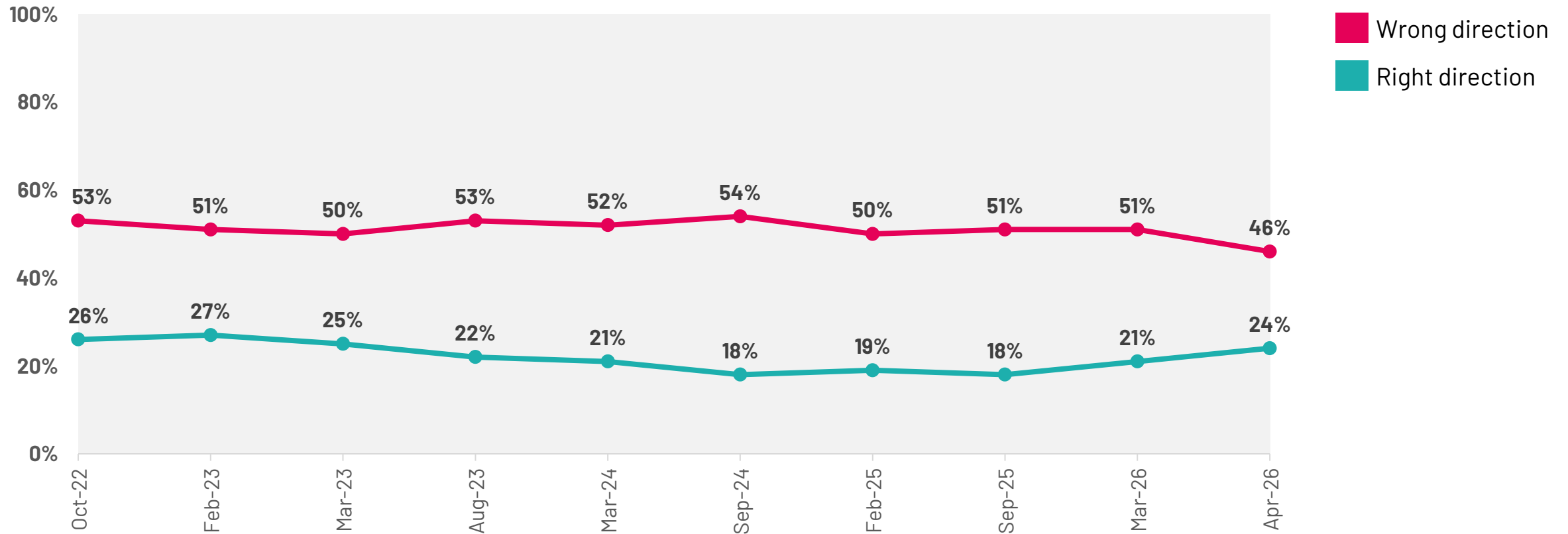


# SCOTLAND POLITICAL PULSE

April 2026

# Direction of the country: trend

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

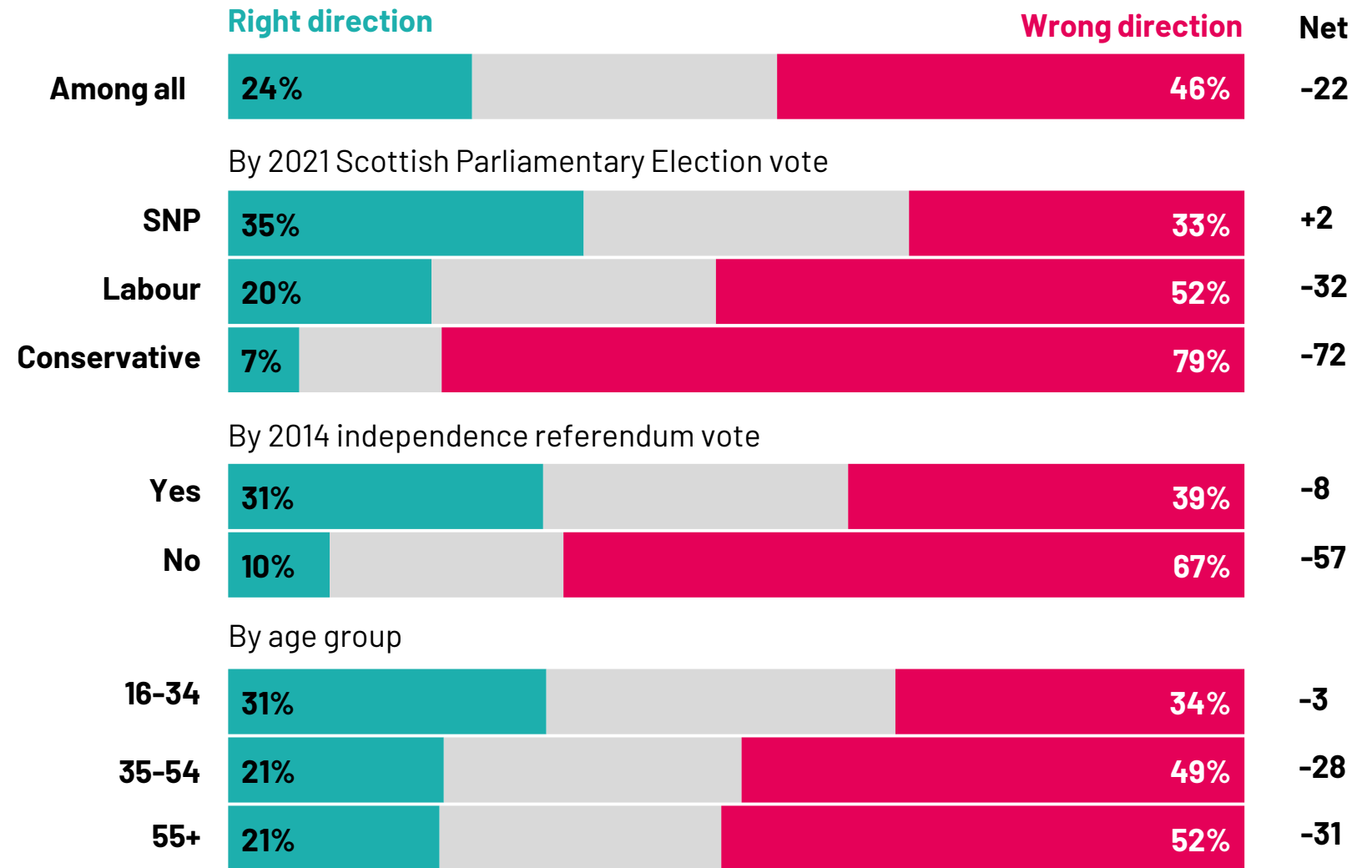


Base: 1,032 Online Scottish adults aged 16+, 10 - 20 April 2026 | 1,027 (Mar 2026) | 1,050 (Sept 2025) | 1,025 (Feb 2025) | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse

# Direction of the country

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

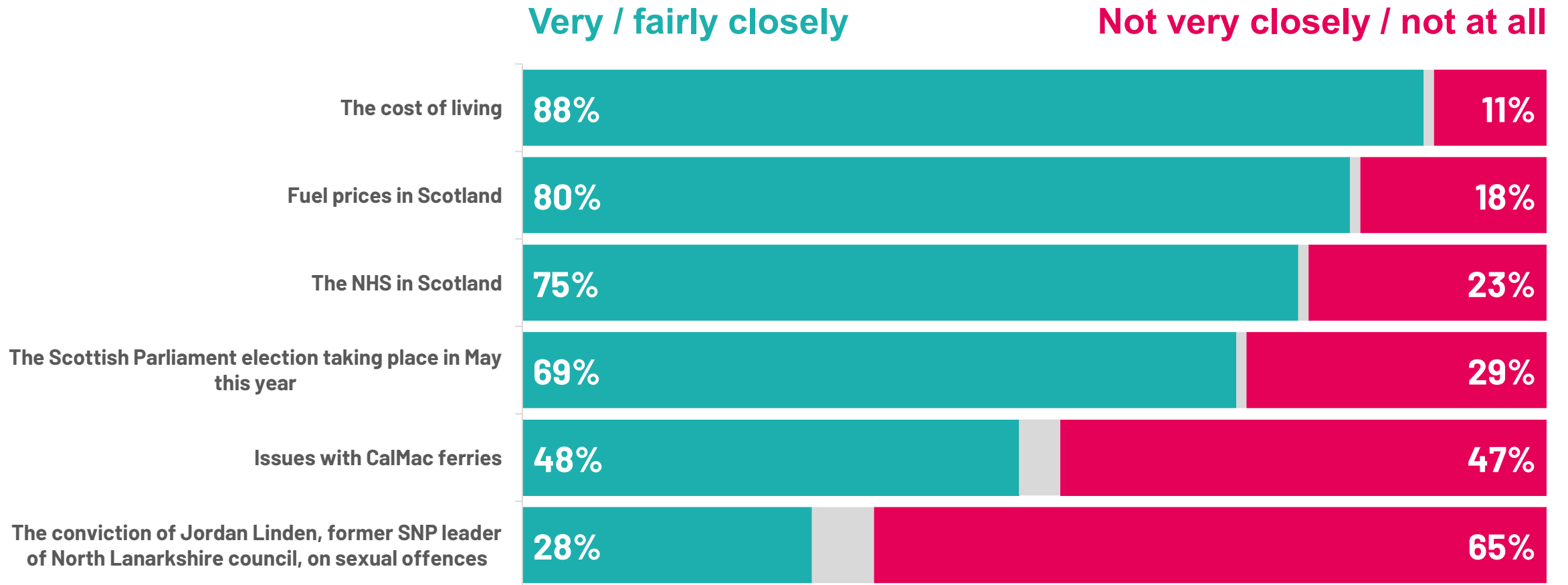


**Base: 1,032** Online Scottish adults aged 16+, 10 – 20 April 2026, including 2021 Scottish Parliament Election SNP voters (346), Conservative Party voters (119), Labour Party voters (170); 2014 Independence referendum 'Yes' voters (366), 2014 'No' voters (333); 16-34 year olds (291), 35-54 year olds (318), 55+ year olds (423).

Source: Ipsos Scotland | Political Pulse

# Following news stories

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



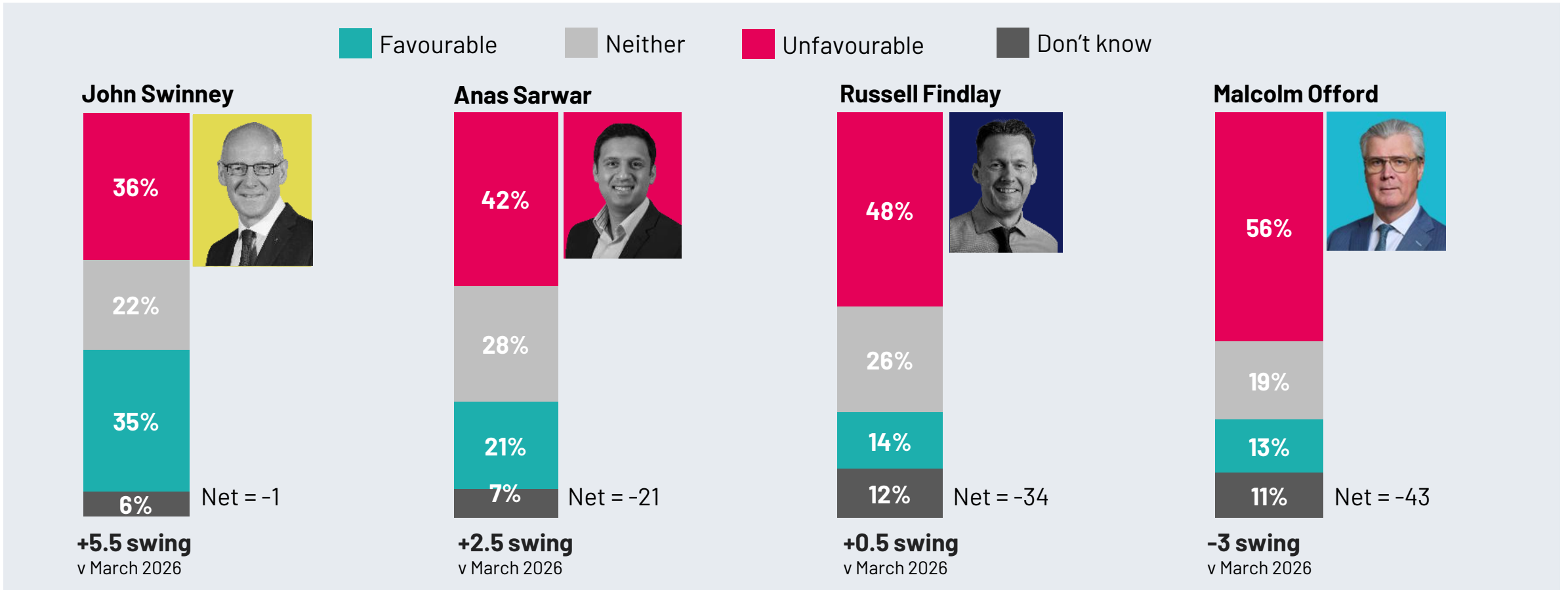
Base: 1,032 Online Scottish adults aged 16+, 10- 20 April 2026

Source: Ipsos Scotland | Political Pulse

# FAVOURABILITY RATINGS

# Favourability towards Scottish party leaders

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

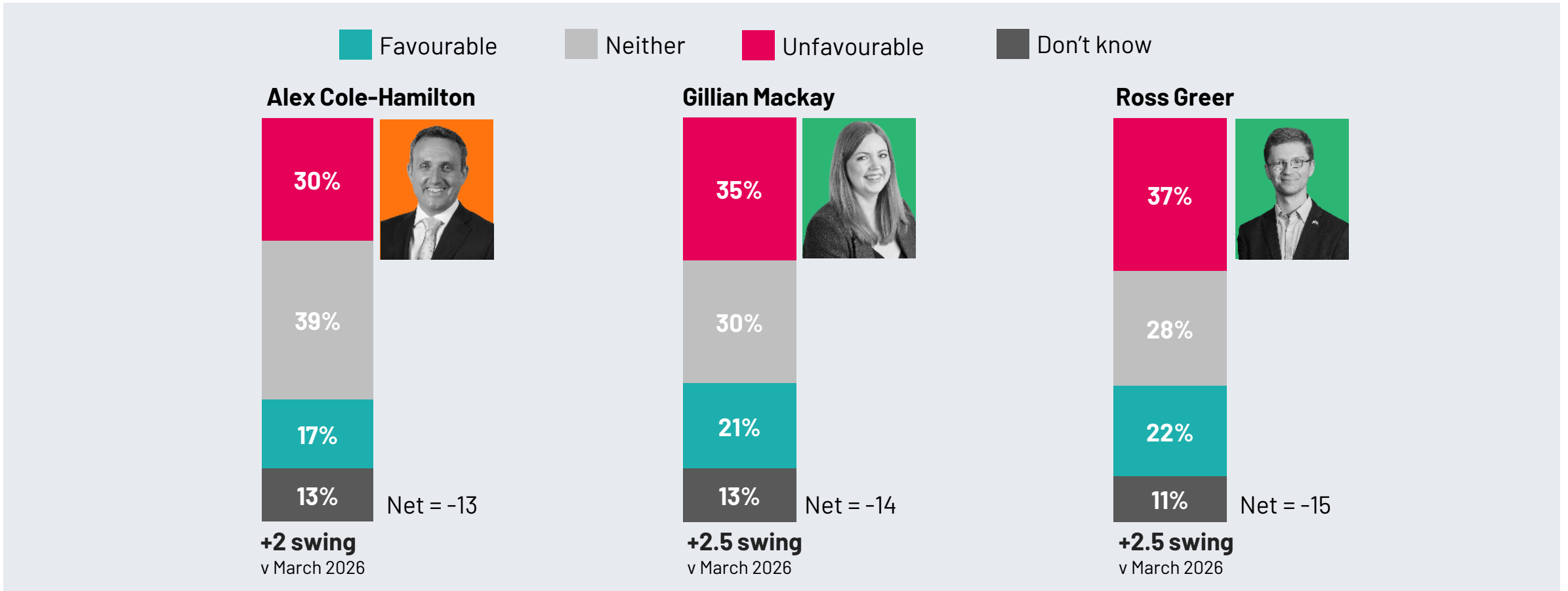


Base: 1,032 Online Scottish adults aged 16+, 10 – 20 April 2026

Source: Ipsos Scotland | Political Pulse

# Favourability towards Scottish party leaders

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

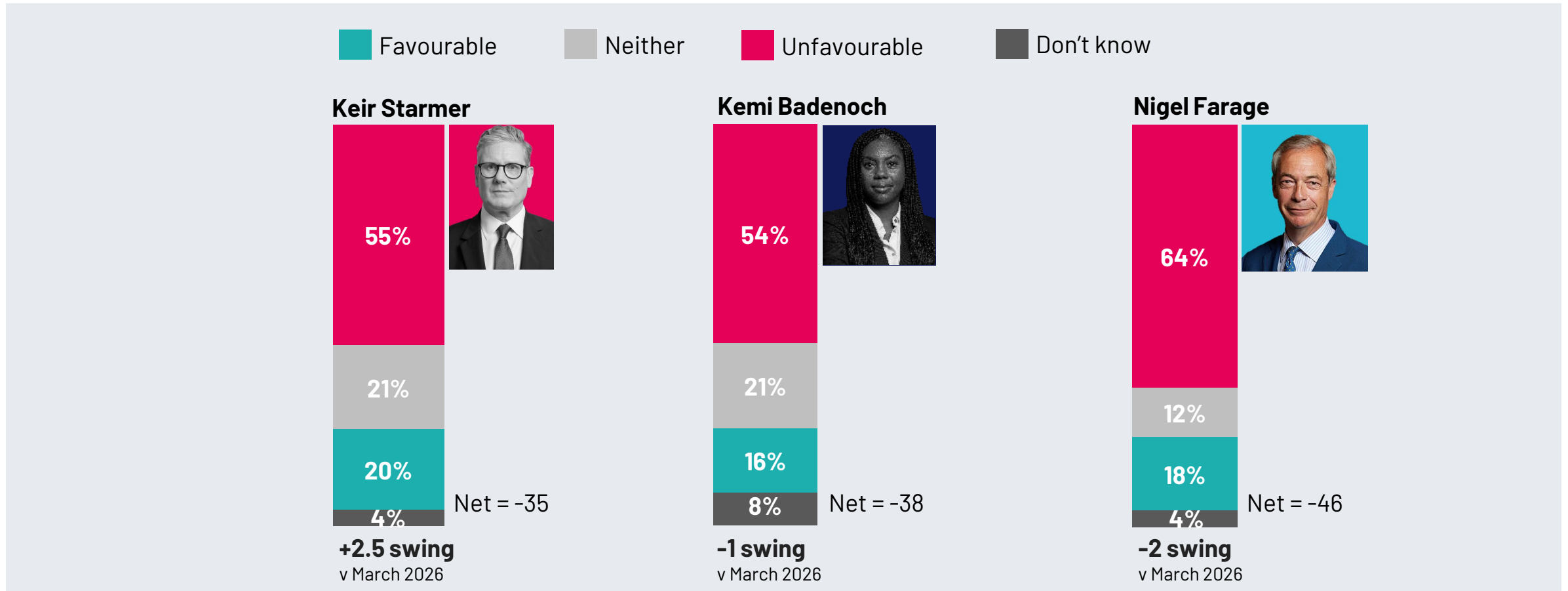


Base: 1,032 Online Scottish adults aged 16+, 10 - 20 April 2026

Source: Ipsos Scotland | Political Pulse

# Favourability towards UK party leaders

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



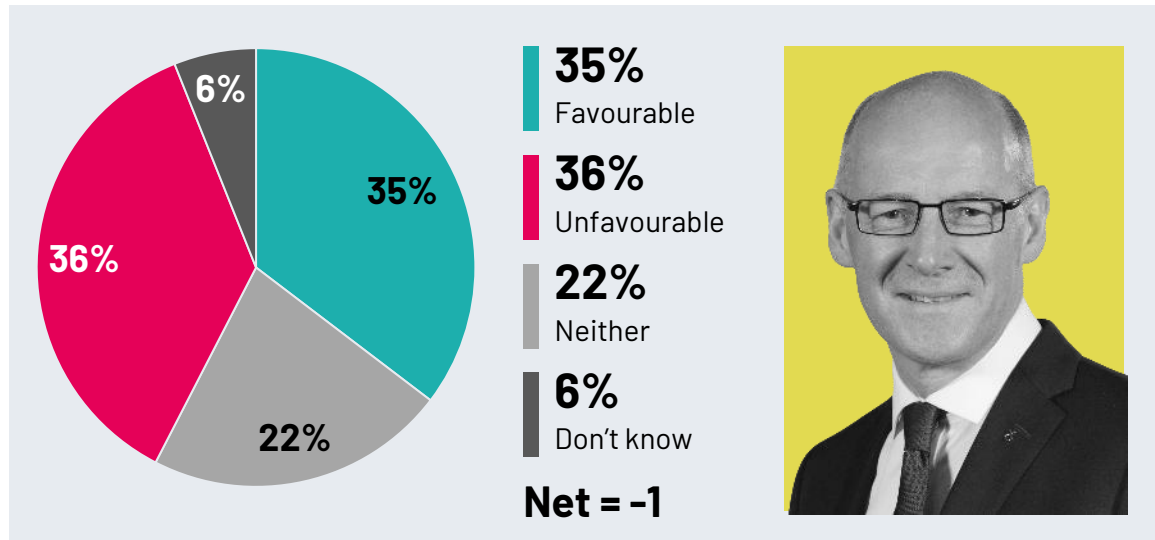
Base: 1,032 Online Scottish adults aged 16+, 10 – 20 April 2026

Source: Ipsos Scotland | Political Pulse

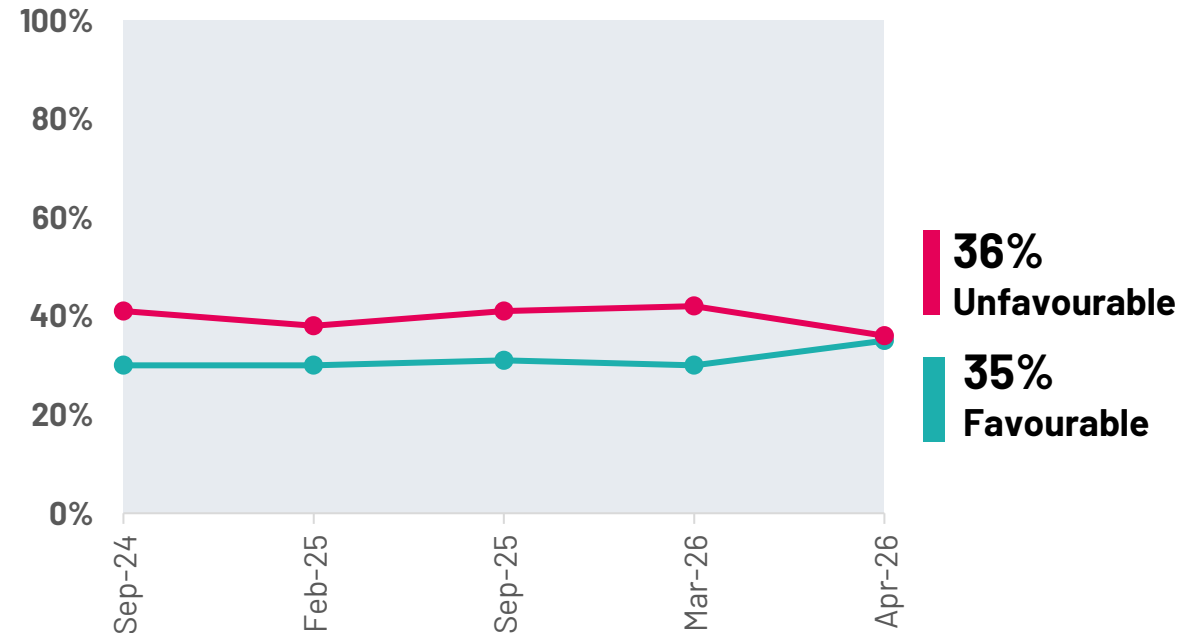
# John Swinney: Favourability

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

April 2026  
Among all



September 2024 – April 2026



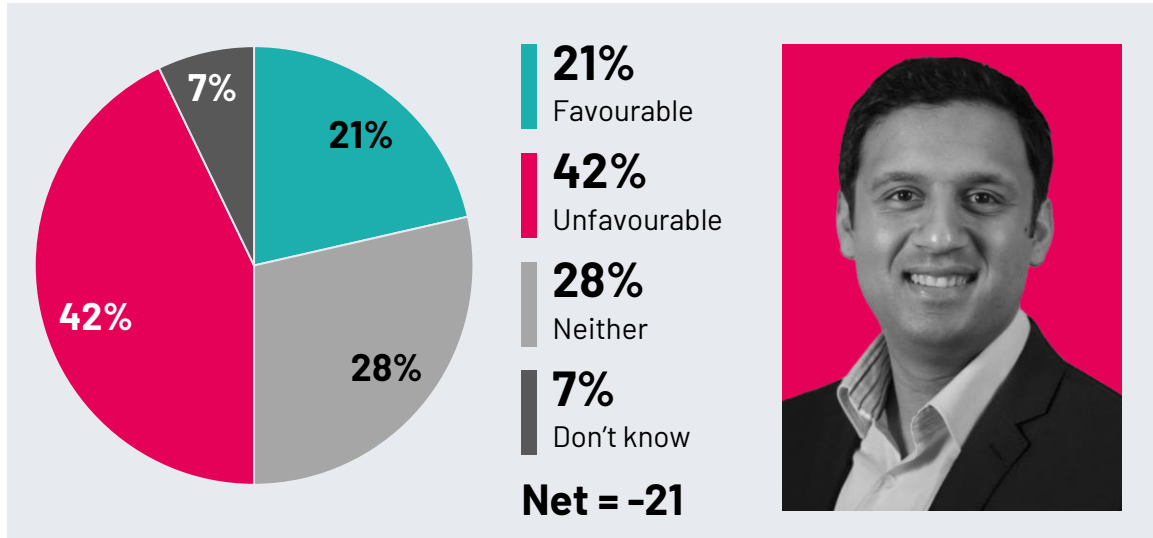
Base: 1,032 Online Scottish adults aged 16+, 10 – 20 April 2026 | 1,027 (Mar 2026) | 1,050 (Sept 2025) | 1,025 (Feb 2025) | 1,000 (Sept 2024)

Source: Ipsos Scotland | Political Pulse

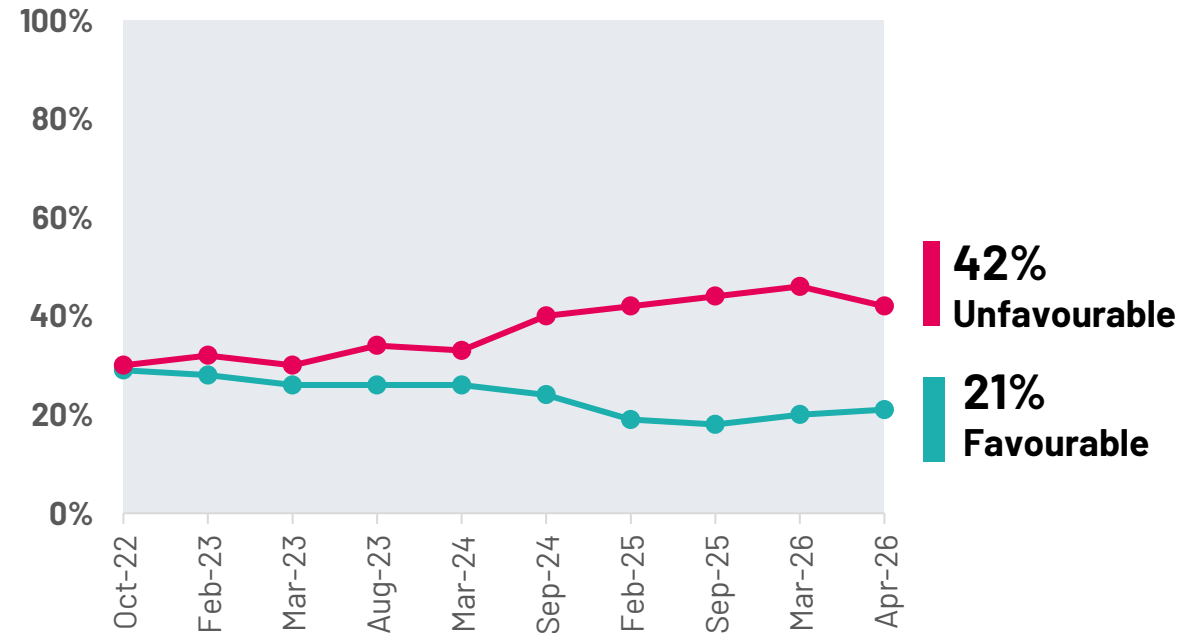
# Anas Sarwar : Favourability

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

April 2026  
Among all



October 2022 – April 2026



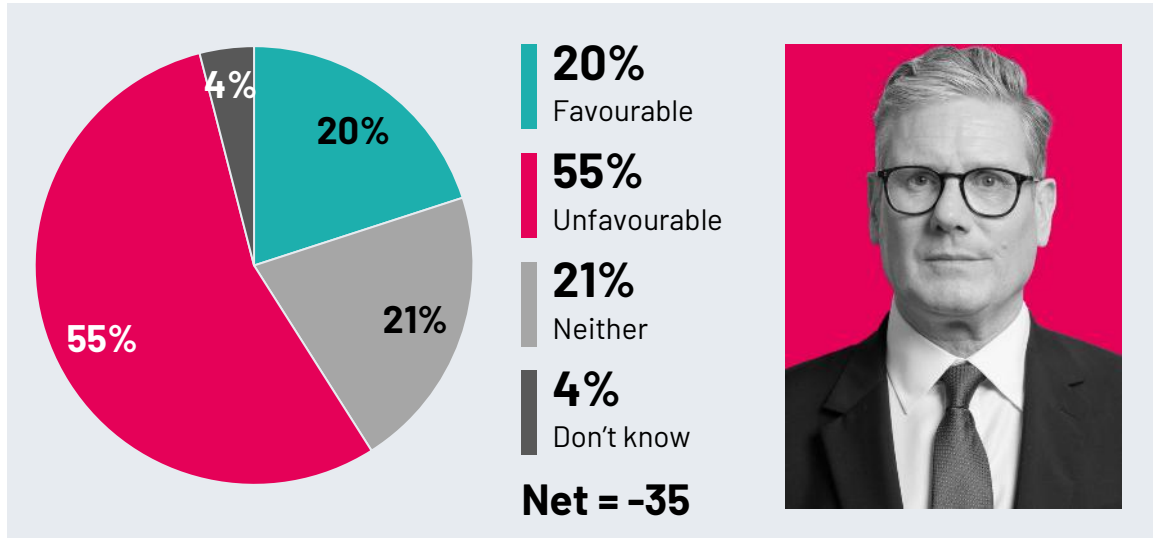
Base: 1,032 Online Scottish adults aged 16+, 10 – 20 April 2026 | 1,027 (Mar 2026) | 1,050 (Sept 2025) | 1,025 (Feb 2025) | 1,000 (Sept 2024) | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse

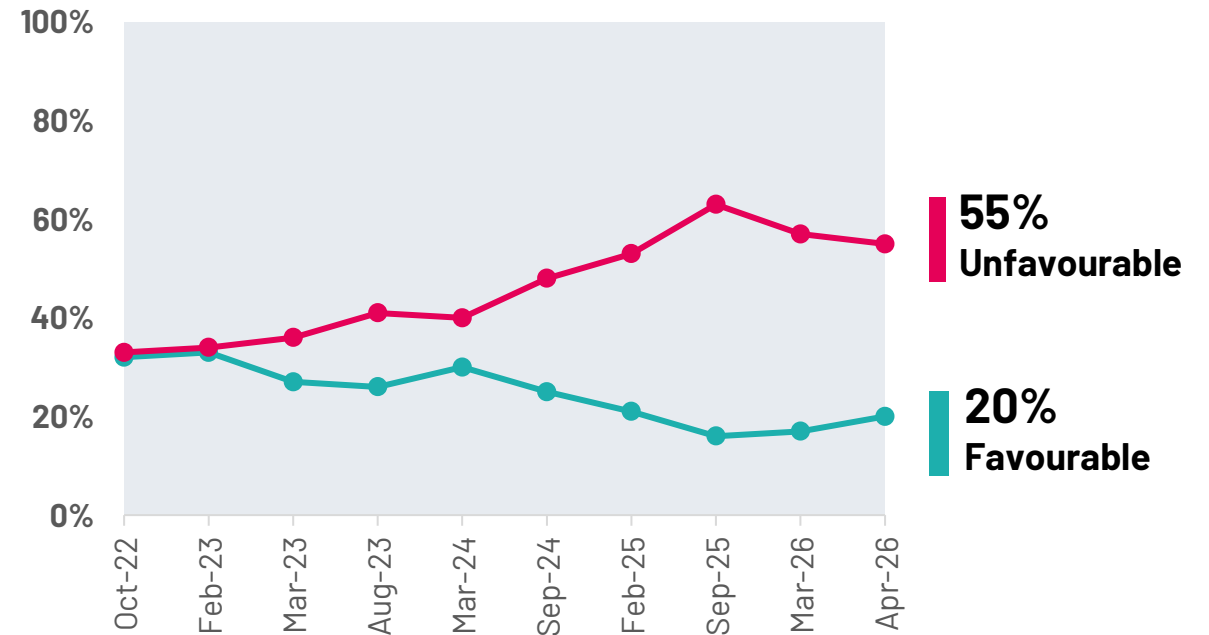
# Keir Starmer: Favourability

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

April 2026  
Among all



October 2022 – April 2026



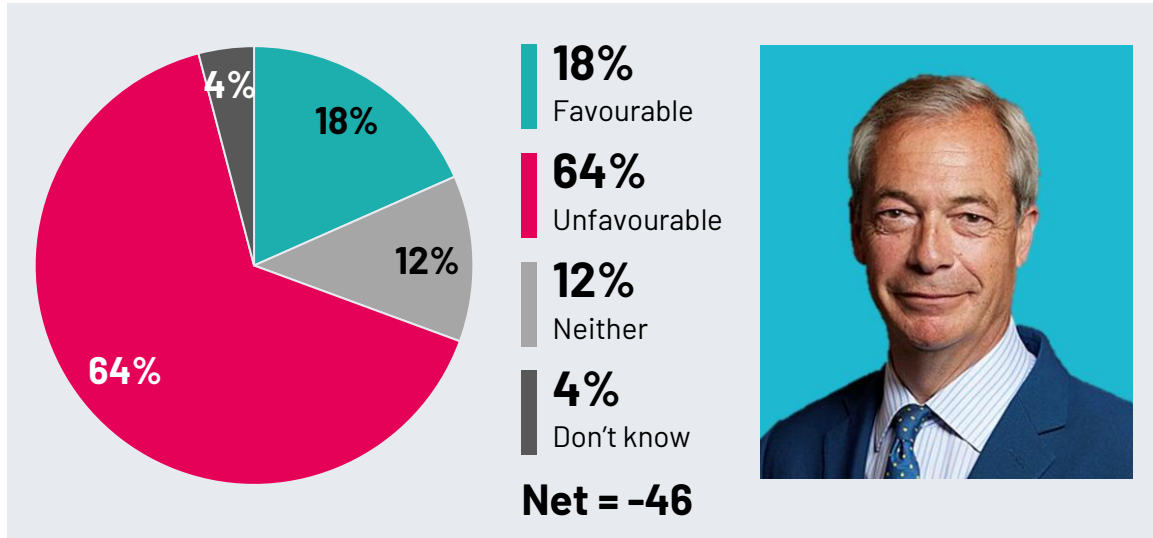
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Source: Ipsos Scotland | Political Pulse

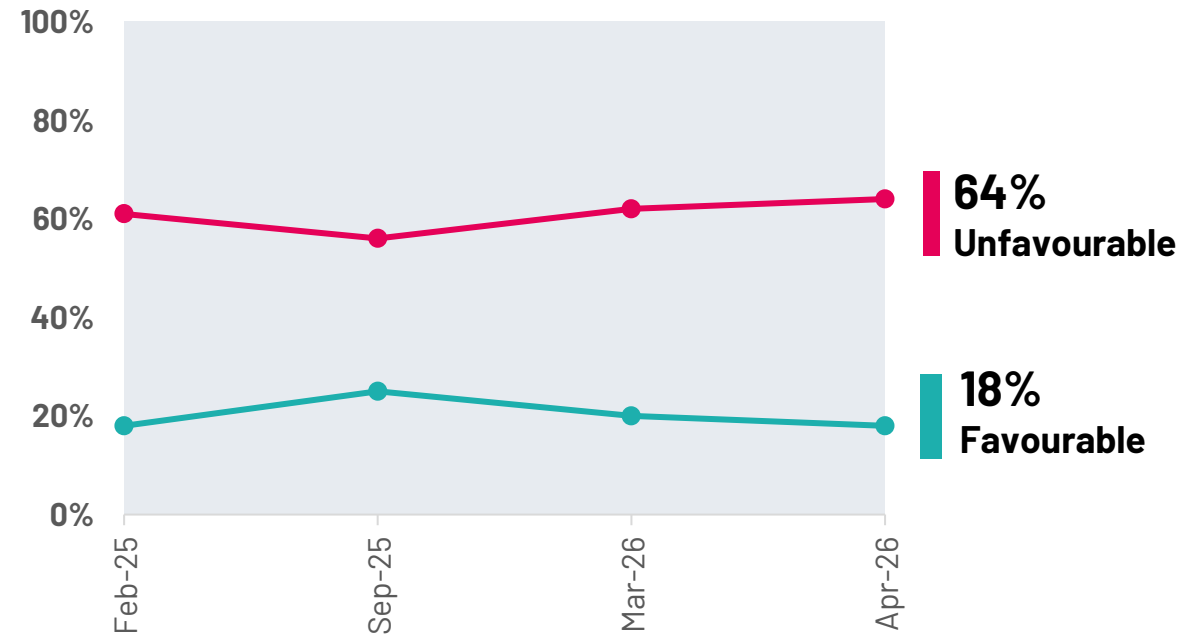
# Nigel Farage: Favourability

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

April 2026  
Among all



February 2025 – April 2026

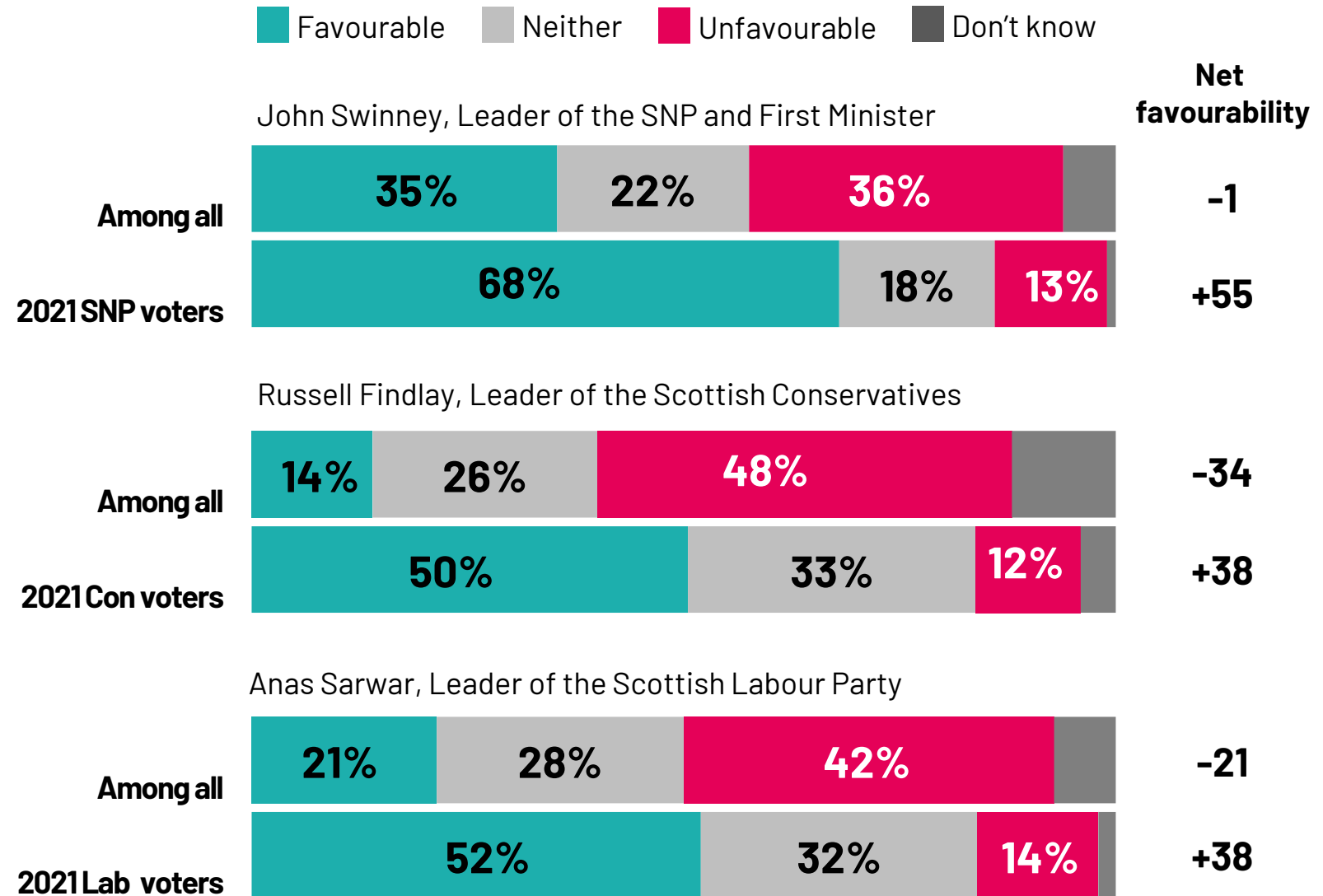


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Source: Ipsos Scotland | Political Pulse

# Favourability towards Scottish party leaders

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

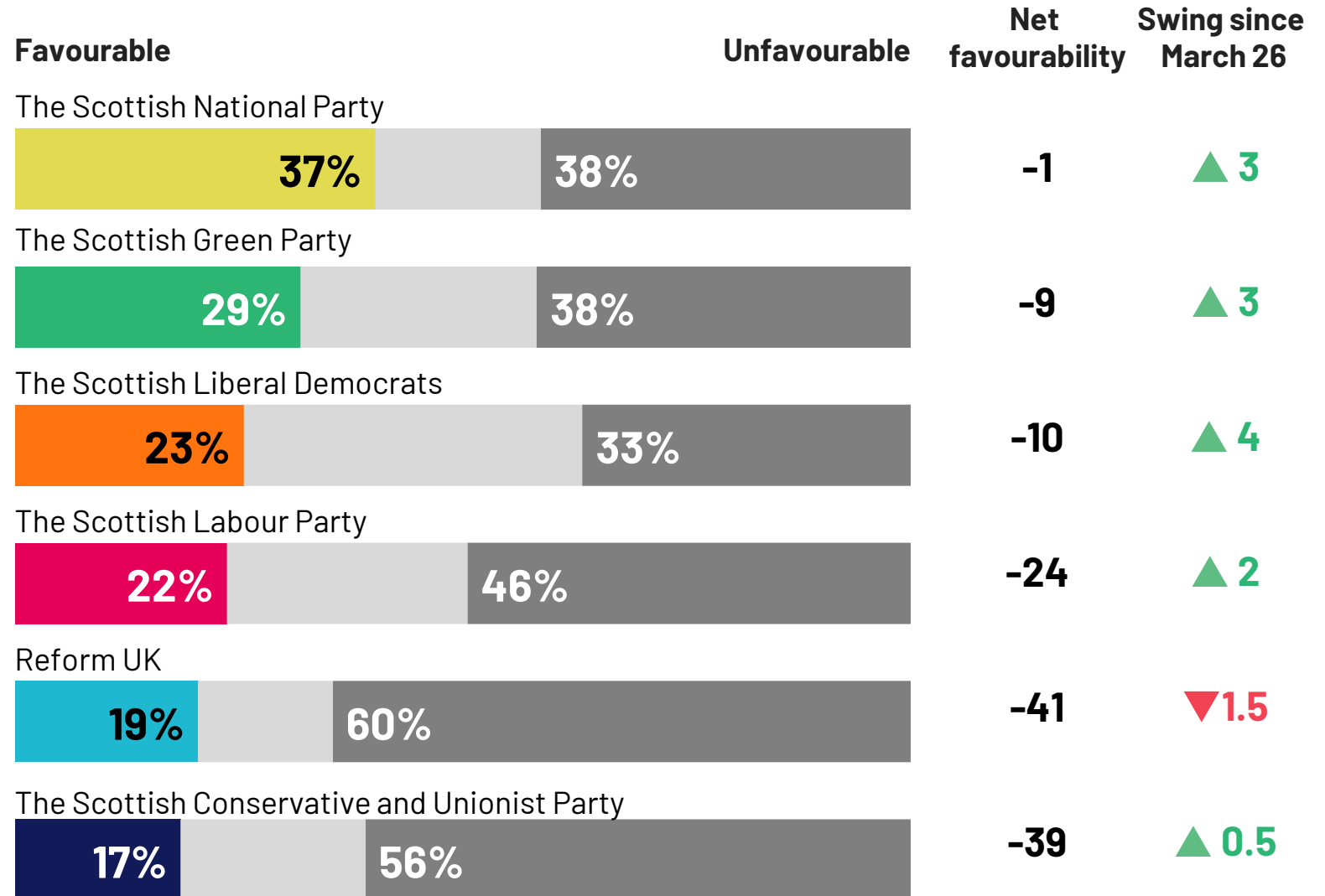


Base: 1,032 Online Scottish adults aged 16+, 10 to 20 April 2026, including 2021 Scottish Parliament Election SNP voters (346), Conservative Party voters (119), Labour Party voters (170)

Source: Ipsos Scotland | Political Pulse

# Favourability towards political parties

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



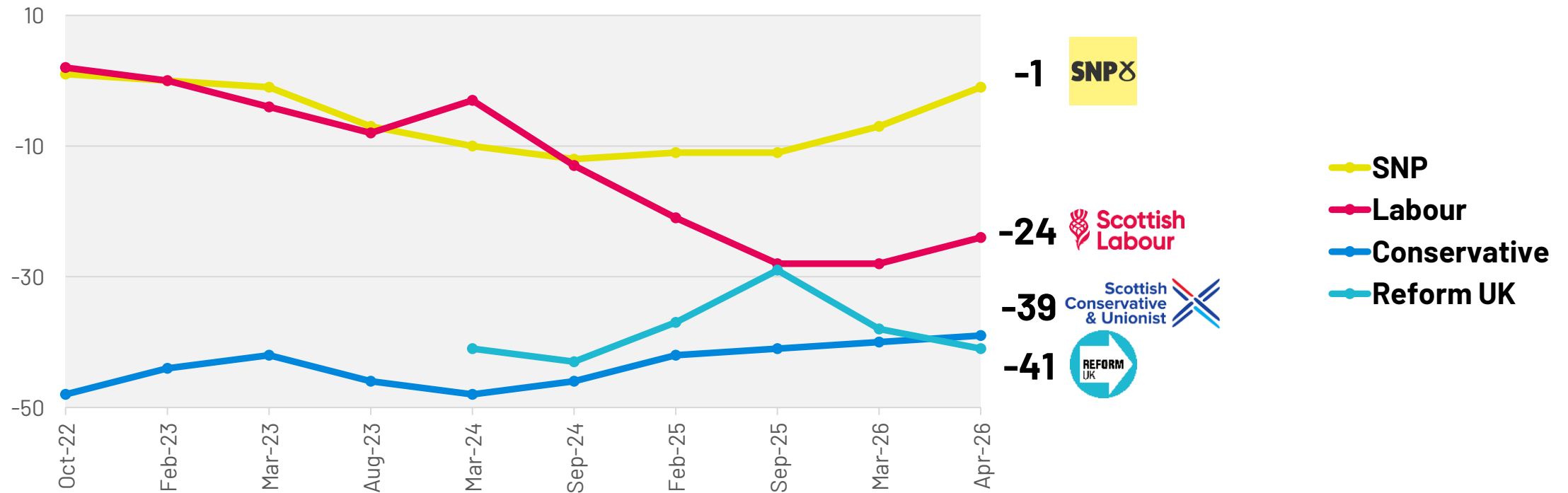
Base: 1,032 Online Scottish adults aged 16+, 10 to 20 April 2026

Source: Ipsos Scotland | Political Pulse

# Favourability towards political parties: trends

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

## Net favourability



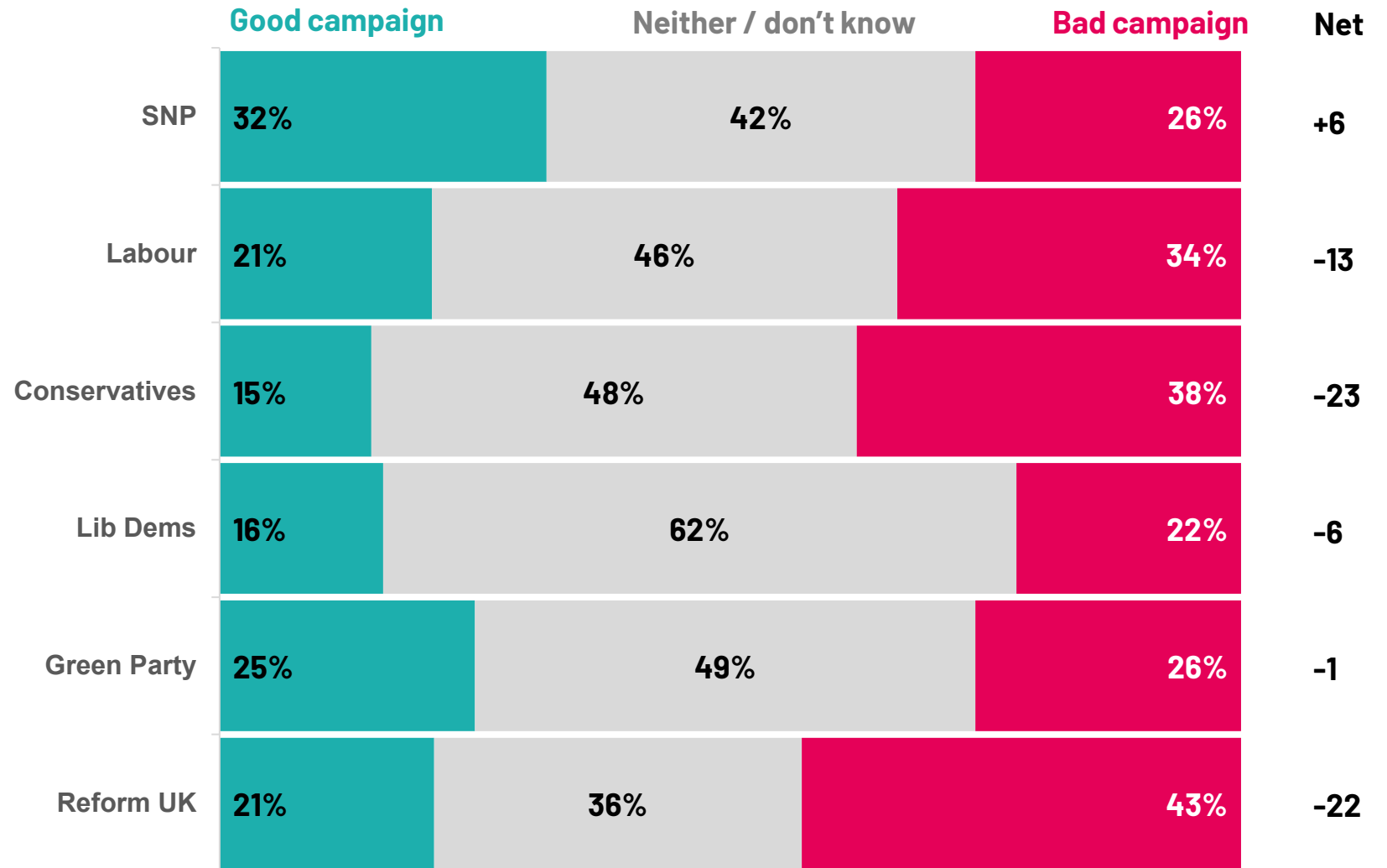
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Source: Ipsos Scotland | Political Pulse

# Views on campaigns and policy platforms

# Views on party election campaigns

Regardless of which party you support, on balance do you think each of the following parties have had a good or bad election campaign so far?

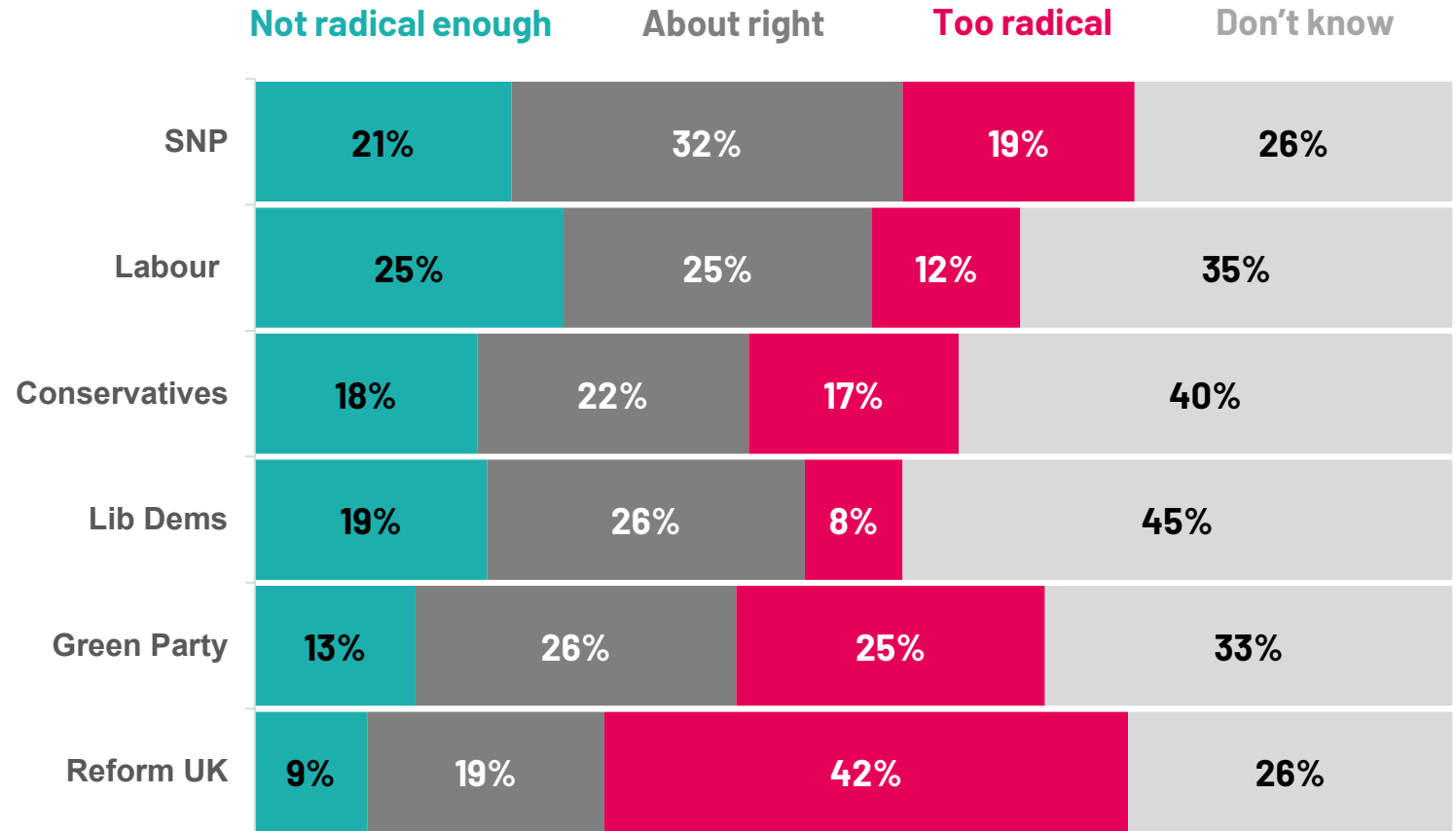


Base: 1,032 Online Scottish adults aged 16+, 10 - 20 April 2026

Source: Ipsos Scotland | Political Pulse

# Views on party plans for Scotland if they win

Based on what you know, do you think that the [party's] plans for Scotland if they win the upcoming Scottish Parliament Election are too radical, not radical enough or about right?

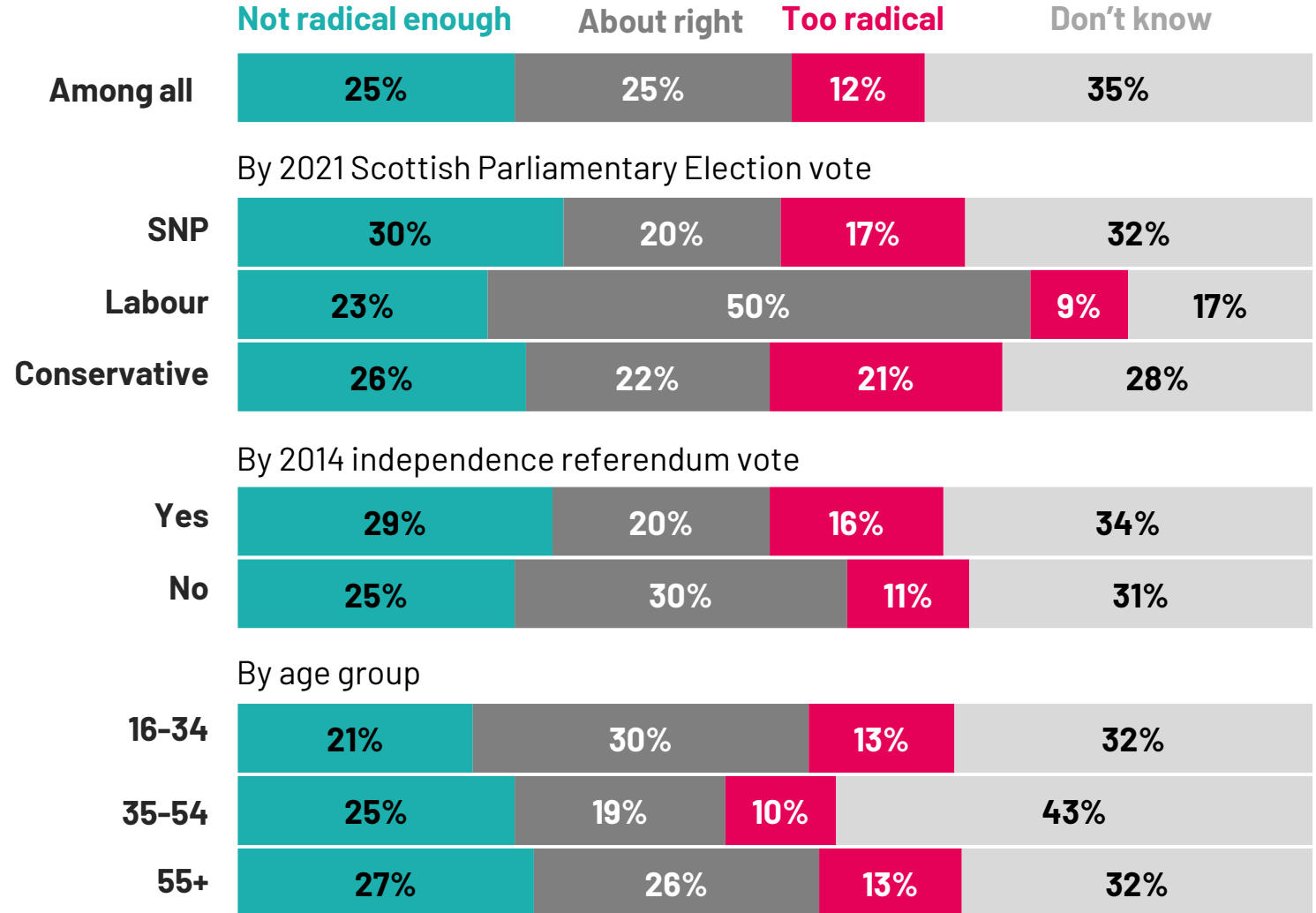


Base: 1,032 Online Scottish adults aged 16+, 10 - 20 April 2026

# Views on party plans for Scotland if they win

Based on what you know, do you think that Scottish Labour's plans for Scotland if they win the upcoming Scottish Parliament Election are too radical, not radical enough or about right?

## The Scottish Labour Party



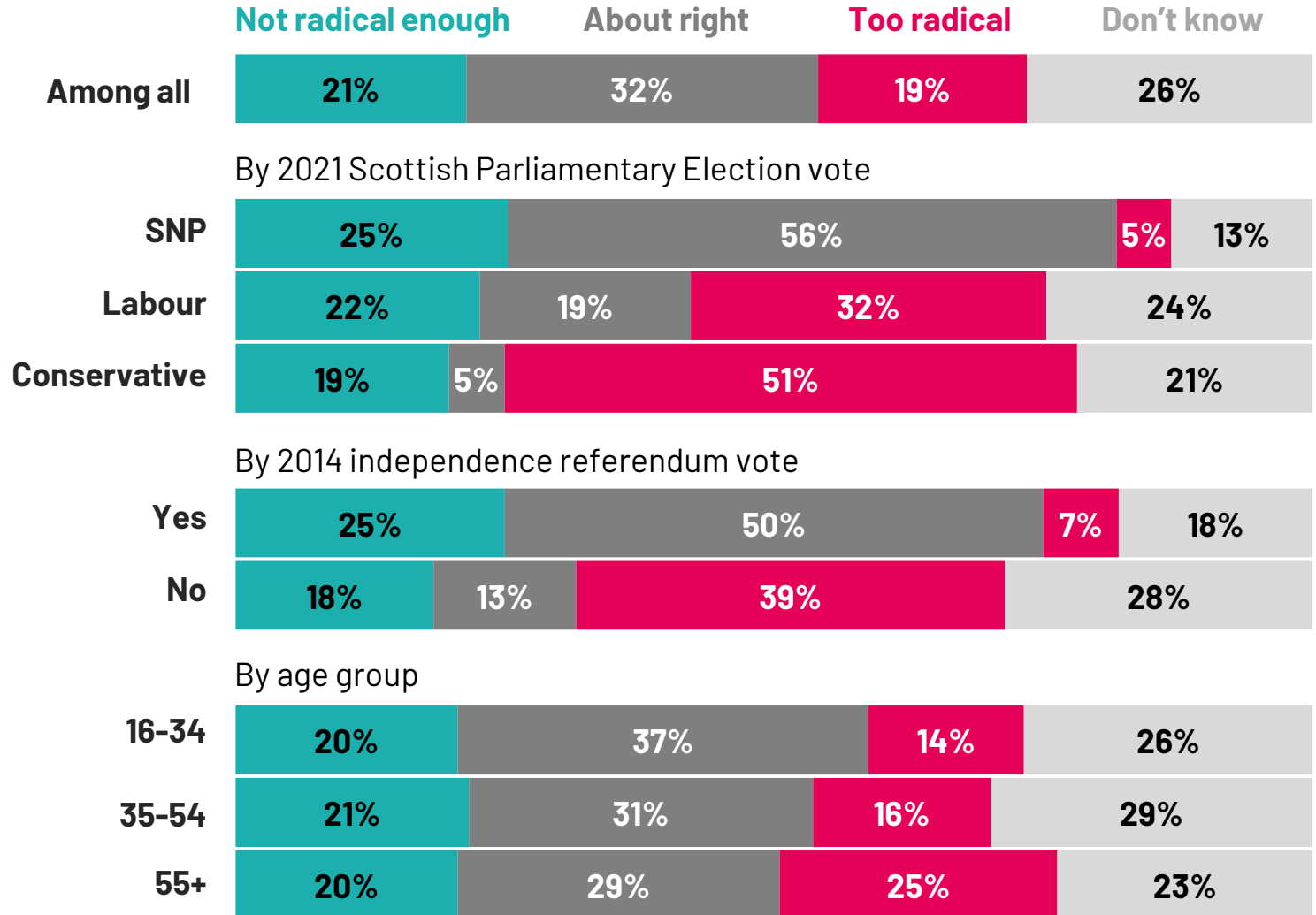
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Source: Ipsos Scotland | Political Pulse

# Views on party plans for Scotland if they win

Based on what you know, do you think that the Scottish National Party's (SNP's) plans for Scotland if they win the upcoming Scottish Parliament Election are too radical, not radical enough or about right?

## The SNP



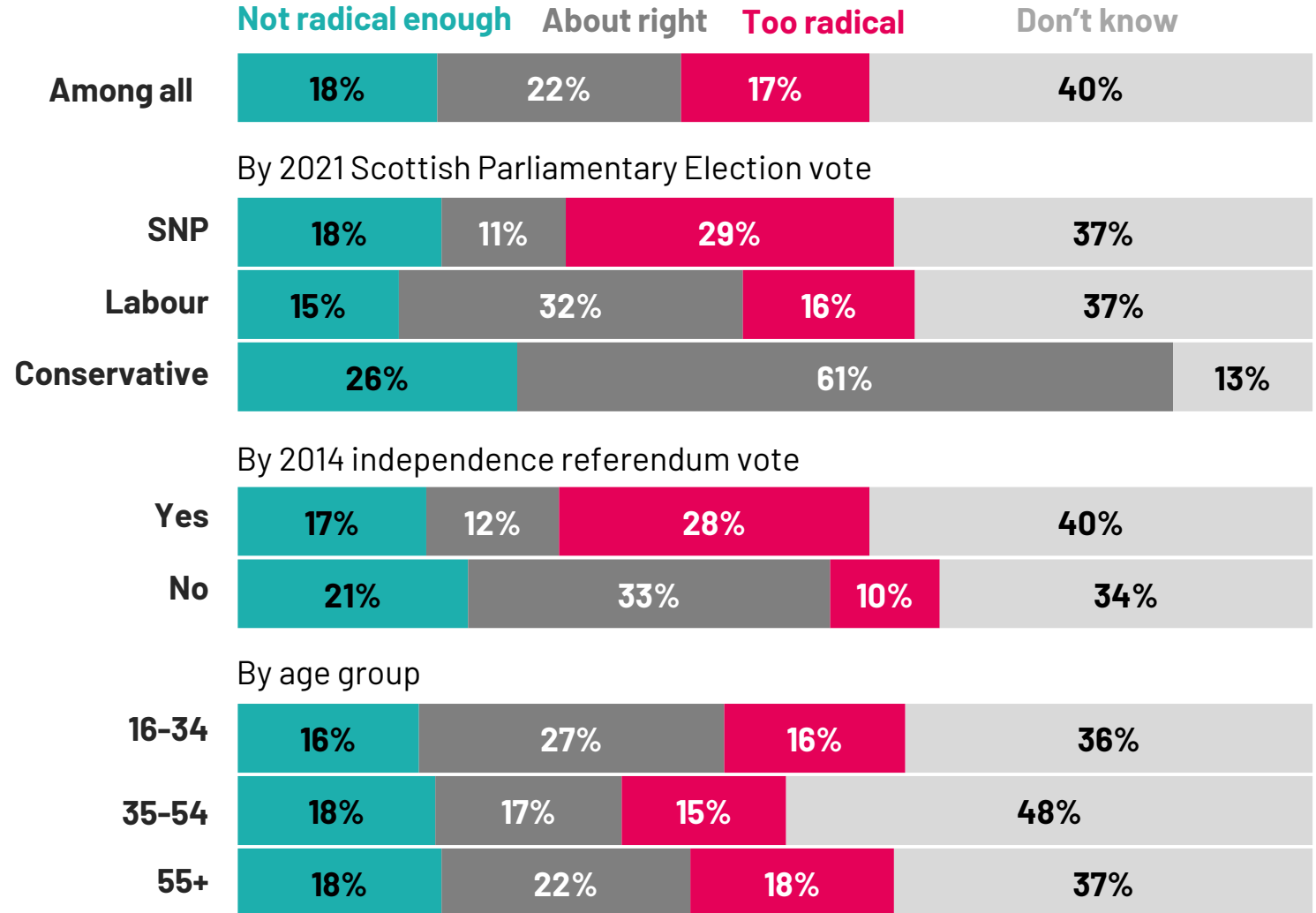
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Source: Ipsos Scotland | Political Pulse

# Views on party plans for Scotland if they win

Based on what you know, do you think that the Scottish Conservative and Unionist Party's plans for Scotland if they win the upcoming Scottish Parliament Election are too radical, not radical enough or about right?

## The Scottish Conservatives



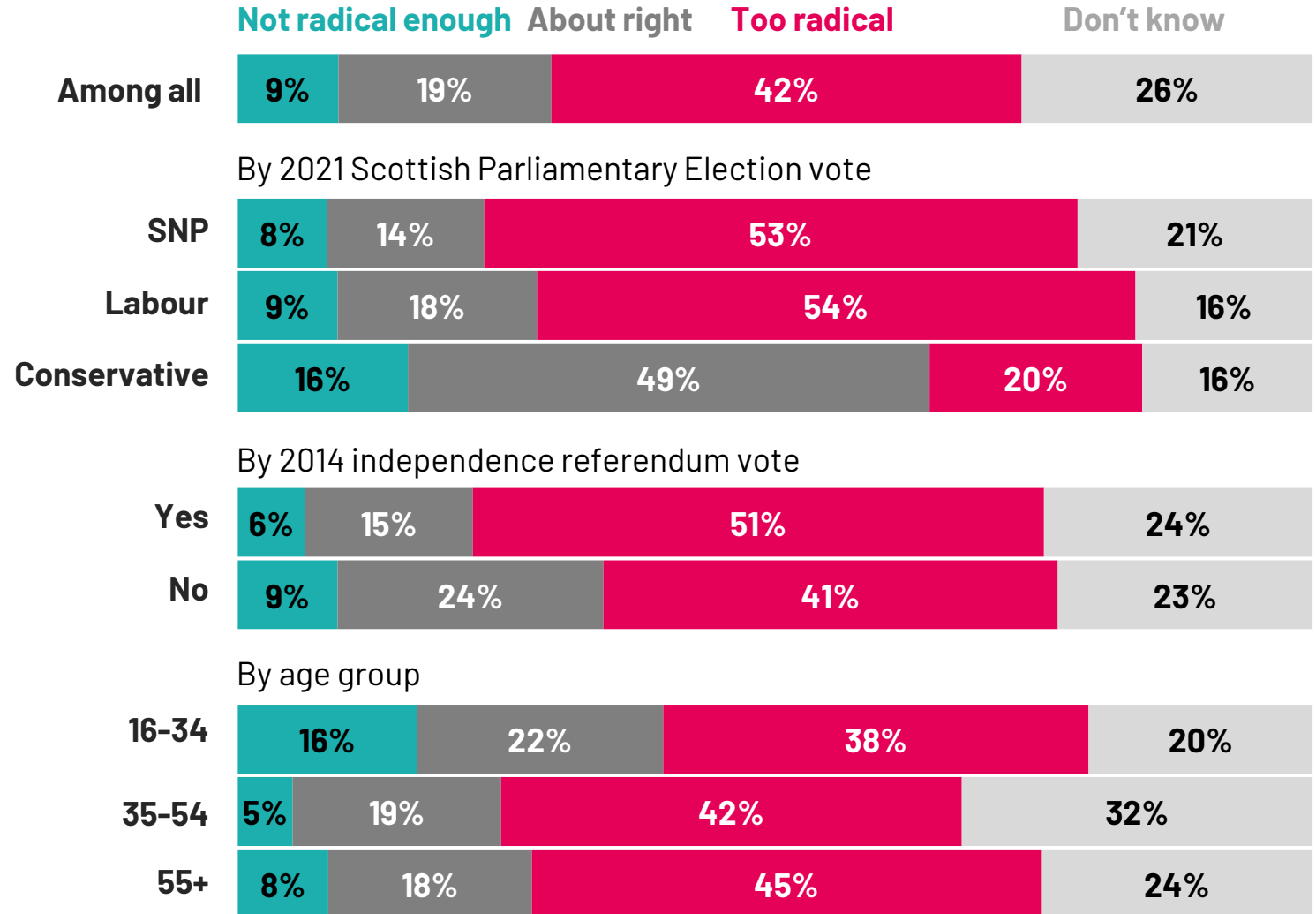
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Source: Ipsos Scotland | Political Pulse

# Views on party plans for Scotland if they win

Based on what you know, do you think that Reform UK's plans for Scotland if they win the upcoming Scottish Parliament Election are too radical, not radical enough or about right?

## Reform UK



**Base:** 1,032 Online Scottish adults aged 16+, 10 - 20 April 2026, including 2021 Scottish Parliament Election SNP voters (346), Conservative Party voters (119), Labour Party voters (170); 2014 Independence referendum 'Yes' voters (366), 2014 'No' voters (333); 16-34 year olds (291), 35-54 year olds (318), 55+ year olds (423).

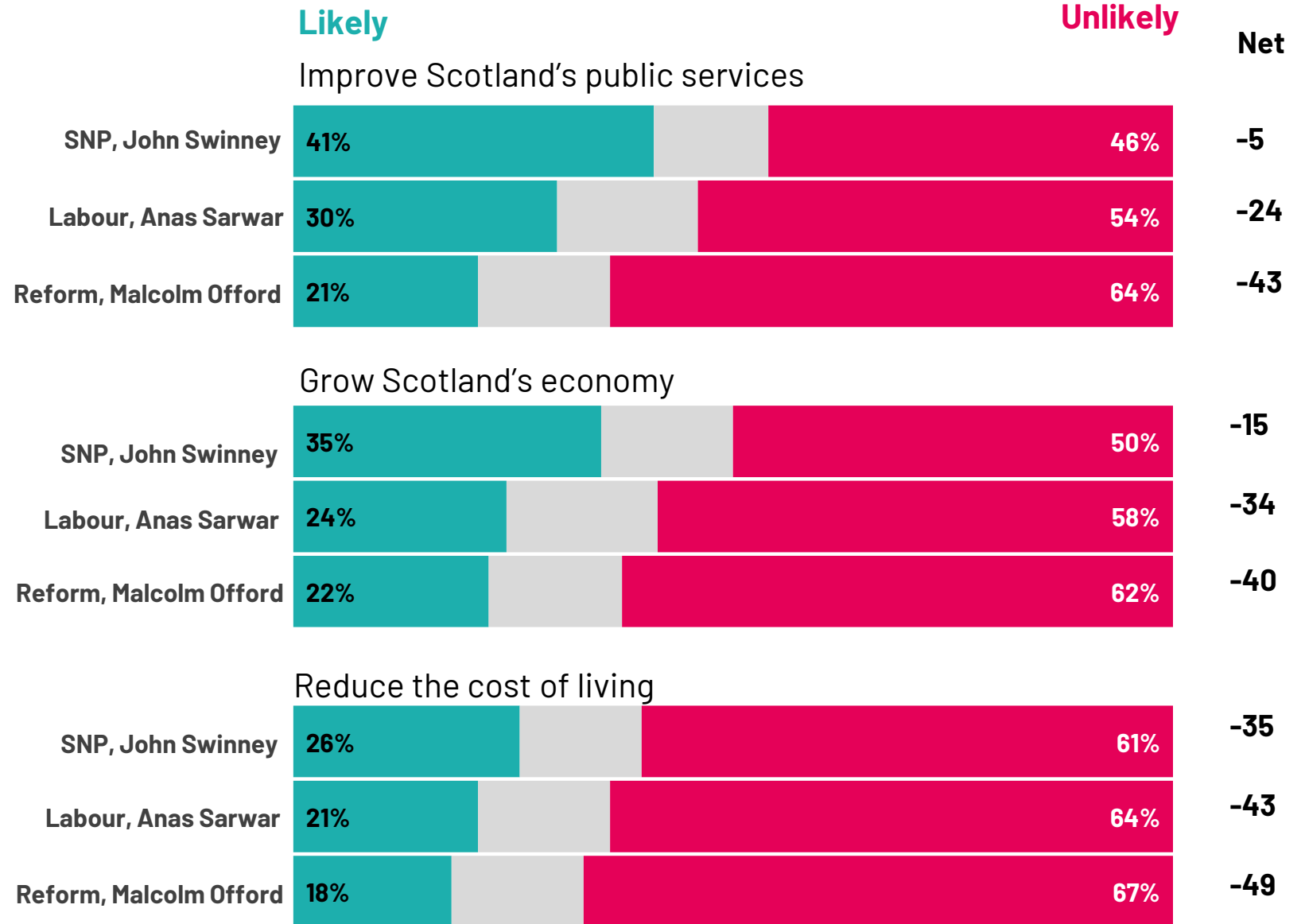
Source: Ipsos Scotland | Political Pulse

# FUTURE GOVERNMENT PERFORMANCE



# Faith in future government

If they win the most seats at the next Scottish Parliament Election, how likely or unlikely do you think it is that a [party]-led Scottish Government with [party leader] as First Minister would ...?



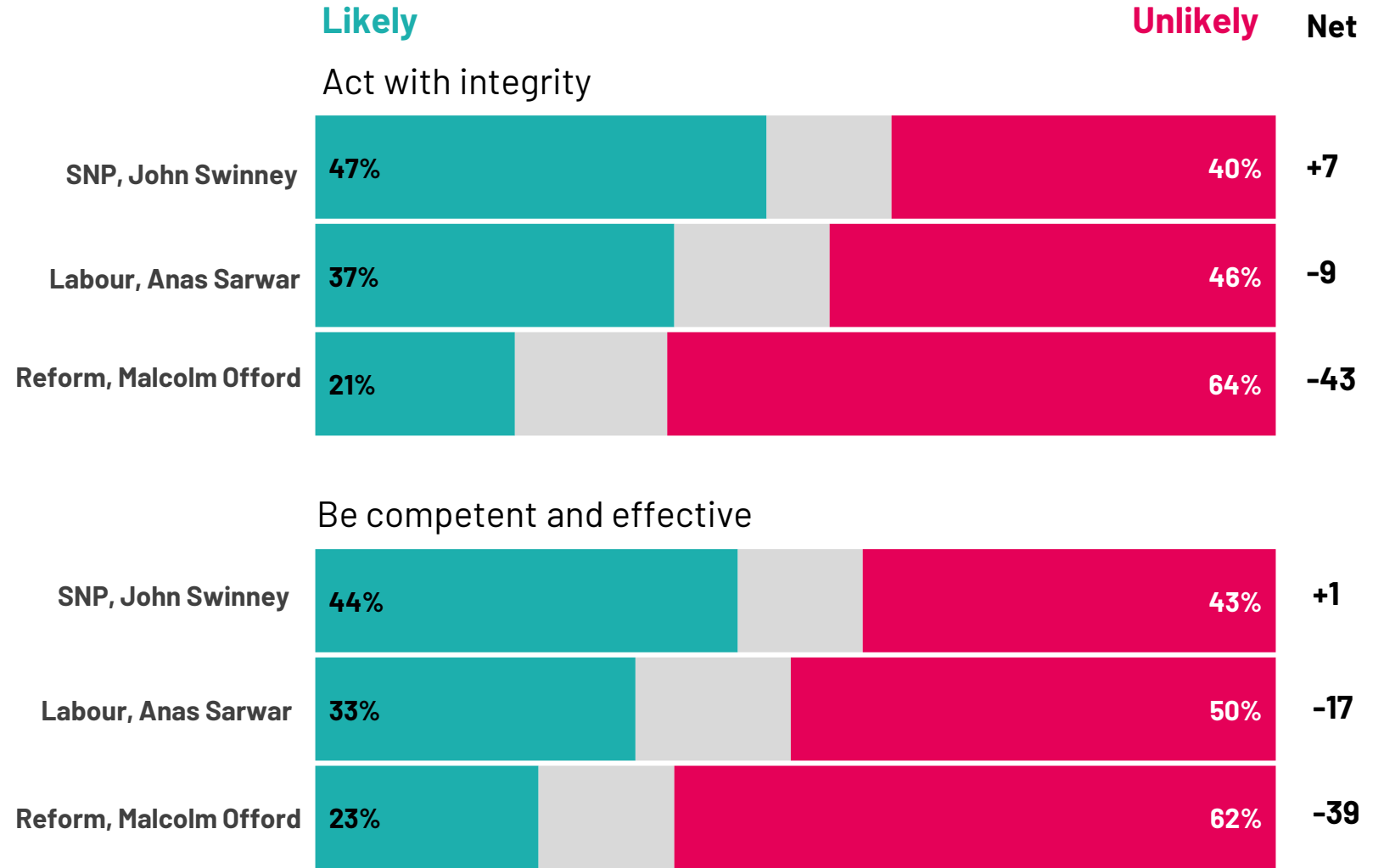
Base: 1,032 Online Scottish adults aged 16+, 10 - 20 April 2026

Source: Ipsos Scotland | Political Pulse



# Faith in future government

If they win the most seats at the next Scottish Parliament Election, how likely or unlikely do you think it is that a [party]-led Scottish Government with [party leader] as First Minister would ...?



Base: 1,032 Online Scottish adults aged 16+, 10 - 20 April 2026

Source: Ipsos Scotland | Political Pulse

# METHODS

- Ipsos interviewed a representative quota sample of 1,032 adults aged 16+ in Scotland.
- Interviews took place online between 10th to 20th April 2026.
- Data has been weighted to the known offline population proportions.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories.
- All polls are subject to a wide range of potential sources of error.





## Scotland Political Pulse, April 2026

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