliament with another party as the biggest party	188	94	94	16	24	34	38	44	44	38	43	74	51	33	30	42	84	71	86	69	40	61	48	20	19	10	19	25	23	19	31			
19%	94	94	16	24	34	38	44	44	38	43	74	51	33	30	42	84	71	86	69	40	61	48	20	19	10	19	25	23	19	31				
Some other result	102	46	56	21	11	12	22	34	21	31	35	36	29	12	31	29	42	60	58	44	38	43	19	11	14	14	9	8	6	20	16			
10%	46	56	21	11	12	22	34	21	31	35	36	29	12	31	29	42	60	58	44	38	43	19	11	14	14	9	8	6	20	16				
Don't know	188	88	117	35	30	30	23	41	65	60	64	55	33	32	69	88	100	94	94	59	79	39	28	33	16	25	12	27	28	18				
18%	88	117	35	30	30	23	41	65	60	64	55	33	32	69	88	100	94	94	59	79	39	28	33	16	25	12	27	28	18					
Prefer not to say	16	7	9	4	1	2	-	1	5	6	8	1	4	2	3	6	7	9	7	3	3	3	1	1	2	-	4	5	8	1				
2%	7	9	4	1	2	-	1	5	6	8	1	4	2	3	6	7	9	7	3	3	3	1	1	2	-	4	5	8	1					

Proportions/Means: Columns Tested (5% risk level) - a)/b - c)/d)/e)/f - i)/j - k)/l - m)/n - o)/p - r) - s)/t - u)/v - w)/x)/y)/z
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.



26-017557-01 - SCOTLAND POLITICAL PULSE
6TH-16TH MARCH 2026
PUBLIC
IPSOS

17 Mar 2026

Table 141
HUNGPARL_MARCH - As you may know, the Scottish Parliament election may result in a clear majority for one party that can make decisions without consulting, or it may result in a hung parliament where no party has an overall majority so parties must compromise and reach agreement to make decisions. Thinking ahead to the next Scottish Parliament election, which of the following outcomes do you think is most likely?

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	1027	688	317	159	231	248	307	229	388	187	223	305	722	138	160	56	340	528	185	350	345
WEIGHTED BASE	1027	662	343	190	245	240	269	244	382	195	205	290	737	143	156	51*	328	512	182	333	341
100%	100%	64%	33%	18%	24%	23%	26%	24%	37%	19%	20%	28%	72%	14%	15%	5%*	32%	50%	18%	32%	33%
A Scottish National Party (SNP) majority government	232	133	96	43	61	51	61	61	67	56	48	83	149	11	25	6	137	133	22	123	35
	23%	20%	28%	23%	25%	21%	23%	25%	18%	29%	24%	29%	20%	8%	16%	13%	42%	26%	12%	37%	10%
		a						h	h			l		m		mno	r	r	t	t	
A hung parliament with the Scottish National Party (SNP) as the biggest party	334	257	75	41	80	80	107	76	136	58	64	80	254	55	60	15	139	213	59	138	118
	33%	39%	22%	22%	33%	33%	40%	31%	36%	30%	31%	28%	35%	38%	39%	30%	43%	42%	32%	41%	34%
		b		c	c	c	c	i	k			k		r			r	r			
A hung parliament with another party as the biggest party	155	96	55	33	31	38	42	36	70	21	29	40	115	36	34	13	24	77	41	31	84
	15%	14%	16%	17%	12%	16%	16%	15%	18%	11%	14%	14%	16%	26%	22%	25%	7%	15%	23%	9%	25%
												p	p	p	p	p	q	q	q	s	s
Some other result	102	62	36	17	33	25	17	20	30	27	25	35	67	19	20	13	9	39	27	12	48
	10%	9%	11%	9%	13%	11%	6%	8%	8%	14%	12%	12%	9%	13%	13%	25%	3%	8%	15%	4%	14%
		f		f	f	f	f	h	h			h		p	p	p	q	q	q	s	s
Don't know	188	108	72	52	37	41	40	46	76	32	34	47	141	22	17	4	17	48	33	27	54
	18%	16%	21%	27%	15%	17%	15%	19%	20%	17%	17%	16%	19%	15%	11%	8%	5%	9%	18%	8%	16%
				def				i				p		p			q	q	q	s	s
Prefer not to say	16	6	8	4	3	4	2	7	3	1	5	6	10	-	-	-	-	2	-	1	2
	2%	1%	2%	2%	1%	2%	1%	3%	1%	1%	2%	2%	1%	-	-	-	-	*	-	*	*

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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