

Scotland Political Pulse

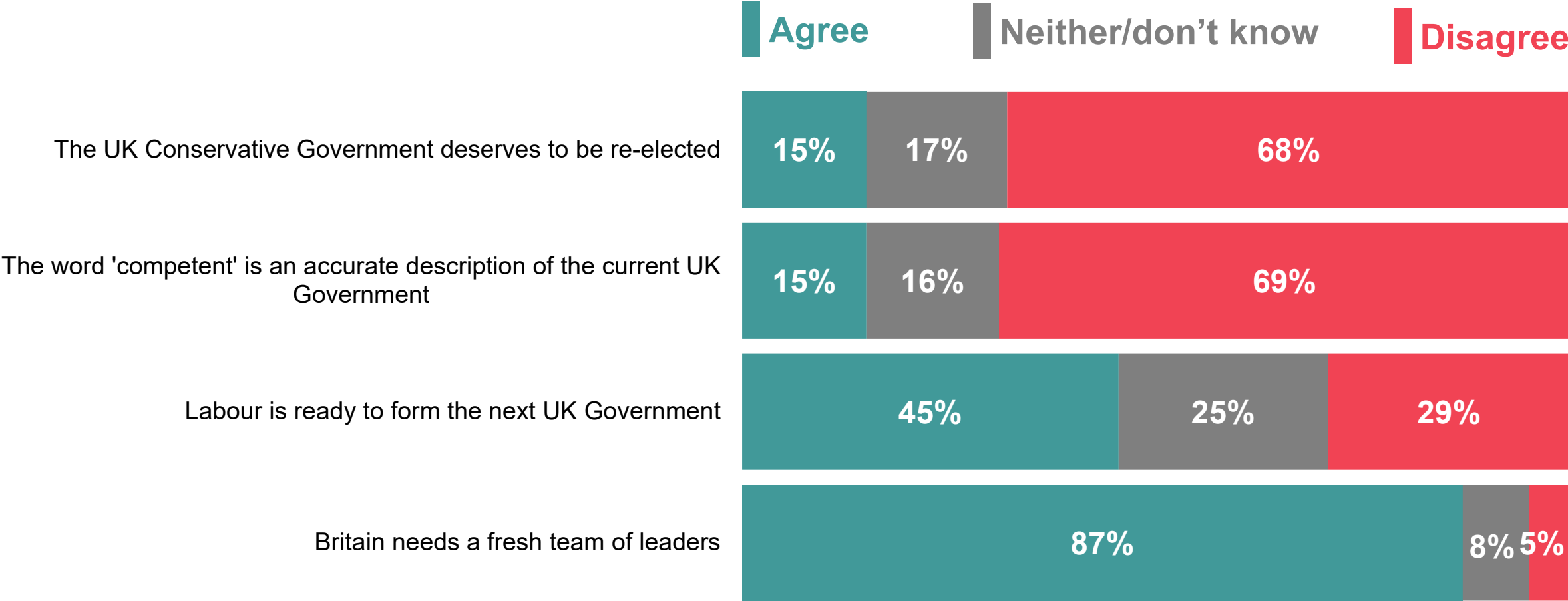
Ipsos

April 2024



Time for change? UK Government

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



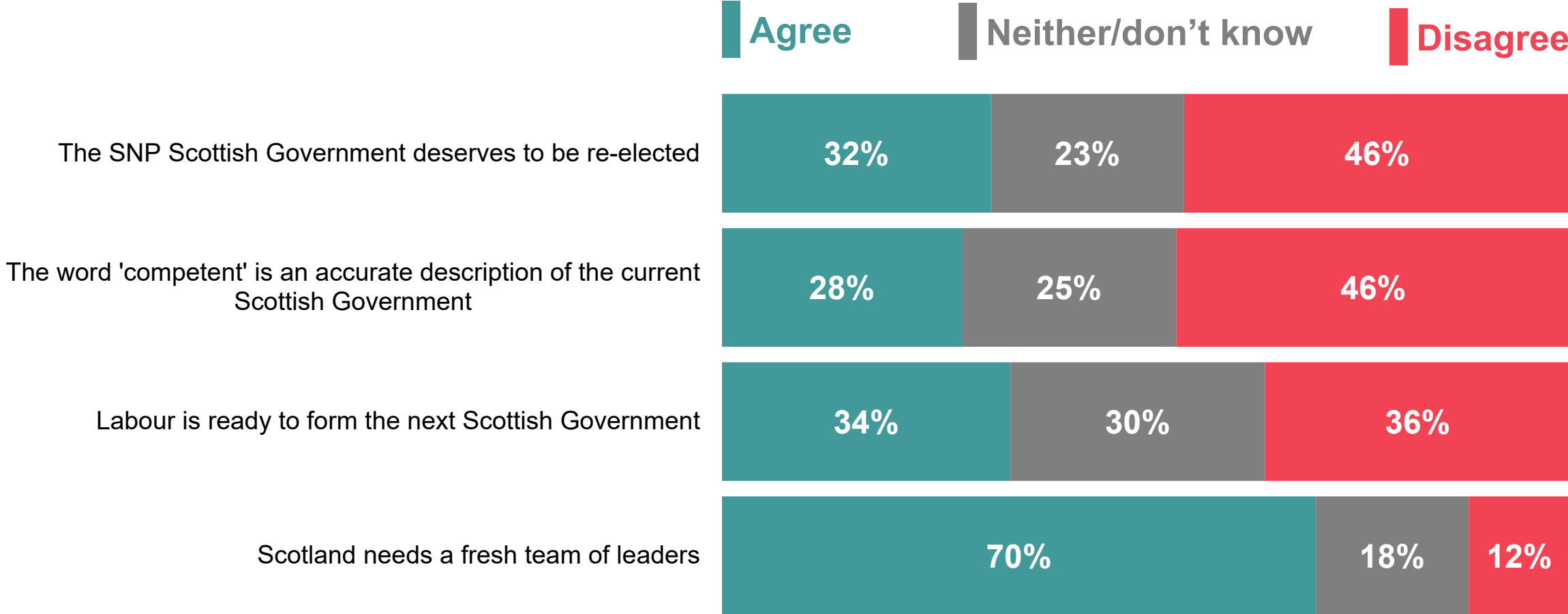
Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

Source: Ipsos Scotland | Political Pulse



Time for change? Scottish Government

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



Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

Source: Ipsos Scotland | Political Pulse



Time for change? Views in Scotland and Britain as a whole

To what extent, if at all, do you agree or disagree that Britain needs a fresh team of political leaders in Government?

Agree Neither / don't know Disagree



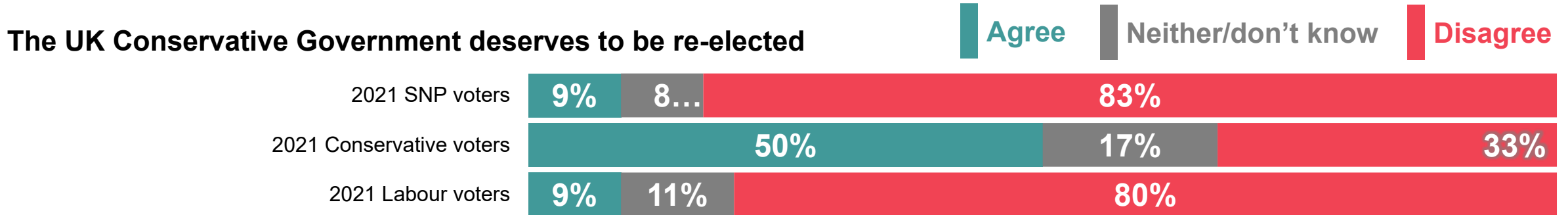
Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024



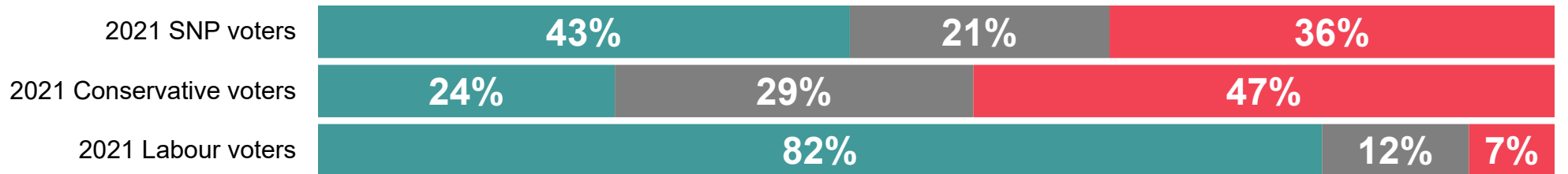
Base: 1,111 British adults aged 18+, 15-18 March 2024

Does Britain need a fresh team of leaders?

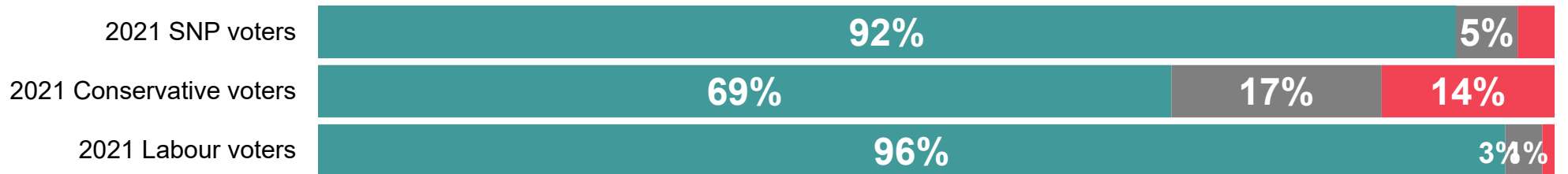
To what extent, if at all, do you agree or disagree with the following?



Labour is ready to form the next UK Government



Britain needs a fresh team of leaders

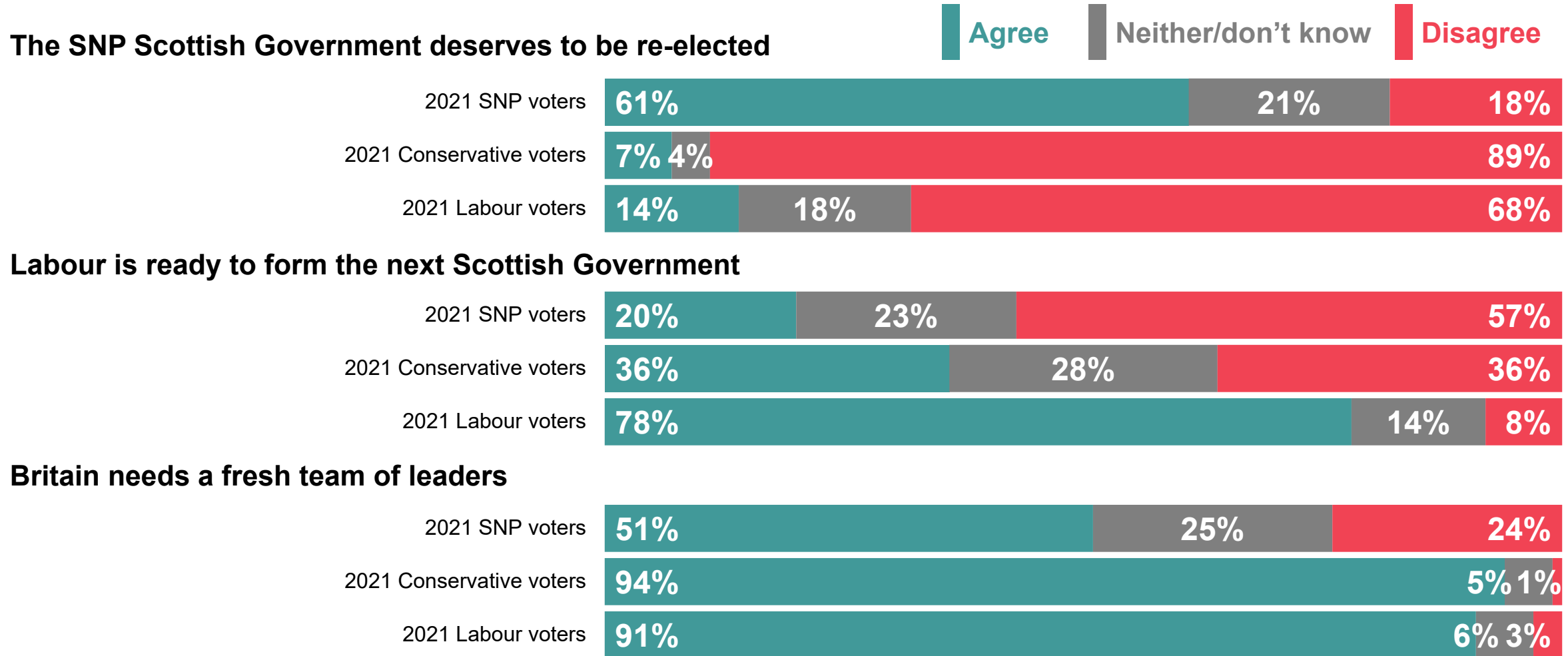


Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024, including 404 who voted SNP at the 2021 Scottish Parliament election, 142 who voted Conservative and 177 who voted Labour.

Source: Ipsos Scotland | Political Pulse

Does Scotland need a fresh team of leaders?

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

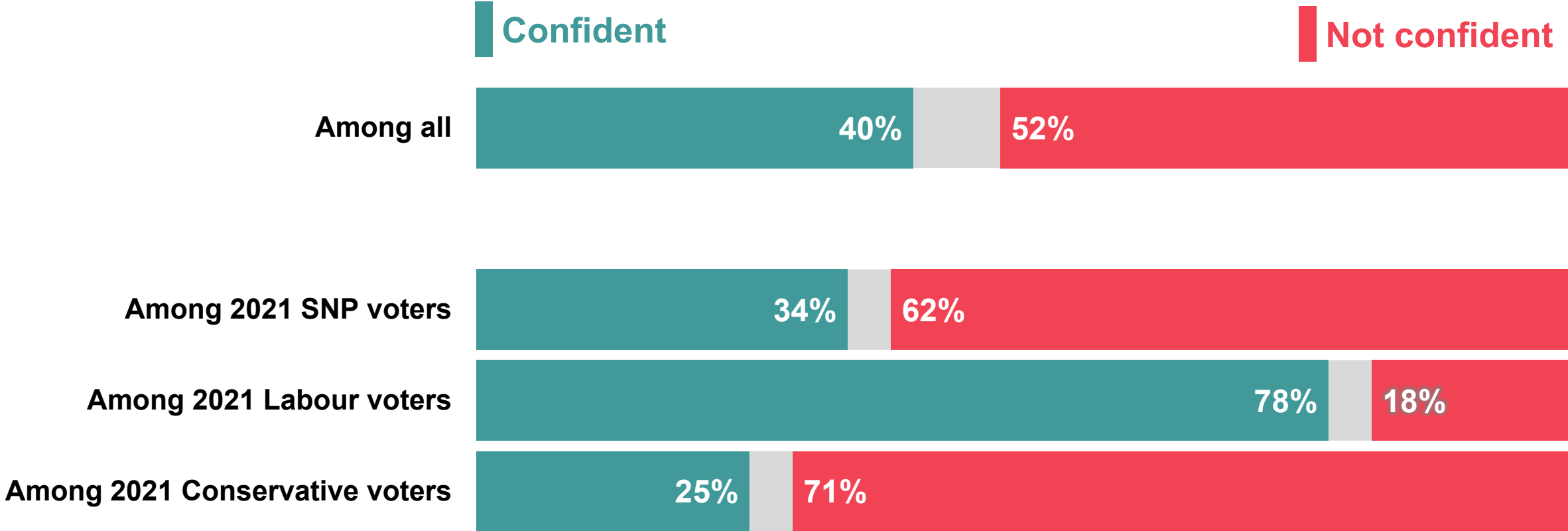


Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024, including 404 who voted SNP at the 2021 Scottish Parliament election, 142 who voted Conservative and 177 who voted Labour.

Source: Ipsos Scotland | Political Pulse

Confidence in Labour

And how confident, if at all, are you that the Labour party can provide the fresh team of political leaders that you think Britain needs?



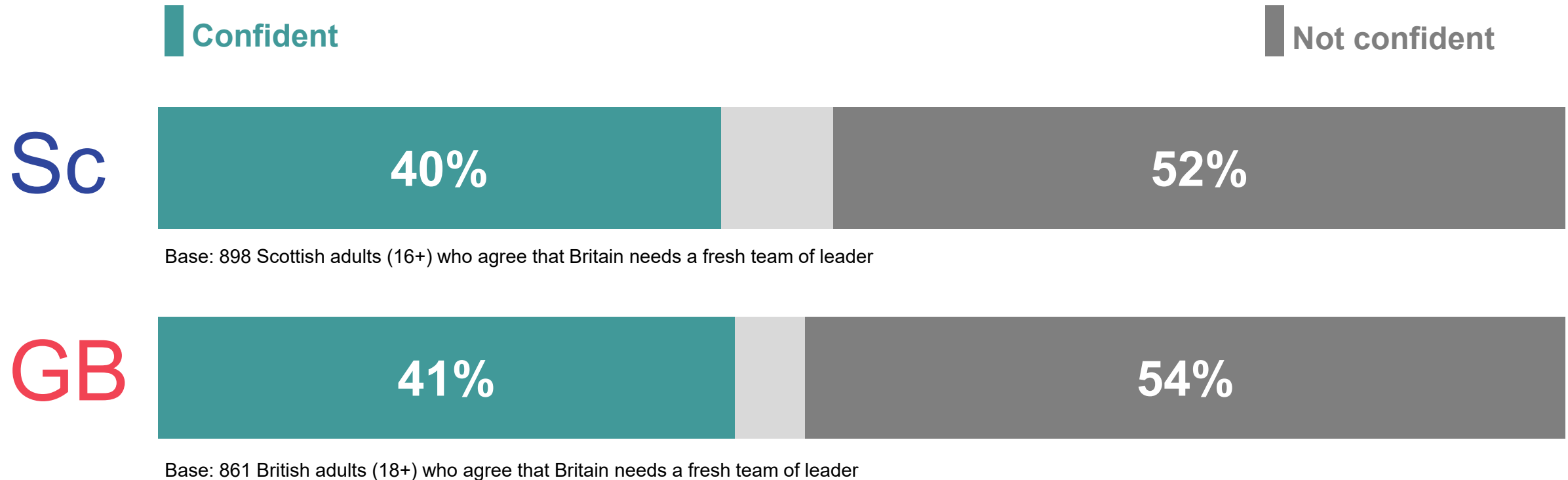
Base: 898 Scottish adults aged 16+ who agree Britain needs a fresh new team of leaders, 15 March – 26 March 2024, including 373 who voted SNP at the 2021 Scottish Parliament election, 94 who voted Conservative and 169 who voted Labour.

Source: Ipsos Scotland | Political Pulse



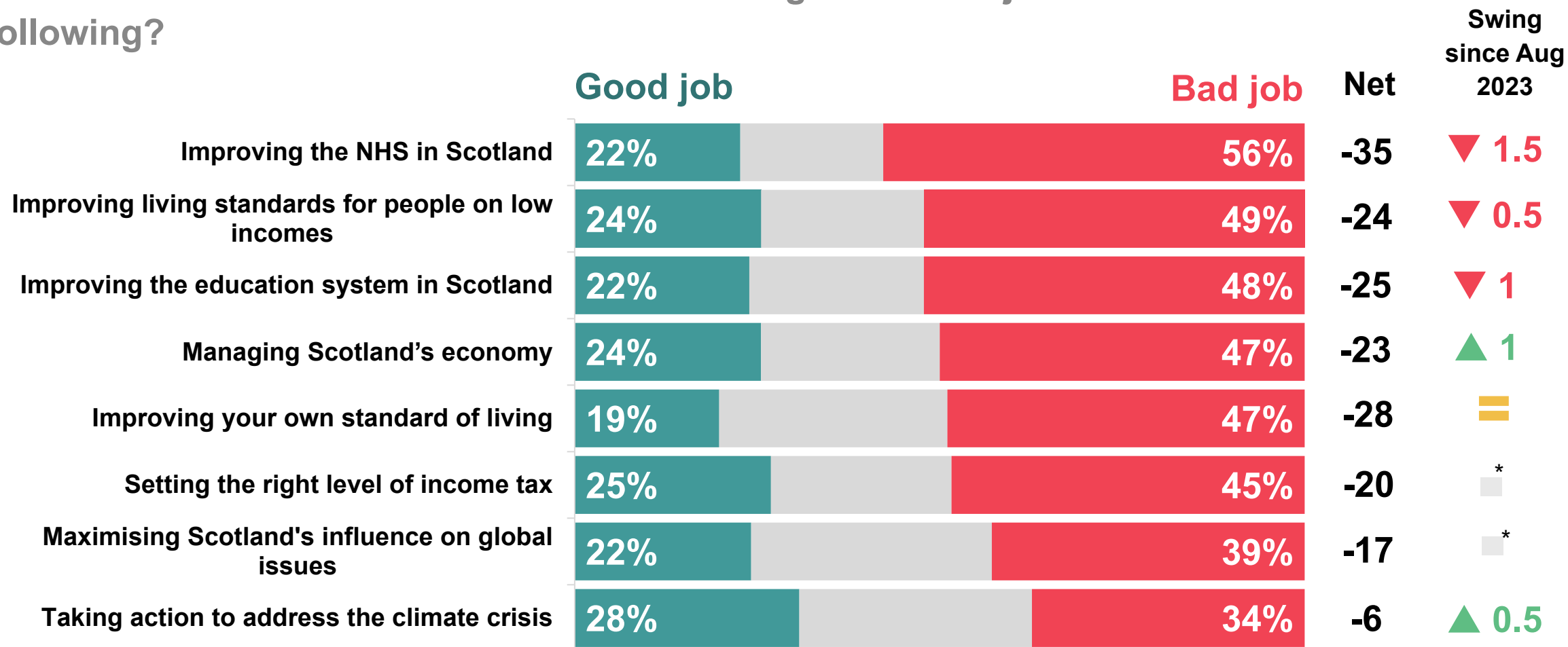
Confidence in Labour? Views in Scotland and Britain as a whole

And how confident, if at all, are you that the Labour party can provide the fresh team of political leaders that you think Britain needs?*



Scottish Government performance

Since the Scottish Parliament elections in May 2021, to what extent, if at all, do you think the Scottish Government has done a good or bad job at each of the following?



Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

Nets are based on unrounded figures, so may vary by 1pp

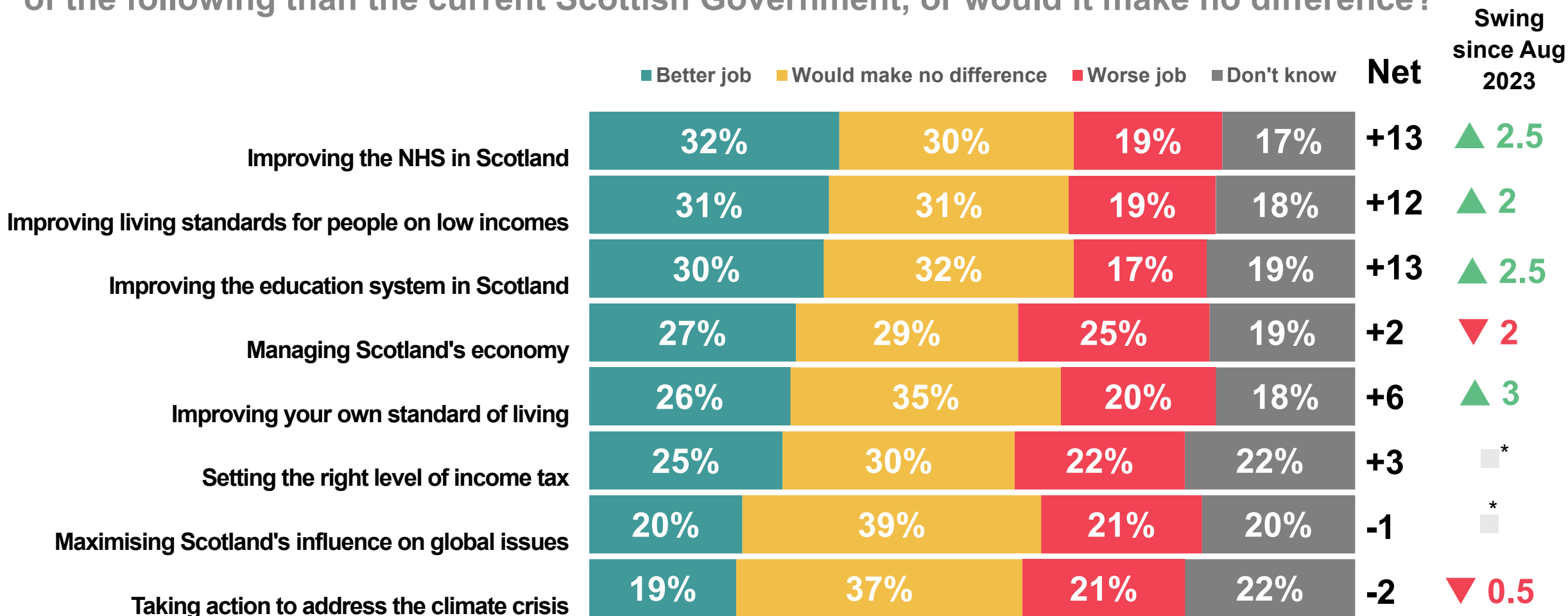
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*Not asked in August 2023 Source: Ipsos Scotland | Political Pulse



Would a Labour Scottish Government do a better job?

Do you think that a Labour Scottish Government would do a better job or a worse job at each of the following than the current Scottish Government, or would it make no difference?



Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024

*Not asked in August 2023

Source: Ipsos Scotland | Political Pulse



Tax vs. Spend

People have different views about whether it is more important to cut taxes for individuals or to spend more money on public services. Which of the following would you prefer the UK government to do?

Increase spending on public services, even if it means I personally pay more in taxes **Neither/ don't know** **Cut the taxes I pay personally, even if it means spending less on public services**

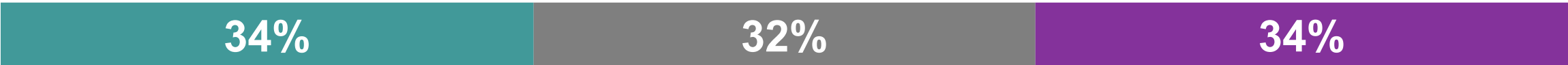
Among all



Among 2021 SNP voters



Among 2021 Conservative voters



Among 2021 Labour voters



Base: 1,040 Scottish adults aged 16+, 15 March – 26 March 2024, including 404 who voted SNP at the 2021 Scottish Parliament election, 142 who voted Conservative and 177 who voted Labour.



Methods

- Ipsos interviewed a representative quota sample of 1,040 adults aged 16+ in Scotland.
- Interviews took place online between 15th March and 26th March 2024.
- Data has been weighted to the known offline population proportions.
- Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories.
- All polls are subject to a wide range of potential sources of error.



Scotland Political Pulse, March 2024

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