

YouGov Survey Results

Sample Size: 1142 Adults in Scotland (16+)
Fieldwork: 8th - 13th August 2024

	Holyrood VI				Vote in 2024 GE				EU Ref 2016		my vote 2014		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	SNP	Con	Lab	LD	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	1142	117	254	76	262	105	294	81	249	572	300	411	509	547	595	114	457	296	275	594	548
Unweighted Sample	1142	113	250	77	296	102	303	76	280	541	284	393	438	507	635	173	406	265	298	636	506
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you think the new UK Labour government led by Keir Starmer understands the issues facing Scotland?

A great deal	4	1	13	3	1	1	11	2	1	4	3	2	5	3	4	2	4	3	3	4	4
A fair amount	23	17	49	31	14	20	40	39	15	31	16	18	29	24	22	20	21	25	26	29	17
TOTAL A GREAT DEAL / FAIR AMOUNT	27	18	62	34	15	21	51	41	16	35	19	20	34	27	26	22	25	28	29	33	21
Not very much	38	49	28	44	45	55	32	33	48	37	44	41	37	38	38	40	37	35	42	39	38
Not at all	23	26	1	14	35	19	4	11	33	18	30	32	17	26	20	20	21	26	23	19	27
TOTAL NOT VERY MUCH / AT ALL	61	75	29	58	80	74	36	44	81	55	74	73	54	64	58	60	58	61	65	58	65
Don't know	12	6	8	9	5	5	13	15	4	10	8	7	12	8	16	18	16	11	5	10	14

Do you think the new UK Labour government led by Keir Starmer understands the issues facing Scotland better or worse than the **previous UK Conservative government led by Rishi Sunak**?

A lot better	14	0	37	20	8	0	29	25	10	19	10	15	15	16	12	8	16	15	11	17	10
Somewhat better	29	13	38	33	39	18	36	26	39	34	17	29	28	26	31	44	34	23	22	33	25
TOTAL BETTER	43	13	75	53	47	18	65	51	49	53	27	44	43	42	43	52	50	38	33	50	35
No difference	36	49	19	38	40	52	23	34	40	31	48	37	38	36	35	24	28	41	48	33	38
Somewhat worse	5	17	2	3	5	17	3	1	4	3	7	5	5	5	5	5	4	6	6	5	5
A lot worse	6	16	0	3	4	11	0	2	3	3	12	6	6	8	3	2	5	7	7	5	7
TOTAL WORSE	11	33	2	6	9	28	3	3	7	6	19	11	11	13	8	7	9	13	13	10	12
Don't know	11	4	5	4	4	2	9	12	4	9	6	7	9	8	13	17	13	8	6	7	14

And do you think the new UK Labour government led by Keir Starmer understands the issues facing Scotland better or worse than the **current Scottish SNP government led by John Swinney**?

A lot better	6	6	18	11	0	6	14	7	0	6	8	3	10	9	3	5	5	6	9	6	6
Somewhat better	14	24	28	21	6	24	25	24	6	16	15	9	20	14	14	13	13	13	19	16	12
TOTAL BETTER	20	30	46	32	6	30	39	31	6	22	23	12	30	23	17	18	18	19	28	22	18
No difference	28	37	32	28	13	39	30	19	12	25	37	23	34	27	29	17	24	30	36	28	28
Somewhat worse	19	12	13	22	33	13	13	25	33	21	16	26	13	15	23	20	21	21	13	20	18
A lot worse	16	19	1	5	41	12	2	6	40	18	15	25	9	23	10	16	16	18	15	17	15
TOTAL WORSE	35	31	14	27	74	25	15	31	73	39	31	51	22	38	33	36	37	39	28	37	33
Don't know	17	2	9	14	8	5	15	19	7	15	9	13	14	12	21	29	21	12	9	12	21

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	Scottish Region								
	Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow
Weighted Sample	1142	185	104	152	134	140	130	173	125
Unweighted Sample	1142	177	104	161	125	134	133	179	129
	%	%	%	%	%	%	%	%	%

To what extent, if at all, do you think the new UK Labour government led by Keir Starmer understands the issues facing Scotland?

A great deal	4	4	2	3	5	1	5	2	6
A fair amount	23	22	23	22	25	24	19	26	24
TOTAL A GREAT DEAL / FAIR AMOUNT	27	26	25	25	30	25	24	28	30
Not very much	38	34	37	37	42	35	46	36	42
Not at all	23	27	30	24	17	25	17	23	19
TOTAL NOT VERY MUCH / AT ALL	61	61	67	61	59	60	63	59	61
Don't know	12	13	8	13	11	14	13	13	9

Do you think the new UK Labour government led by Keir Starmer understands the issues facing Scotland better or worse than the ****previous UK Conservative government led by Rishi Sunak****?

A lot better	14	12	17	12	15	12	14	14	17
Somewhat better	29	24	22	29	33	37	27	29	32
TOTAL BETTER	43	36	39	41	48	49	41	43	49
No difference	36	38	42	32	36	33	39	33	32
Somewhat worse	5	8	3	4	4	5	3	6	5
A lot worse	6	7	8	8	5	4	6	5	2
TOTAL WORSE	11	15	11	12	9	9	9	11	7
Don't know	11	10	8	15	7	9	10	12	12

And do you think the new UK Labour government led by Keir Starmer understands the issues facing Scotland better or worse than the ****current Scottish SNP government led by John Swinney****?

A lot better	6	6	7	4	5	4	11	6	6
Somewhat better	14	16	13	18	23	11	12	10	9
TOTAL BETTER	20	22	20	22	28	15	23	16	15
No difference	28	26	28	27	29	37	27	27	21
Somewhat worse	19	16	16	14	18	21	20	20	30
A lot worse	16	21	20	13	12	13	11	20	18
TOTAL WORSE	35	37	36	27	30	34	31	40	48
Don't know	17	16	17	23	12	14	20	16	15

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	Holyrood VI				Vote in 2024 GE				EU Ref 2016		my vote 2016		Gender		Age				Social Grade		
Total	Con	Lab	Lib Dem	SNP	Con	Lab	LD	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	1142	117	254	76	262	105	294	81	249	572	300	411	509	547	595	114	457	296	275	594	548
Unweighted Sample	1142	113	250	77	296	102	303	76	280	541	284	393	438	507	635	173	406	265	298	636	506
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think Scotland is better or worse off under the new Labour government led by Keir Starmer, compared to the previous UK Conservative government led by Rishi Sunak?

Is better off under the new Labour government	30	8	59	42	30	9	47	45	32	38	16	31	30	31	29	44	38	26	17	38	22
Is no better or worse off under the new Labour government	35	34	29	40	41	37	30	27	41	34	36	35	36	36	35	34	30	37	44	34	37
Is worse off under the new Labour government	15	43	3	6	14	37	6	5	14	10	27	16	16	17	13	6	10	17	23	12	17
Don't know	20	15	10	13	14	17	17	24	12	18	20	18	18	16	23	16	22	21	16	15	24

And generally speaking, do you think Scotland's place in the United Kingdom is stronger or weaker under the new Labour government led by Keir Starmer, compared to the previous UK Conservative government led by Rishi Sunak?

Is stronger under the new Labour government	22	14	51	38	15	19	39	34	17	28	15	16	29	22	22	25	24	22	18	27	17
Is no stronger or weaker under the new Labour government	43	52	35	43	50	48	36	38	52	40	49	48	40	48	39	43	37	44	51	43	43
Is weaker under the new Labour government	13	24	1	6	20	25	4	7	17	12	15	15	11	12	13	8	9	13	19	11	15
Don't know	22	11	14	14	15	8	20	21	14	20	21	20	20	18	26	25	29	21	13	19	26

Prior to the general election in July 2024, most Scottish MPs at Westminster were from the Scottish National Party (SNP). Since the election, most Scottish MPs are now from the Labour Party. Do you think this has made Scotland's voice more or less likely to be heard at Westminster?

More likely to be heard	28	39	58	40	9	40	50	34	10	29	33	15	42	29	27	23	27	28	31	30	25
No difference	34	48	28	36	27	46	31	36	28	32	40	33	38	33	36	25	31	35	43	35	33
Less likely to be heard	24	9	5	13	57	8	7	13	54	26	17	42	9	28	20	28	25	24	20	21	26
Don't know	14	4	10	10	7	6	12	17	8	13	10	10	12	11	18	25	18	12	6	14	16

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	%	%	%	%	%	%	%	%	%

Generally speaking, do you think Scotland is better or worse off under the new Labour government led by Keir Starmer, compared to the previous UK Conservative government led by Rishi Sunak?

Is better off under the new Labour government	30	25	29	27	27	32	29	40	31
Is no better or worse off under the new Labour government	35	36	37	36	38	33	39	27	41
Is worse off under the new Labour government	15	18	13	14	16	20	14	13	9
Don't know	20	21	21	23	19	15	18	19	18

And generally speaking, do you think Scotland's place in the United Kingdom is stronger or weaker under the new Labour government led by Keir Starmer, compared to the previous UK Conservative government led by Rishi Sunak?

Is stronger under the new Labour government	22	20	19	21	24	23	22	26	22
Is no stronger or weaker under the new Labour government	43	45	55	39	40	35	46	43	42
Is weaker under the new Labour government	13	13	9	15	12	14	11	12	12
Don't know	22	22	17	24	24	29	21	19	23

Prior to the general election in July 2024, most Scottish MPs at Westminster were from the Scottish National Party (SNP). Since the election, most Scottish MPs are now from the Labour Party. Do you think this has made Scotland's voice more or less likely to be heard at Westminster?

More likely to be heard	28	25	37	27	32	26	31	26	21
No difference	34	35	26	41	36	35	35	35	26
Less likely to be heard	24	23	26	14	21	24	22	24	36
Don't know	14	16	11	18	11	14	11	15	18

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking ahead to the next Scottish parliamentary election, which is currently expected in May 2026, what do you think is the most likely outcome?

A Conservative-led Scottish government	2	12	1	0	0	7	1	0	0	2	2	1	3	3	1	2	1	2	3	1	2
A Labour-led Scottish government	50	64	82	60	33	68	69	57	37	53	56	43	62	53	48	40	48	56	52	55	45
An SNP-led Scottish government	17	3	5	13	47	3	7	11	41	17	12	26	8	20	14	24	15	17	16	18	15
Something else	7	7	3	12	4	6	4	10	5	6	8	7	6	7	6	7	7	6	7	6	8
Don't know	25	14	9	16	16	16	19	21	17	22	21	23	21	17	31	26	29	20	22	20	30

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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Unweighted Sample	1142	177	104	161	125	134	133	179	129
	%	%	%	%	%	%	%	%	%

Thinking ahead to the next Scottish parliamentary election, which is currently expected in May 2026, what do you think is the most likely outcome?

A Conservative-led Scottish government	2	2	0	2	3	3	1	2	0
A Labour-led Scottish government	50	43	46	53	57	44	54	50	56
An SNP-led Scottish government	17	23	15	13	17	20	10	18	16
Something else	7	6	12	8	4	9	9	4	5
Don't know	25	26	27	24	19	24	26	26	24

**Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*