

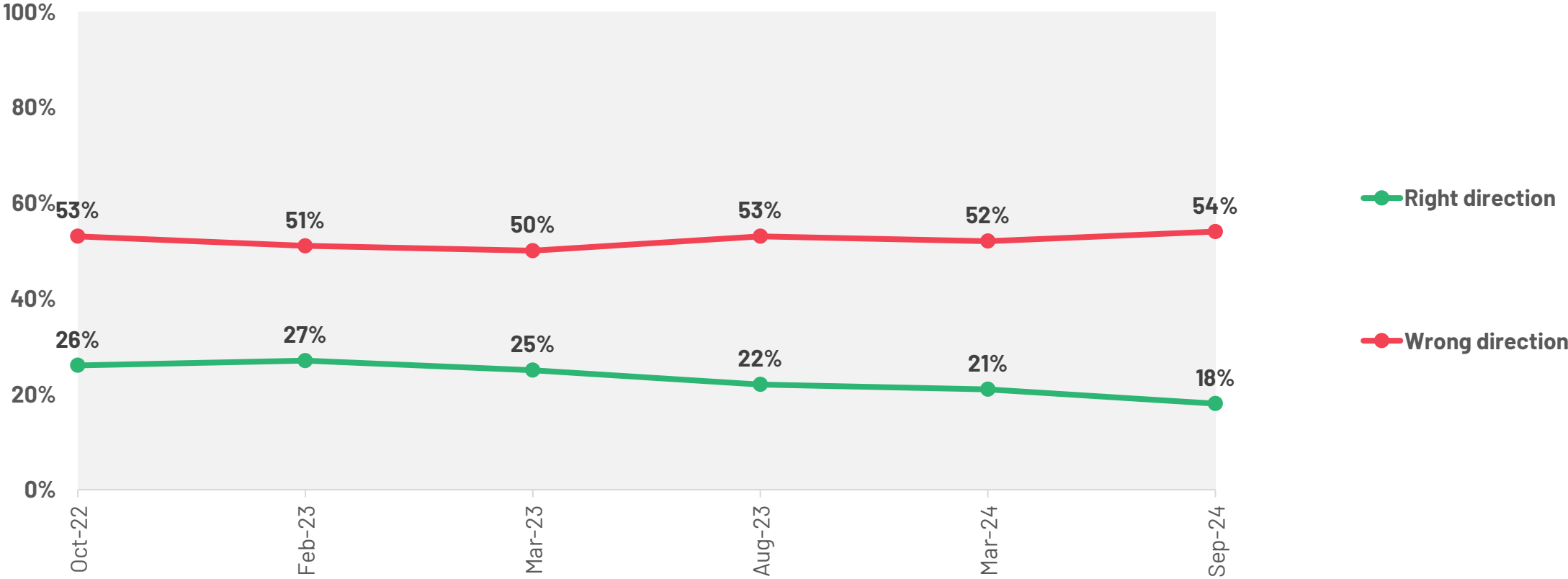
# SCOTLAND POLITICAL PULSE

Ipsos

September 2024

# Direction of the country: trend

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



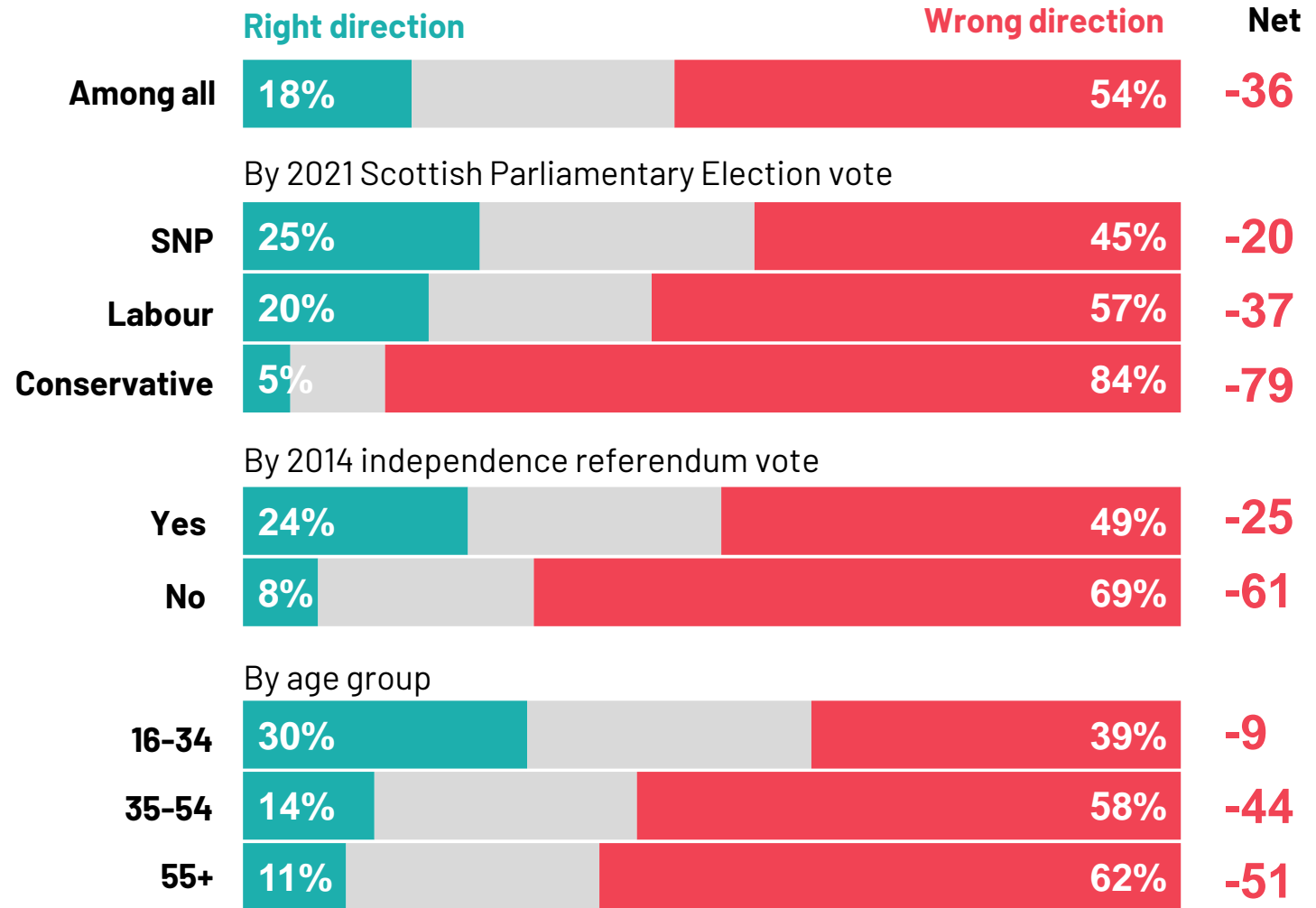
Base: 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024 | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

Source: Ipsos Scotland | Political Pulse



# Direction of the country

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**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024, including 2021 Scottish Parliament Election SNP voters (389), Conservative Party voters (135), Labour Party voters (162); 2014 Independence referendum 'Yes' voters (376), 2014 'No' voters (375); 16-34 year olds (269), 35-54 year olds (336), 55+ year olds (395).

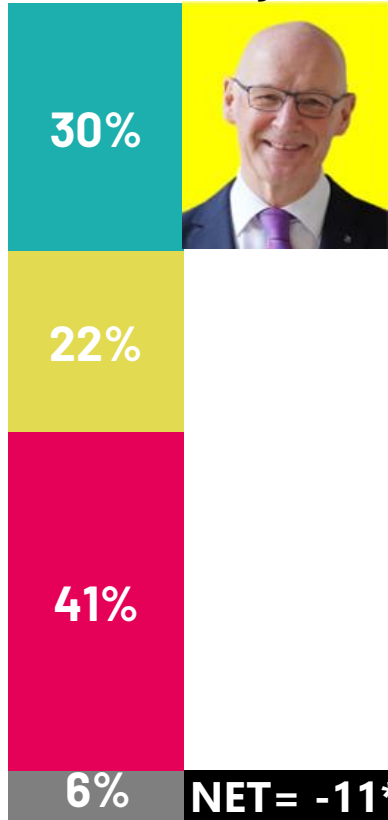
Source: Ipsos Scotland | Political Pulse

# Favourability towards Scottish politicians

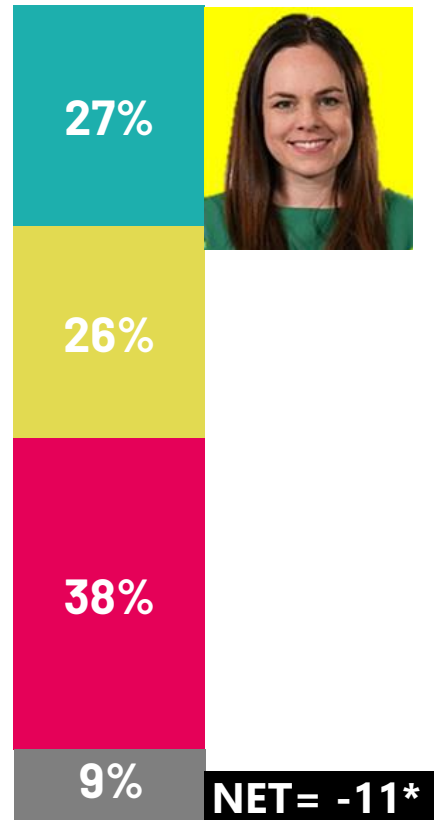
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

■ Favourable   
 ■ Neither   
 ■ Unfavourable   
 ■ Don't know

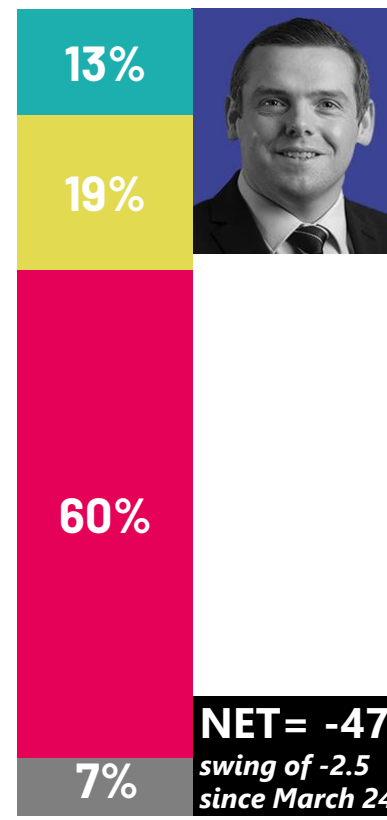
**John Swinney**



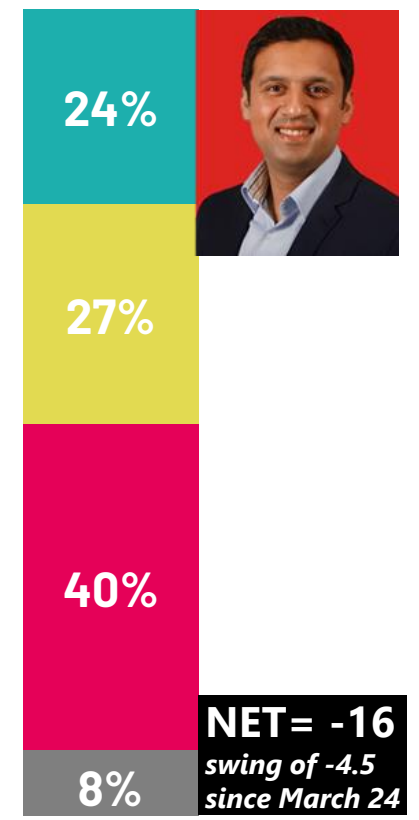
**Kate Forbes**



**Douglas Ross**



**Anas Sarwar**



\*Not asked in March 2024

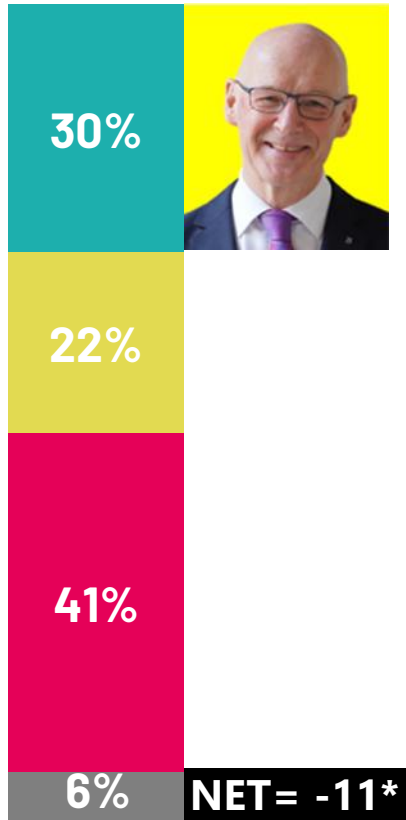
**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024

# Favourability towards politicians

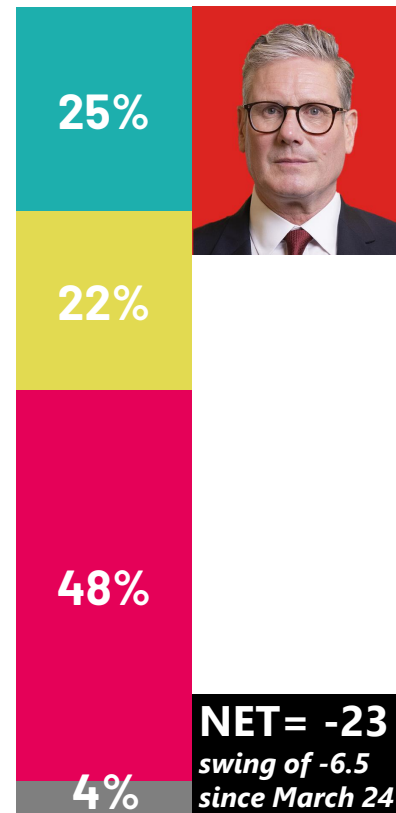
To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians?

■ Favourable   
 ■ Neither   
 ■ Unfavourable   
 ■ Don't know

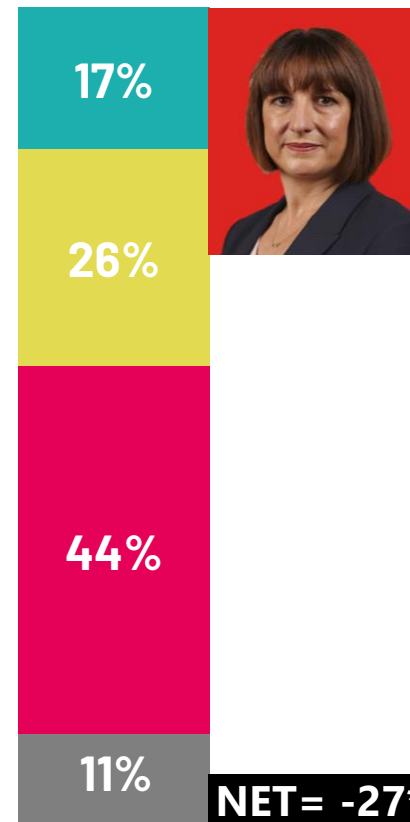
**John Swinney**



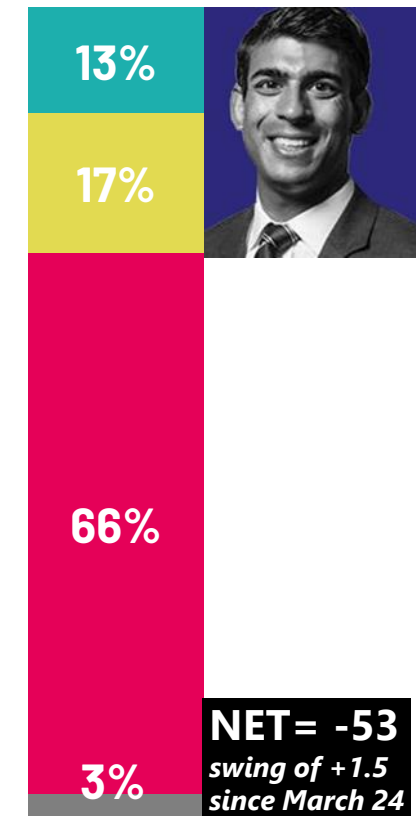
**Keir Starmer**



**Rachel Reeves**



**Rishi Sunak**



\*Not asked in March 2024

**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024

**Source:** Ipsos Scotland | Political Pulse

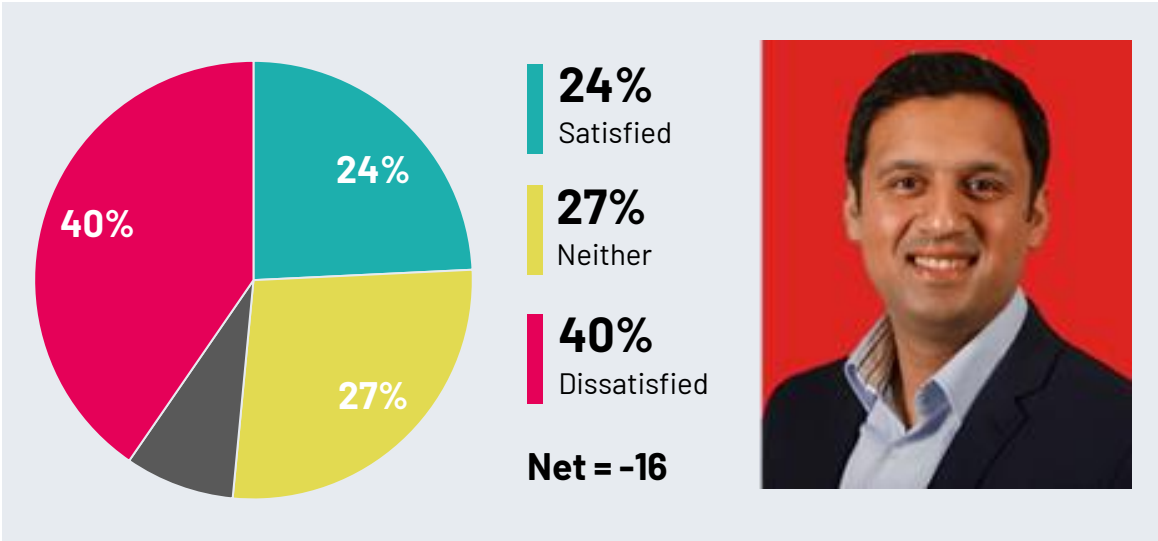


# Anas Sarwar: Favourability trend

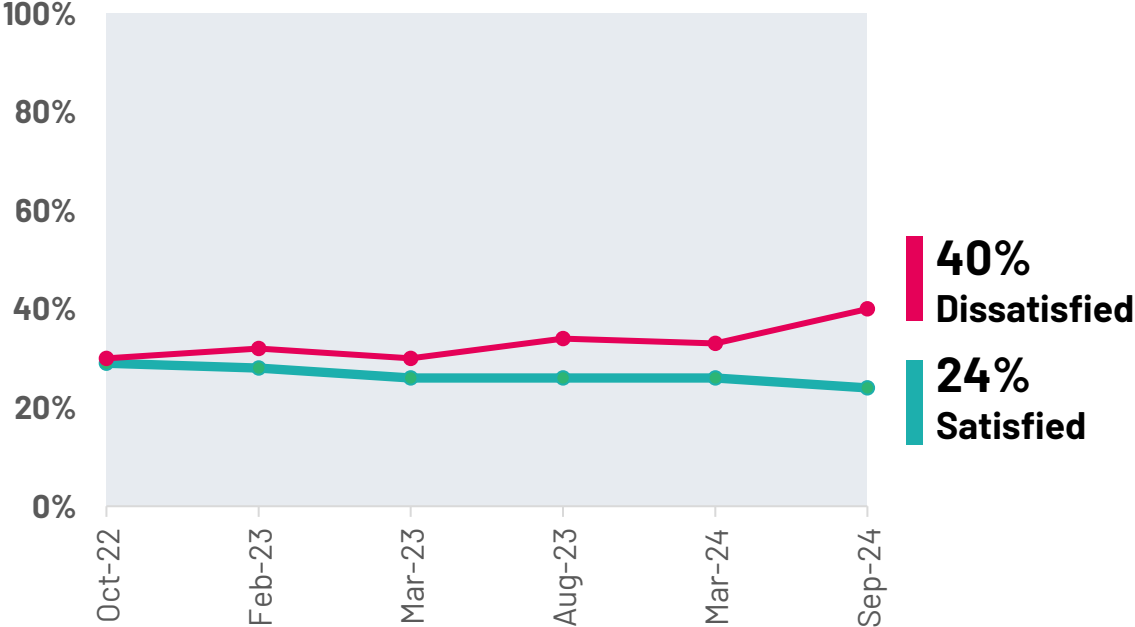
To what extent, if at all, do you have a favourable or unfavourable opinion of Anas Sarwar, Leader of the Scottish Labour Party?

## September 2024

Among all



## October 2022 – September 2024



**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024 | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

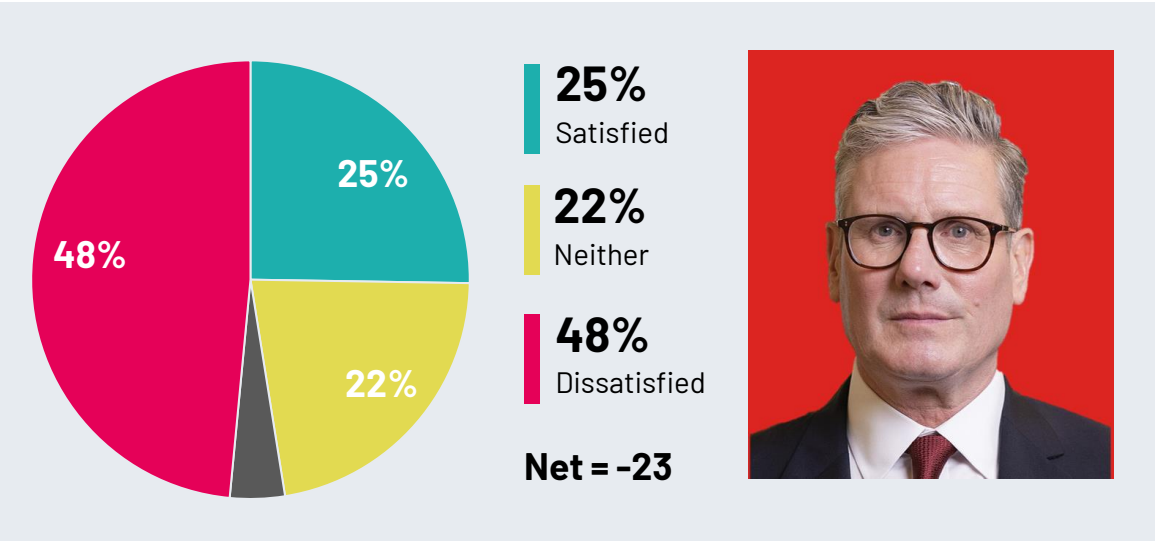


# Keir Starmer: Favourability trend

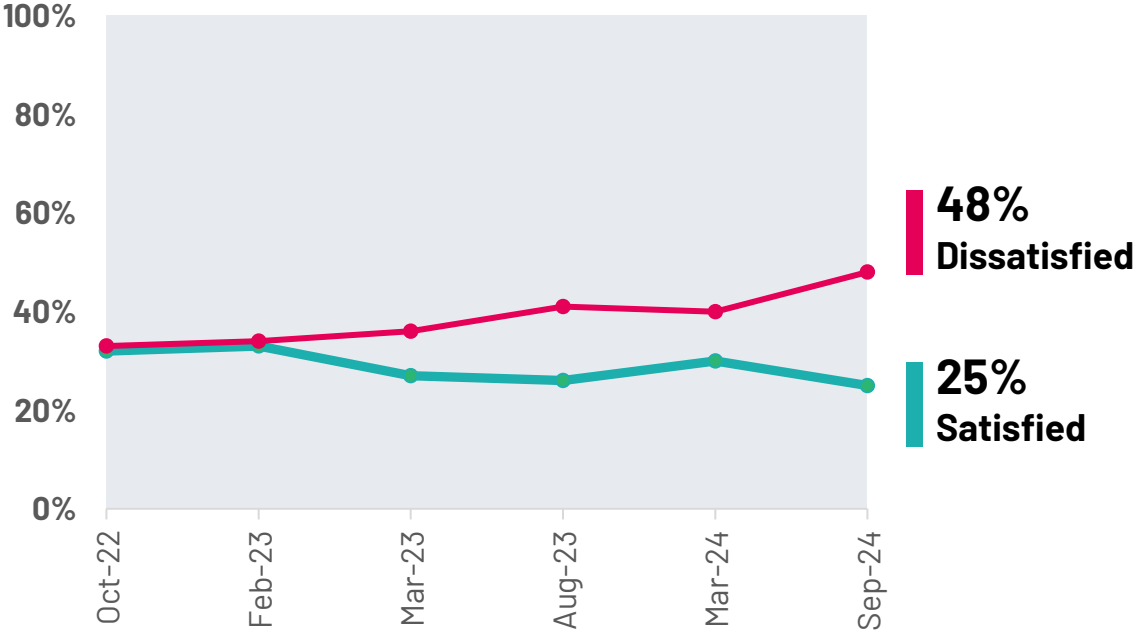
To what extent, if at all, do you have a favourable or unfavourable opinion of Keir Starmer, Leader of the Labour Party and Prime Minister?

## September 2024

Among all



## October 2022 – September 2024



**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024 | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)



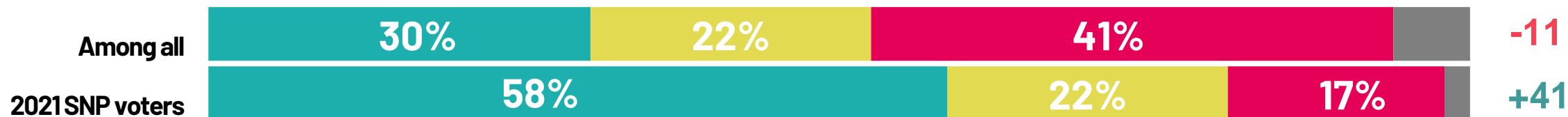
# Favourability towards Scottish party leaders

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

■ Favourable ■ Neither ■ Unfavourable ■ Don't know

Net

## John Swinney, Leader of the SNP and First Minister



## Douglas Ross, Leader of the Scottish Conservative & Unionist Party



## Anas Sarwar, Leader of the Scottish Labour Party



Base: 1,000 Scottish adults aged 16+, including 389 who voted SNP at the 2021 Scottish Parliament election, 139 who voted Conservative and 162 who voted Labour, fieldwork 13<sup>th</sup> to 18<sup>th</sup> September 2024

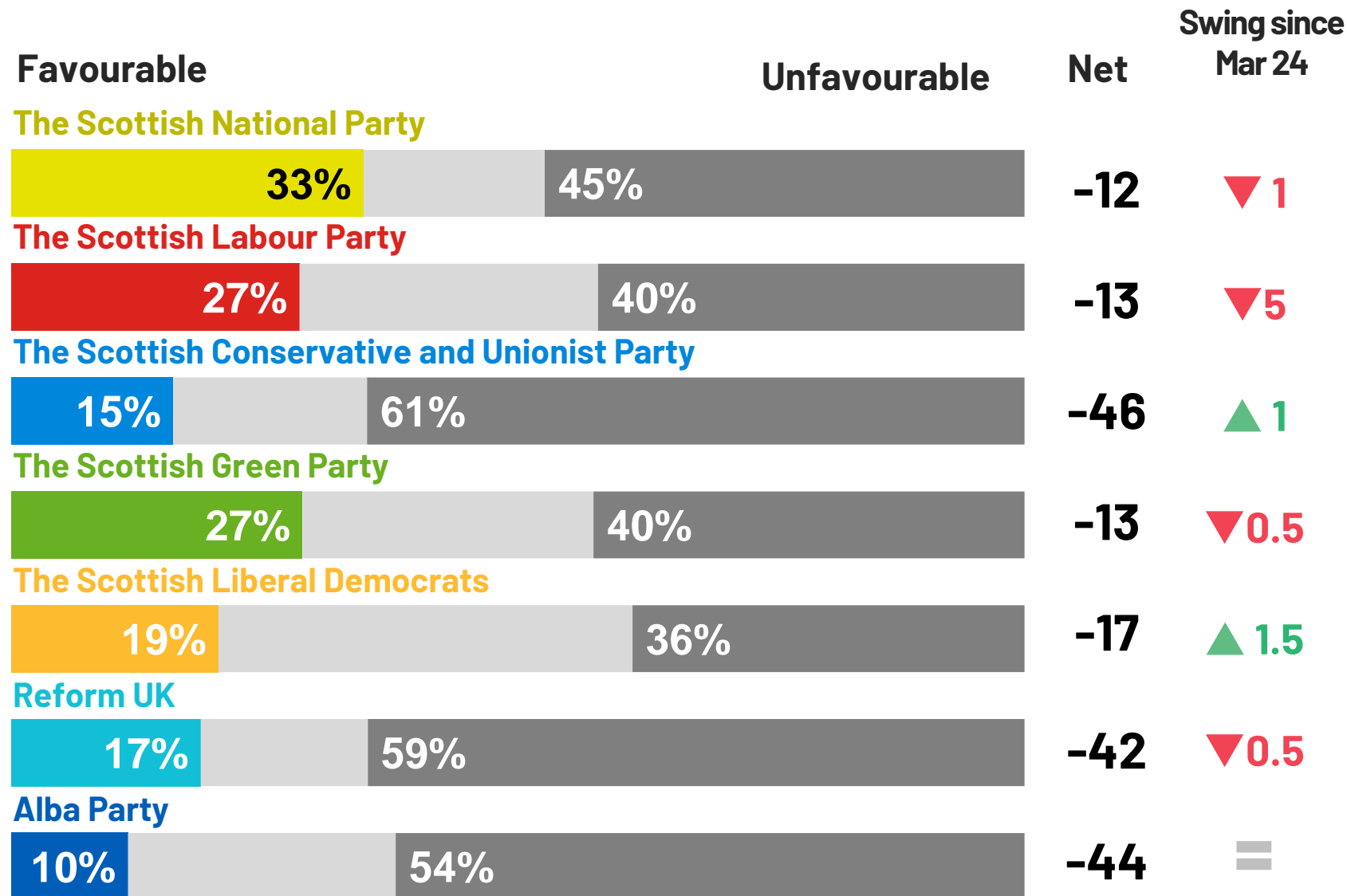
Source: Ipsos Scotland | Political Pulse





# 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?



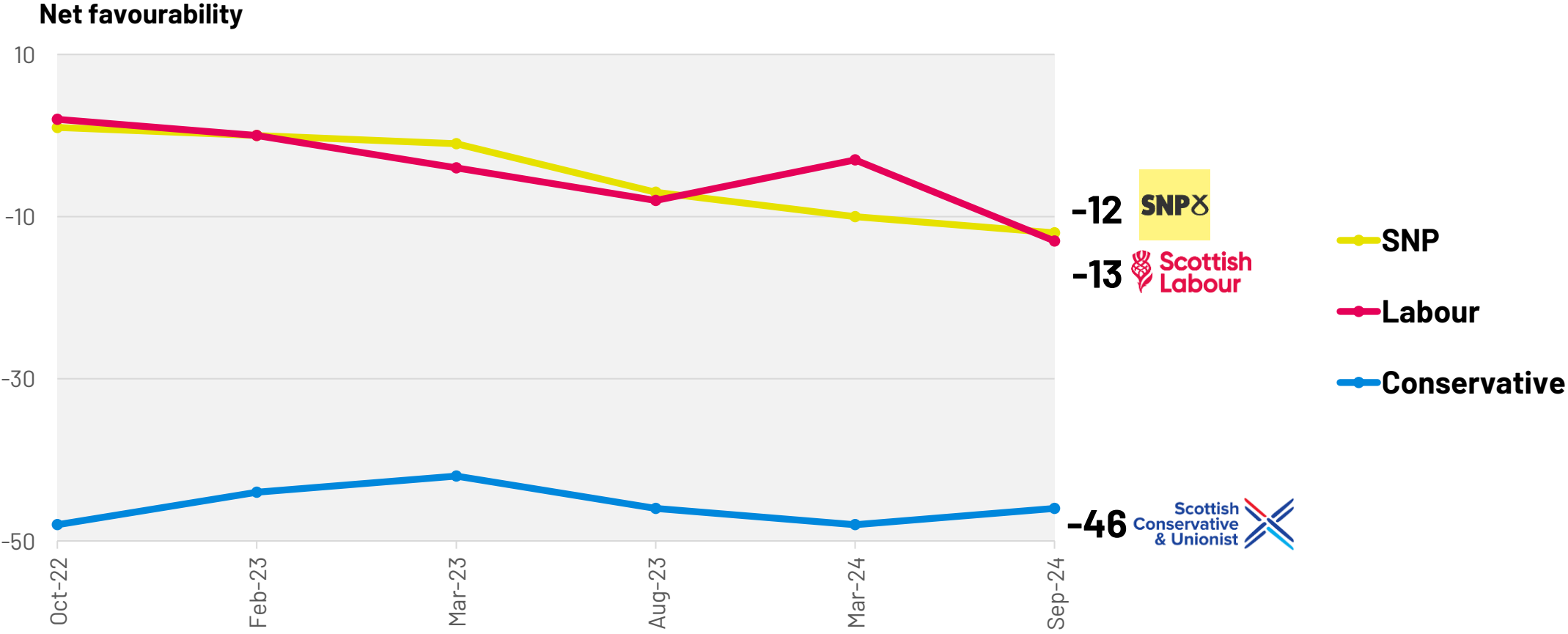
Base: 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024

Source: Ipsos Scotland | Political Pulse



# Favourability towards political parties: trends

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



Base: 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024, | 1,040 (Mar 2024) | 1,019 (Aug 2023) | 1,023 (Mar 2023) | 1,087 (Feb 2023) | 1,000 (Oct 2022)

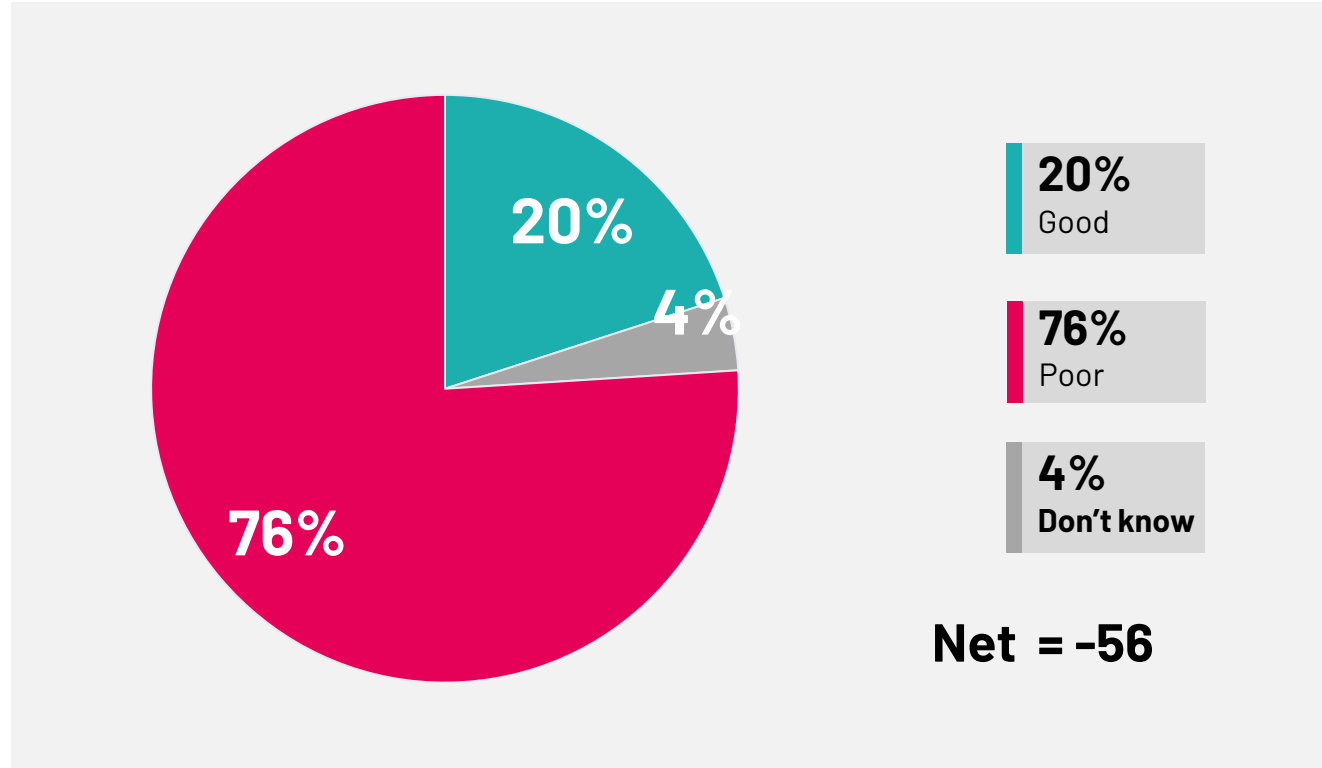
Source: Ipsos Scotland | Political Pulse



# Perceptions of the Scottish economy

How would you describe the current state of the Scottish economy?  
Would you say it is...?

September 2024

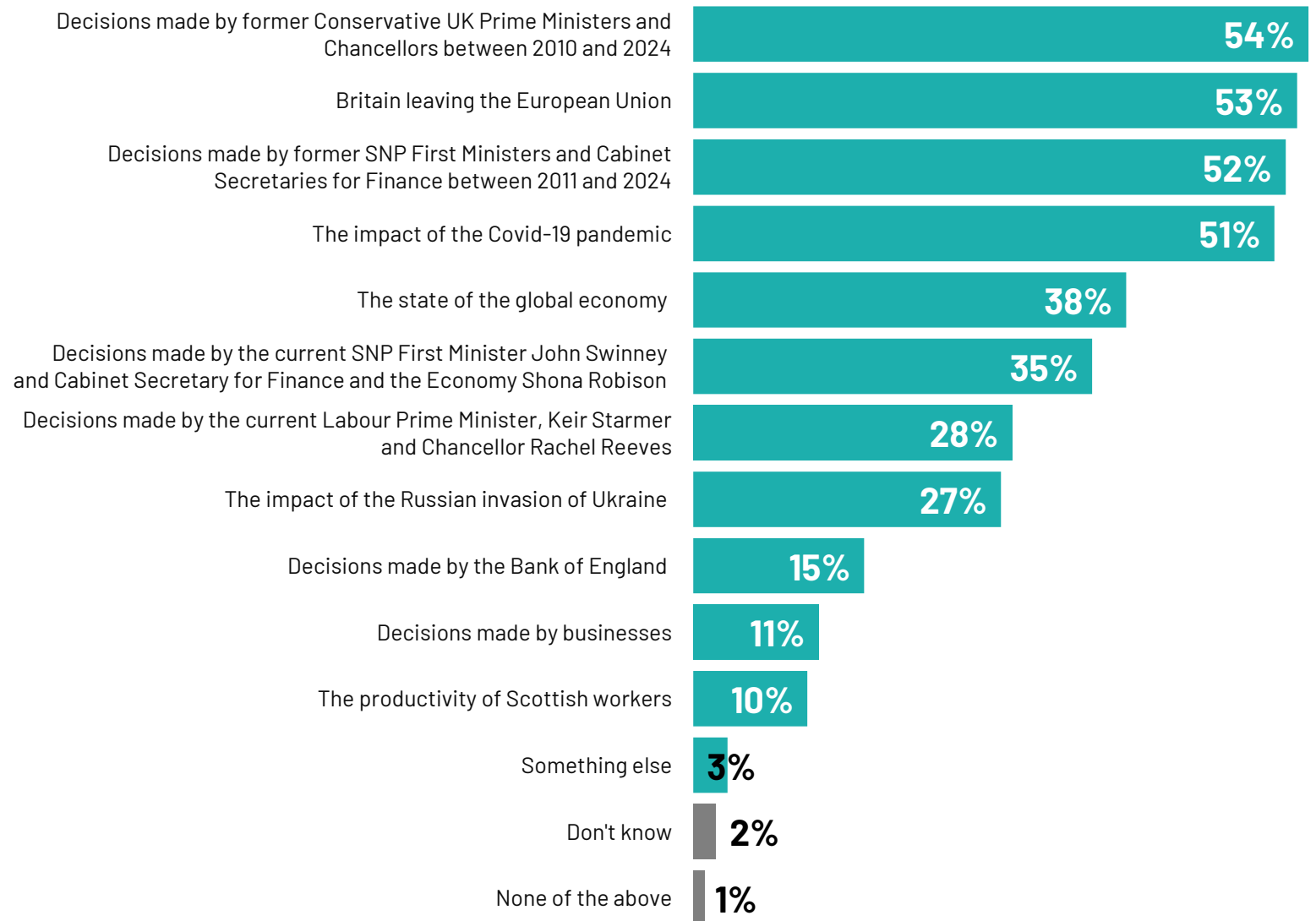


**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024

# Those saying Scotland's economy is in poor shape are most likely to blame the Conservatives' decisions when in government at Westminster, Brexit, SNP decisions at Holyrood and Covid-19

Which of the following, if any, would you say have contributed MOST to the Scottish economy currently being in a POOR state?

Please pick as many as apply.

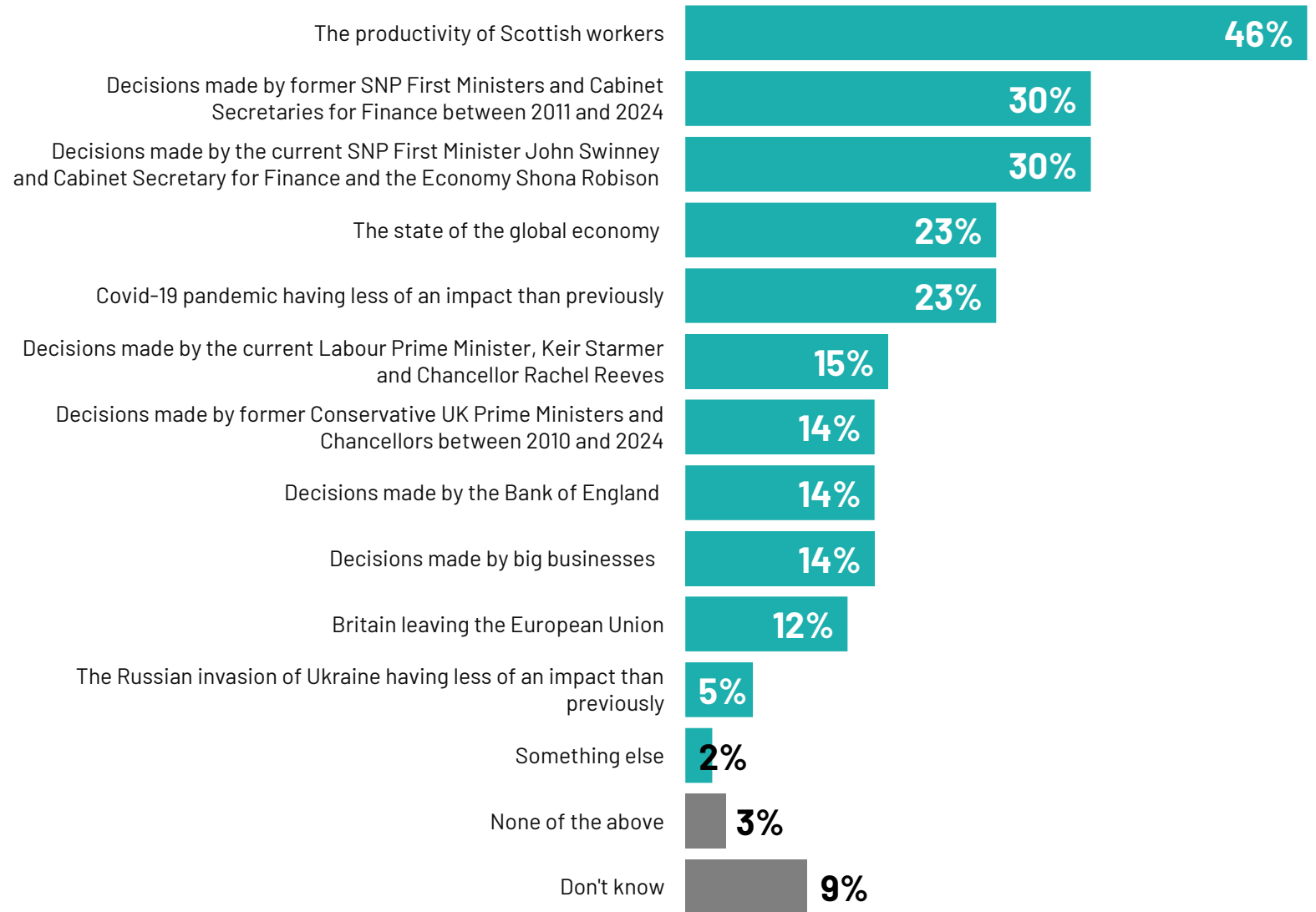


**Base:** 764 Scottish adults aged 16+ who describe the current state of the Scottish economy as poor, 13<sup>th</sup> to 18<sup>th</sup> September 2024

# Among those who think Scotland's economy is in a good state, 46% say this is due to the productivity of Scottish workers

Which of the following, if any, would you say have contributed MOST to the Scottish economy currently being in a GOOD state?

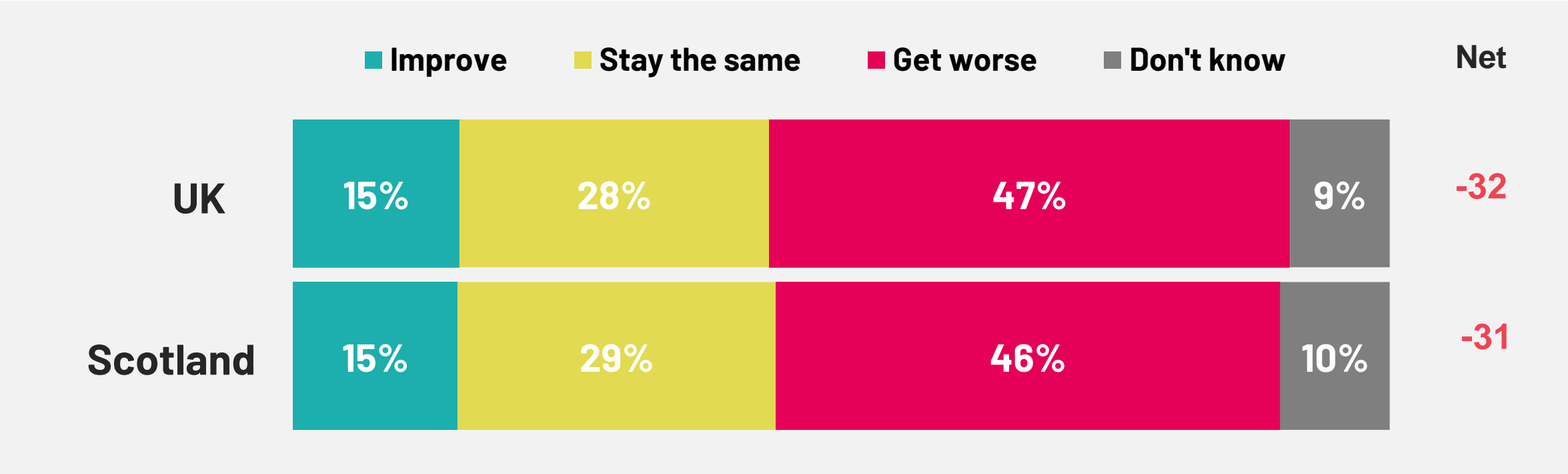
Please pick as many as apply.



**Base:** 197 Scottish adults aged 16+ who describe the current state of the Scottish economy as good, 13<sup>th</sup> to 18<sup>th</sup> September 2024

# Outlook on the economy

Do you think that the general economic condition of [the UK /Scotland] will improve, stay the same or get worse over the next 12 months?

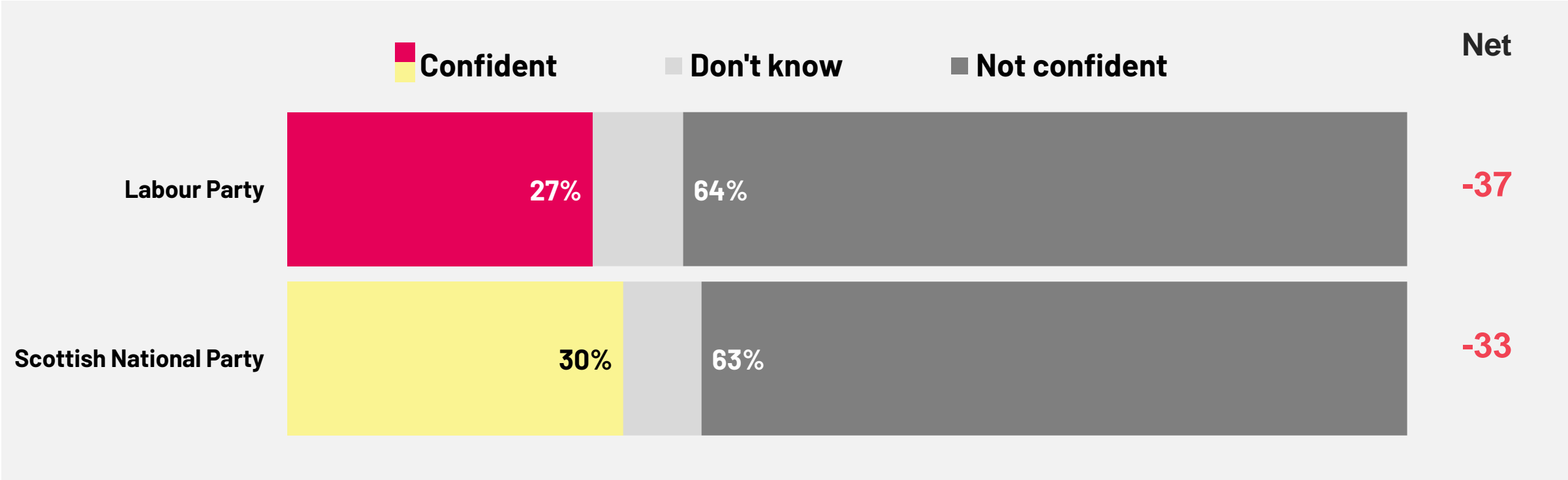


Base: 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024



# Confidence in Government plans for the economy

How confident, if at all, are you that [ the Labour Party/the SNP ] has a good long-term economic plan for [ the UK/Scotland ]?



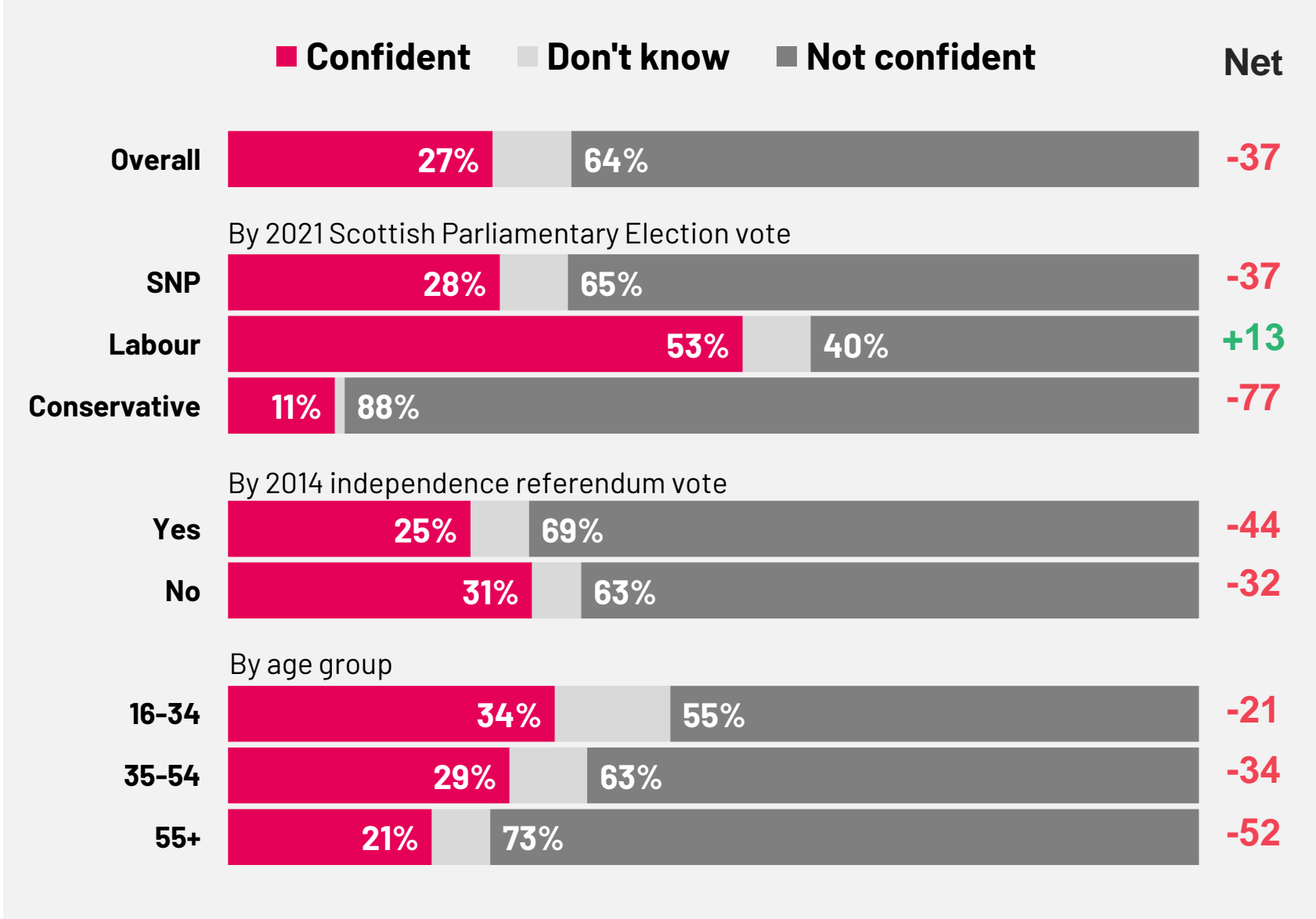
Base: 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024

Source: Ipsos Scotland | Political Pulse



# Confidence in UK Government plans for the economy

How confident, if at all, are you that the Labour Party has a good long-term economic plan for the UK?



**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024, including 2021 Scottish Parliament Election SNP voters (389), Conservative Party voters (135), Labour Party voters (162); 2014 Independence referendum 'Yes' voters (376), 2014 'No' voters (375); 16-34 year olds (269), 35-54 year olds (336), 55+ year olds (395).

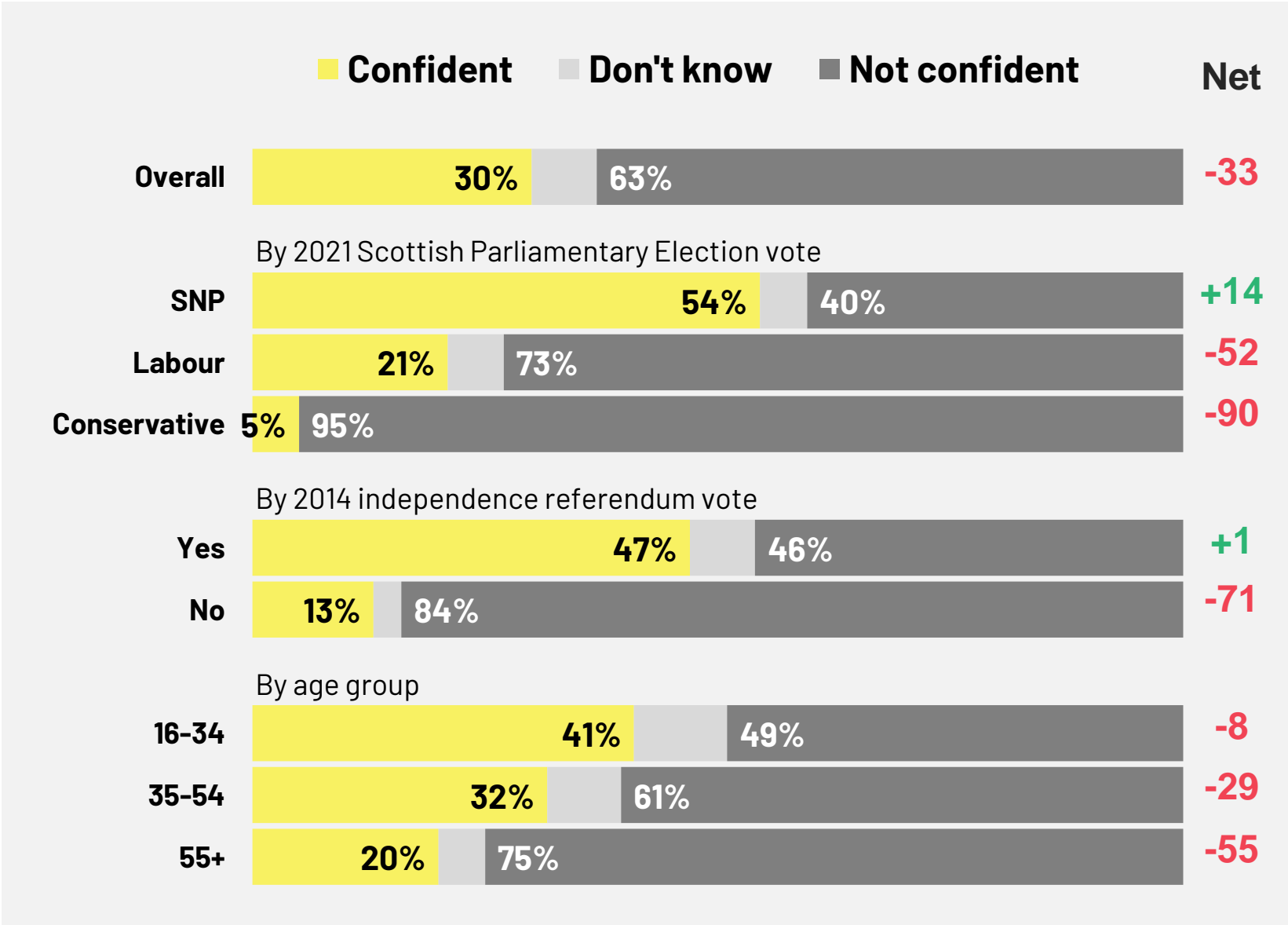
Source: Ipsos Scotland | Political Pulse





# Confidence in Scottish Government plans for the economy

How confident, if at all, are you that the SNP has a good long-term economic plan for Scotland?



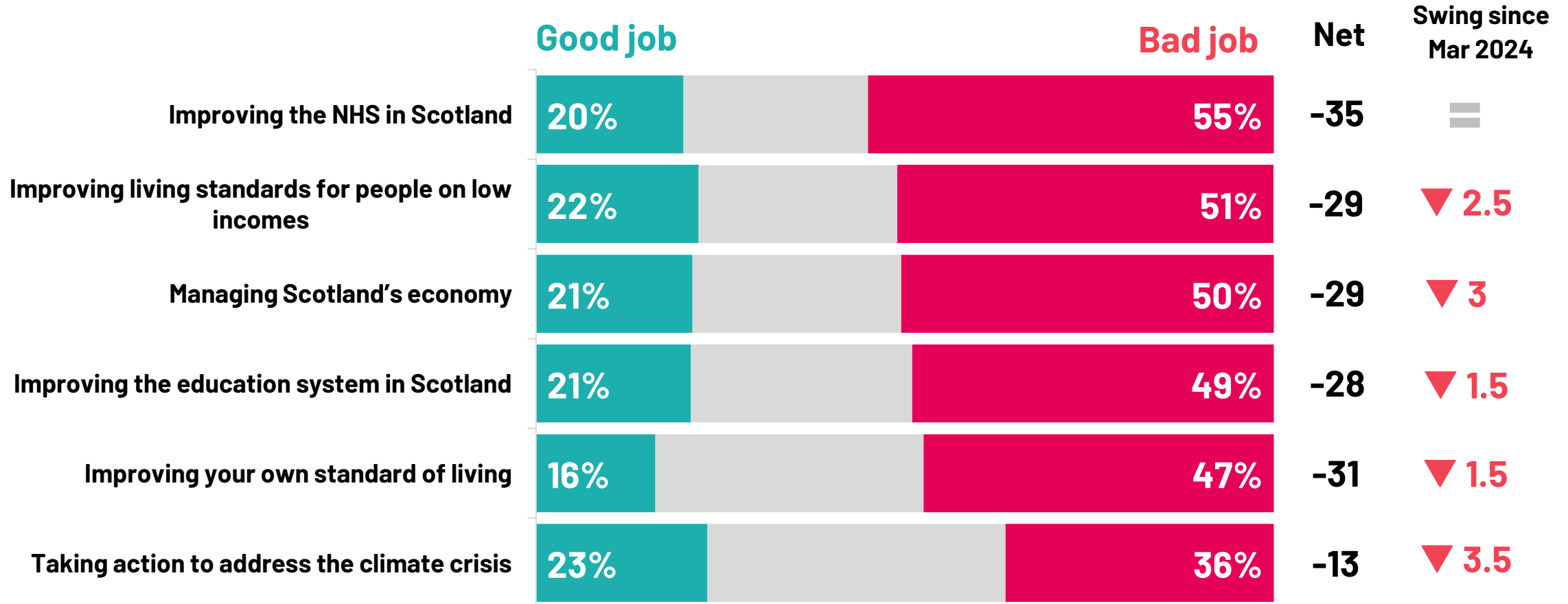
**Base:** 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024, including 2021 Scottish Parliament Election SNP voters (389), Conservative Party voters (135), Labour Party voters (162); 2014 Independence referendum 'Yes' voters (376), 2014 'No' voters (375); 16-34 year olds (269), 35-54 year olds (336), 55+ year olds (395).

Source: Ipsos Scotland | Political Pulse



# Views on Scottish Government performance

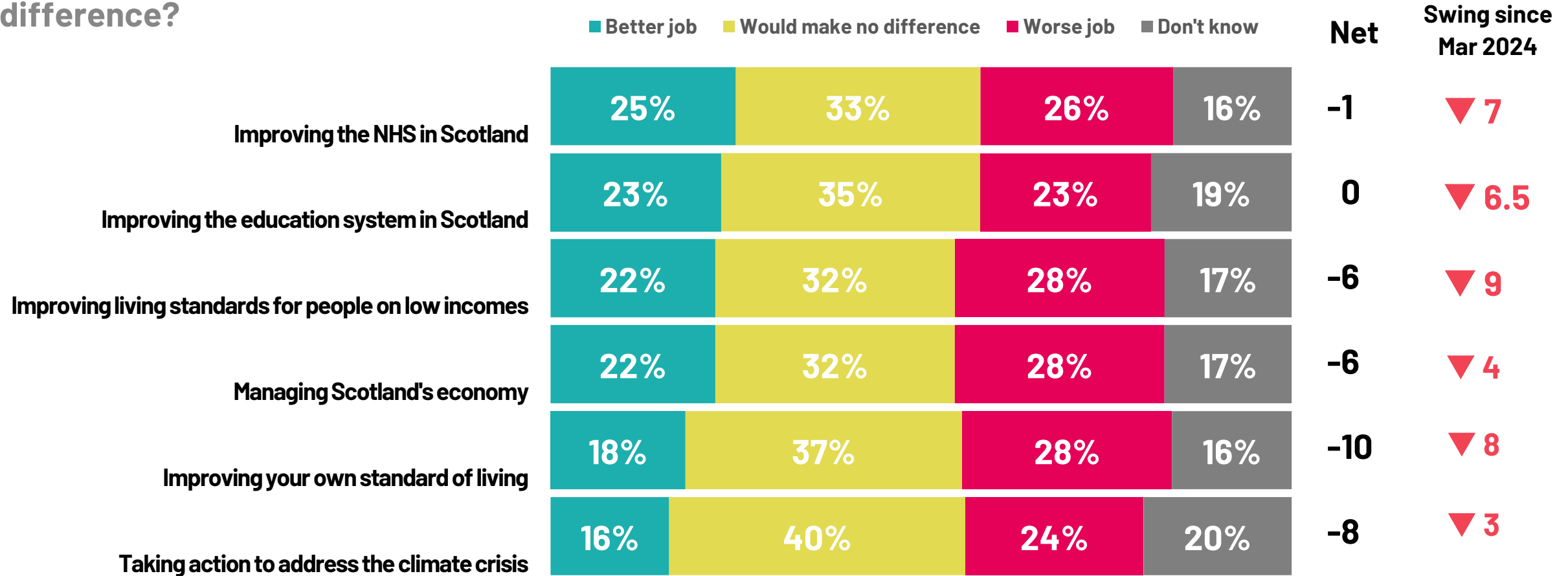
Since the Scottish Parliament elections in May 2021, to what extent, if at all, do you think the Scottish Government has done a good or bad job at each of the following?



Base: 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024

# 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: 1,000 Scottish adults aged 16+, 13<sup>th</sup> to 18<sup>th</sup> September 2024

# METHODS

- Ipsos interviewed a representative quota sample of 1,000 adults aged 16+ in Scotland.
- Interviews took place online between 13th September and 18th September 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, September 2024

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