

# YouGov Survey Results

Sample Size: 1094 Adults (18+) in Scotland  
Fieldwork: 21st - 25th January 2021

	Vote in 2019					EU Ref 2016		Indy Ref		Gender		Age				Social Grade		Scottish Region								
	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	
<b>Weighted Sample</b>	<b>1094</b>	210	155	80	376	554	315	424	525	526	568	116	443	281	254	569	525	163	100	164	113	126	125	173	130	
<b>Unweighted Sample</b>	<b>1094</b>	210	164	81	407	572	304	395	499	474	620	120	433	270	271	615	479	169	110	166	110	115	124	173	127	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you have a favourable or unfavourable opinion of the following?

## The Conservative Party

Very favourable	7	30	2	2	1	5	15	4	11	8	7	1	4	8	14	6	8	4	9	11	4	12	8	4	5
Somewhat favourable	16	50	8	21	2	13	27	7	25	19	13	10	9	18	28	17	14	21	18	17	12	21	11	17	7
<b>TOTAL FAVOURABLE</b>	<b>23</b>	<b>80</b>	<b>10</b>	<b>23</b>	<b>3</b>	<b>18</b>	<b>42</b>	<b>11</b>	<b>36</b>	<b>27</b>	<b>20</b>	<b>11</b>	<b>13</b>	<b>26</b>	<b>42</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>27</b>	<b>28</b>	<b>16</b>	<b>33</b>	<b>19</b>	<b>21</b>	<b>12</b>
Somewhat unfavourable	15	11	13	31	9	14	14	13	15	16	13	23	13	15	13	15	14	18	17	11	18	12	15	16	10
Very unfavourable	54	5	74	43	82	64	38	71	42	54	55	51	62	55	42	56	52	49	44	56	58	50	57	57	62
<b>TOTAL UNFAVOURABLE</b>	<b>69</b>	<b>16</b>	<b>87</b>	<b>74</b>	<b>91</b>	<b>78</b>	<b>52</b>	<b>84</b>	<b>57</b>	<b>70</b>	<b>68</b>	<b>74</b>	<b>75</b>	<b>70</b>	<b>55</b>	<b>71</b>	<b>66</b>	<b>67</b>	<b>61</b>	<b>67</b>	<b>76</b>	<b>62</b>	<b>72</b>	<b>73</b>	<b>72</b>
Don't know	8	3	3	3	5	5	7	6	7	3	13	14	12	4	3	5	11	7	13	5	8	5	9	6	15

## The Labour Party

Very favourable	4	0	20	1	2	5	2	3	5	4	4	6	4	5	3	3	5	5	2	2	9	4	4	4	4
Somewhat favourable	28	20	49	42	25	33	21	22	34	27	30	34	28	27	27	31	25	28	25	27	26	24	26	31	37
<b>TOTAL FAVOURABLE</b>	<b>32</b>	<b>20</b>	<b>69</b>	<b>43</b>	<b>27</b>	<b>38</b>	<b>23</b>	<b>25</b>	<b>39</b>	<b>31</b>	<b>34</b>	<b>40</b>	<b>32</b>	<b>32</b>	<b>30</b>	<b>34</b>	<b>30</b>	<b>33</b>	<b>27</b>	<b>29</b>	<b>35</b>	<b>28</b>	<b>30</b>	<b>35</b>	<b>41</b>
Somewhat unfavourable	36	44	19	35	42	38	38	41	34	39	34	37	35	34	41	40	32	39	35	35	39	38	32	41	27
Very unfavourable	20	28	8	14	22	15	28	26	15	25	15	6	19	25	22	17	23	19	21	27	17	22	23	16	14
<b>TOTAL UNFAVOURABLE</b>	<b>56</b>	<b>72</b>	<b>27</b>	<b>49</b>	<b>64</b>	<b>53</b>	<b>66</b>	<b>67</b>	<b>49</b>	<b>64</b>	<b>49</b>	<b>43</b>	<b>54</b>	<b>59</b>	<b>63</b>	<b>57</b>	<b>55</b>	<b>58</b>	<b>56</b>	<b>62</b>	<b>56</b>	<b>60</b>	<b>55</b>	<b>57</b>	<b>41</b>
Don't know	12	7	4	9	9	9	10	8	13	6	17	17	15	9	7	8	15	9	18	9	9	12	15	8	18

## The Scottish National Party

Very favourable	23	3	10	3	50	27	17	42	9	19	27	21	24	24	21	20	26	22	22	25	25	24	23	21	23
Somewhat favourable	28	2	29	22	40	31	17	38	19	28	27	40	34	24	16	30	25	28	31	24	34	22	23	33	28
<b>TOTAL FAVOURABLE</b>	<b>51</b>	<b>5</b>	<b>39</b>	<b>25</b>	<b>90</b>	<b>58</b>	<b>34</b>	<b>80</b>	<b>28</b>	<b>47</b>	<b>54</b>	<b>61</b>	<b>58</b>	<b>48</b>	<b>37</b>	<b>50</b>	<b>51</b>	<b>50</b>	<b>53</b>	<b>49</b>	<b>59</b>	<b>46</b>	<b>46</b>	<b>54</b>	<b>51</b>
Somewhat unfavourable	11	12	24	12	5	12	12	8	13	11	11	11	10	10	14	11	11	11	5	17	7	9	11	10	16
Very unfavourable	32	81	34	61	3	28	49	10	53	39	26	16	25	37	47	35	29	34	32	29	28	43	34	32	26
<b>TOTAL UNFAVOURABLE</b>	<b>43</b>	<b>93</b>	<b>58</b>	<b>73</b>	<b>8</b>	<b>40</b>	<b>61</b>	<b>18</b>	<b>66</b>	<b>50</b>	<b>37</b>	<b>27</b>	<b>35</b>	<b>47</b>	<b>61</b>	<b>46</b>	<b>40</b>	<b>45</b>	<b>37</b>	<b>46</b>	<b>35</b>	<b>52</b>	<b>45</b>	<b>42</b>	<b>42</b>
Don't know	6	1	3	3	2	2	5	3	5	3	9	12	8	4	2	4	8	5	9	5	5	2	9	5	7

## Boris Johnson

Very favourable	5	19	2	2	1	3	10	2	8	4	5	1	2	5	10	4	5	4	5	8	1	6	4	4	2
Somewhat favourable	16	49	11	12	4	11	28	9	23	20	13	9	9	23	24	14	18	18	20	16	17	21	13	14	11
<b>TOTAL FAVOURABLE</b>	<b>21</b>	<b>68</b>	<b>13</b>	<b>14</b>	<b>5</b>	<b>14</b>	<b>38</b>	<b>11</b>	<b>31</b>	<b>24</b>	<b>18</b>	<b>10</b>	<b>11</b>	<b>28</b>	<b>34</b>	<b>18</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>24</b>	<b>18</b>	<b>27</b>	<b>17</b>	<b>18</b>	<b>13</b>
Somewhat unfavourable	17	18	18	31	11	17	18	14	20	15	19	21	18	13	19	19	16	18	15	16	19	18	15	20	17
Very unfavourable	58	12	66	53	81	67	39	72	45	59	57	61	65	57	44	61	55	54	51	58	57	52	61	60	67
<b>TOTAL UNFAVOURABLE</b>	<b>75</b>	<b>30</b>	<b>84</b>	<b>84</b>	<b>92</b>	<b>84</b>	<b>57</b>	<b>86</b>	<b>65</b>	<b>74</b>	<b>76</b>	<b>82</b>	<b>83</b>	<b>70</b>	<b>63</b>	<b>80</b>	<b>71</b>	<b>72</b>	<b>66</b>	<b>74</b>	<b>76</b>	<b>70</b>	<b>76</b>	<b>80</b>	<b>84</b>
Don't know	4	2	3	3	3	2	5	3	4	1	7	8	5	2	3	3	6	6	10	1	6	3	6	2	3

Sample Size: 1094 Adults (18+) in Scotland  
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	Vote in 2019					EU Ref 2016		Indy Ref		Gender		Age				Social Grade		Scottish Region								
	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	
<b>Weighted Sample</b>	<b>1094</b>	210	155	80	376	554	315	424	525	526	568	116	443	281	254	569	525	163	100	164	113	126	125	173	130	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Keir Starmer</b>																										
Very favourable	5	4	13	15	3	7	3	3	8	5	5	1	5	7	6	7	4	5	4	5	9	3	5	7	4	
Somewhat favourable	31	34	37	49	33	39	28	27	37	34	29	23	26	31	44	35	27	35	33	38	19	35	29	32	25	
<b>TOTAL FAVOURABLE</b>	<b>36</b>	<b>38</b>	<b>50</b>	<b>64</b>	<b>36</b>	<b>46</b>	<b>31</b>	<b>30</b>	<b>45</b>	<b>39</b>	<b>34</b>	<b>24</b>	<b>31</b>	<b>38</b>	<b>50</b>	<b>42</b>	<b>31</b>	<b>40</b>	<b>37</b>	<b>43</b>	<b>28</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>29</b>	
Somewhat unfavourable	24	32	17	16	25	21	29	26	21	27	21	32	20	24	27	24	24	22	22	20	33	20	22	27	25	
Very unfavourable	17	21	18	8	17	14	22	20	15	21	14	11	20	20	12	15	20	15	15	22	15	22	19	16	15	
<b>TOTAL UNFAVOURABLE</b>	<b>41</b>	<b>53</b>	<b>35</b>	<b>24</b>	<b>42</b>	<b>35</b>	<b>51</b>	<b>46</b>	<b>36</b>	<b>48</b>	<b>35</b>	<b>43</b>	<b>40</b>	<b>44</b>	<b>39</b>	<b>39</b>	<b>44</b>	<b>37</b>	<b>37</b>	<b>42</b>	<b>48</b>	<b>42</b>	<b>41</b>	<b>43</b>	<b>40</b>	
Don't know	22	10	15	13	21	19	18	24	18	13	31	33	28	19	11	20	25	24	26	16	24	19	25	18	31	
<b>Nicola Sturgeon</b>																										
Very favourable	30	4	21	14	58	36	20	48	16	26	35	27	32	32	28	31	30	34	25	28	29	31	31	31	32	
Somewhat favourable	29	9	36	34	33	29	23	34	23	28	29	40	34	23	21	29	29	23	31	31	39	21	25	31	30	
<b>TOTAL FAVOURABLE</b>	<b>59</b>	<b>13</b>	<b>57</b>	<b>48</b>	<b>91</b>	<b>65</b>	<b>43</b>	<b>82</b>	<b>39</b>	<b>54</b>	<b>64</b>	<b>67</b>	<b>66</b>	<b>55</b>	<b>49</b>	<b>60</b>	<b>59</b>	<b>57</b>	<b>56</b>	<b>59</b>	<b>68</b>	<b>52</b>	<b>56</b>	<b>62</b>	<b>62</b>	
Somewhat unfavourable	9	15	14	11	3	9	9	3	12	9	8	10	7	8	12	9	8	9	8	9	5	8	10	10	10	
Very unfavourable	29	71	28	40	5	24	46	12	46	35	23	15	23	34	40	29	29	32	31	30	21	37	30	26	24	
<b>TOTAL UNFAVOURABLE</b>	<b>38</b>	<b>86</b>	<b>42</b>	<b>51</b>	<b>8</b>	<b>33</b>	<b>55</b>	<b>15</b>	<b>58</b>	<b>44</b>	<b>31</b>	<b>25</b>	<b>30</b>	<b>42</b>	<b>52</b>	<b>38</b>	<b>37</b>	<b>41</b>	<b>39</b>	<b>39</b>	<b>26</b>	<b>45</b>	<b>40</b>	<b>36</b>	<b>34</b>	
Don't know	3	1	2	0	2	2	2	2	3	2	4	7	4	3	0	3	4	2	6	2	6	3	4	2	3	
<b>Alex Salmond</b>																										
Very favourable	3	1	3	1	5	2	4	4	2	4	2	2	2	3	4	2	3	3	3	5	4	0	1	2	2	
Somewhat favourable	12	4	9	2	22	13	12	24	4	12	12	11	15	11	10	12	12	14	13	7	15	13	11	14	11	
<b>TOTAL FAVOURABLE</b>	<b>15</b>	<b>5</b>	<b>12</b>	<b>3</b>	<b>27</b>	<b>15</b>	<b>16</b>	<b>28</b>	<b>6</b>	<b>16</b>	<b>14</b>	<b>13</b>	<b>17</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>17</b>	<b>16</b>	<b>12</b>	<b>19</b>	<b>13</b>	<b>12</b>	<b>16</b>	<b>13</b>	
Somewhat unfavourable	22	17	18	15	30	23	20	30	17	23	22	28	20	25	20	22	23	20	23	22	19	21	21	26	26	
Very unfavourable	53	77	63	81	33	56	59	34	72	56	51	37	54	53	61	55	51	54	51	58	50	55	56	49	51	
<b>TOTAL UNFAVOURABLE</b>	<b>75</b>	<b>94</b>	<b>81</b>	<b>96</b>	<b>63</b>	<b>79</b>	<b>79</b>	<b>64</b>	<b>89</b>	<b>79</b>	<b>73</b>	<b>65</b>	<b>74</b>	<b>78</b>	<b>81</b>	<b>77</b>	<b>74</b>	<b>74</b>	<b>74</b>	<b>80</b>	<b>69</b>	<b>76</b>	<b>77</b>	<b>75</b>	<b>77</b>	
Don't know	9	2	7	0	10	6	5	8	5	5	14	22	10	8	4	8	10	8	9	8	12	10	11	9	9	