

Client: Scot Goes Pop

Agency: Panelbase

Universe: Adults resident in Scotland

Methodology: Online

Sample size: 1013

Fieldwork dates: 07-10 March 2023

Weighting: All the results were weighted by age, sex, and country of birth, and voters were also weighted to match the 2014 independence and 2019 Westminster election results.

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Base: 1,013		Total	GenderXAge						SEG		2019 Westminster				2014 Independence Referendum		2021 Holyrood Constituency				2016 EU Referendum		Country of Birth			
			Male x 16-34	Male x 35-54	Male x 55+	Female x 16-34	Female x 35-54	Female x 55+	ABC1	C2DE	CON	LAB	Lib Dem	SNP	Yes	No	CON	LAB	Lib Dem	SNP	Remain	Leave	England	Scotland	Other	
Total		1013 (1013)	149 (147)	160 (165)	175 (182)	150 (132)	169 (175)	204 (208)	692 (686)	321 (327)	223 (207)	165 (182)	84 (73)	399 (410)	391 (382)	484 (493)	178 (170)	179 (190)	74 (67)	384 (390)	643 (652)	230 (224)	91 (108)	841 (841)	81 (64)	
Regardless of which party or parties you intend to vote for in future elections, which of the three candidates do you think would be the best First Minister of Scotland?		<b>Base: All respondents</b>	1013 (1013)	149 (147)	160 (165)	175 (182)	150 (132)	169 (175)	204 (208)	692 (686)	321 (327)	223 (207)	165 (182)	84 (73)	399 (410)	391 (382)	484 (493)	178 (170)	179 (190)	74 (67)	384 (390)	643 (652)	230 (224)	91 (108)	841 (841)	81 (64)
		Kate Forbes	333	42	64	72	24	49	81	240	93	125	41	27	113	113	196	96	60	26	113	195	117	23	284	26
		Humza Yousaf	187	40	33	23	36	30	24	133	55	10	37	10	110	101	55	11	30	8	101	146	16	15	155	16
		Ash Regan	103	15	15	19	17	14	23	67	36	14	19	6	51	57	32	10	18	7	53	70	19	11	86	6
		Don't know	363	46	46	54	71	73	74	240	123	67	64	40	120	113	189	56	66	31	112	218	73	36	294	33
		Prefer not to say	26	7	3	3	3	3	3	13	14	7	1	5	6	12	6	5	1	6	14	4	5	22	0	
			3%	4%	2%	4%	2%	1%	2%	4%	3%	2%	1%	1%	2%	2%	3%	3%	2%	1%	2%	2%	5%	3%	0	
Regardless of which party or parties you intend to vote for in future elections, which of the three candidates do you think would be the best First Minister of Scotland?		<b>Base: Excluding undecided / prefer not to say</b>	623 (621)	97 (94)	111 (115)	114 (117)	76 (67)	93 (95)	128 (129)	439 (435)	184 (186)	149 (136)	98 (38)	43 (281)	274 (266)	283 (287)	116 (109)	108 (113)	42 (39)	266 (270)	411 (417)	153 (146)	50 (59)	525 (525)	48 (37)	
		Kate Forbes	333	42	64	72	24	49	81	240	93	125	41	27	113	113	196	96	60	26	113	195	117	23	284	26
		Humza Yousaf	187	40	33	23	36	30	24	133	55	10	37	10	110	101	55	11	30	8	101	146	16	15	155	16
		Ash Regan	103	15	15	19	17	14	23	67	36	14	19	6	51	57	32	10	18	7	53	70	19	11	86	6
			17%	16%	13%	16%	22%	15%	18%	15%	20%	9%	20%	13%	18%	21%	11%	8%	17%	17%	20%	17%	12%	22%	16%	13%