

IPSOS SCOTTISH POLITICAL MONITOR

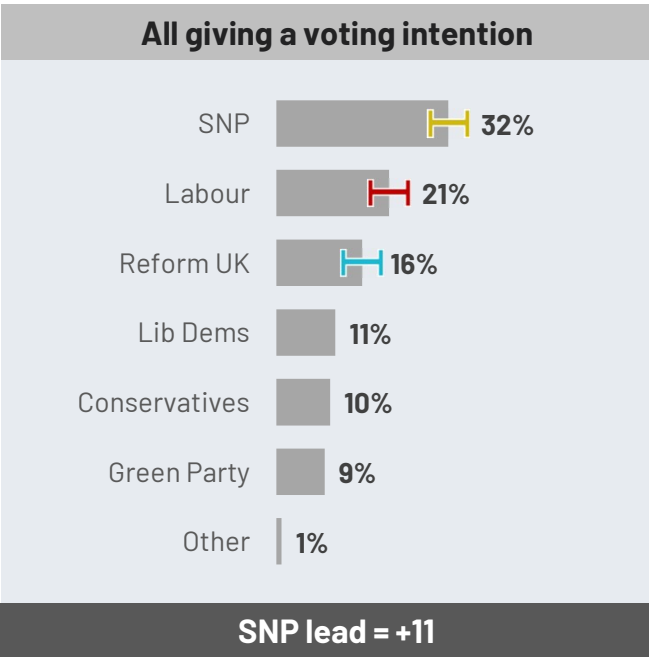
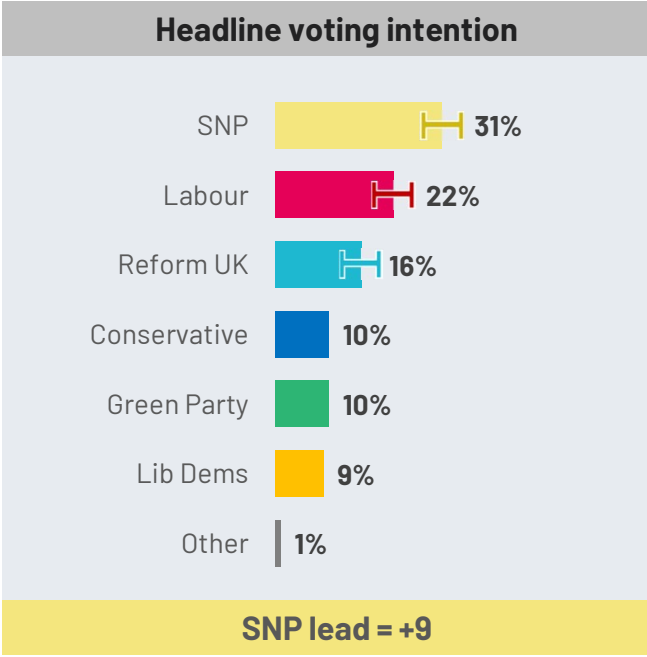
June 2025

© Ipsos | Scottish Political Monitor | June
2025 | Version 1 | Public



Westminster Voting Intention: June 2025

How would you vote if there were a General Election tomorrow?

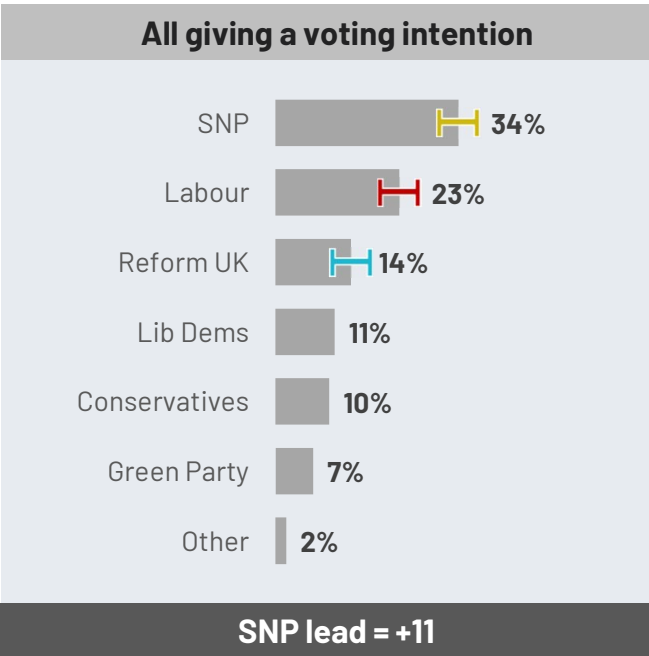
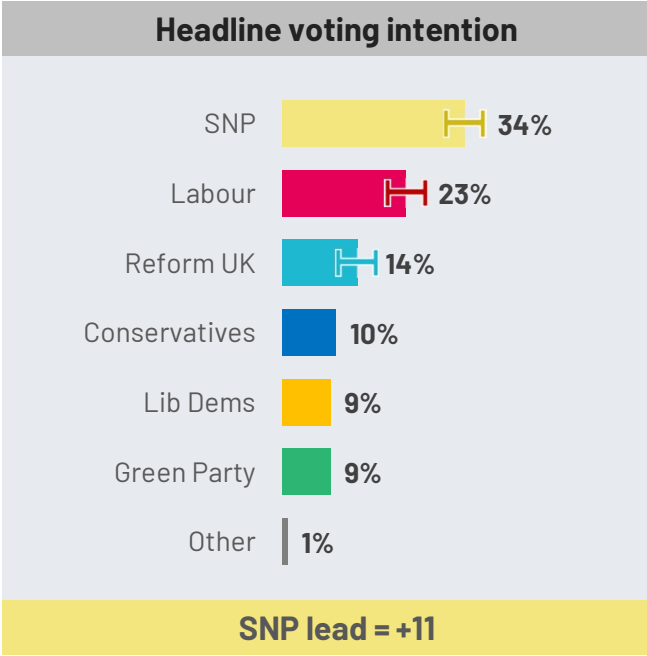


Base: 1,064 Scottish adults 18+, 12th – 18th June 2025; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (747) All expressing a voting intention (915). Margin of error is displayed at +/- 4%. All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent general elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos | Scottish Political Monitor

Holyrood Voting Intention: Constituency Vote June 2025

If there were elections to the Scottish Parliament tomorrow, how would you use your constituency vote?



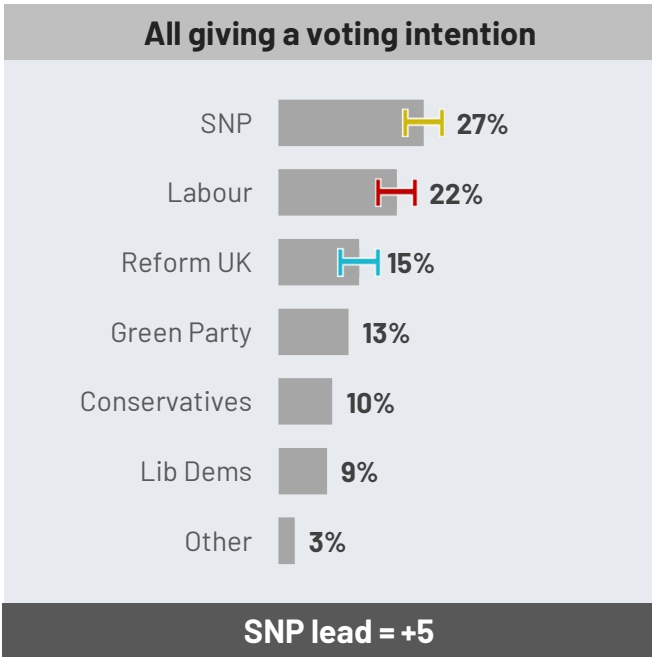
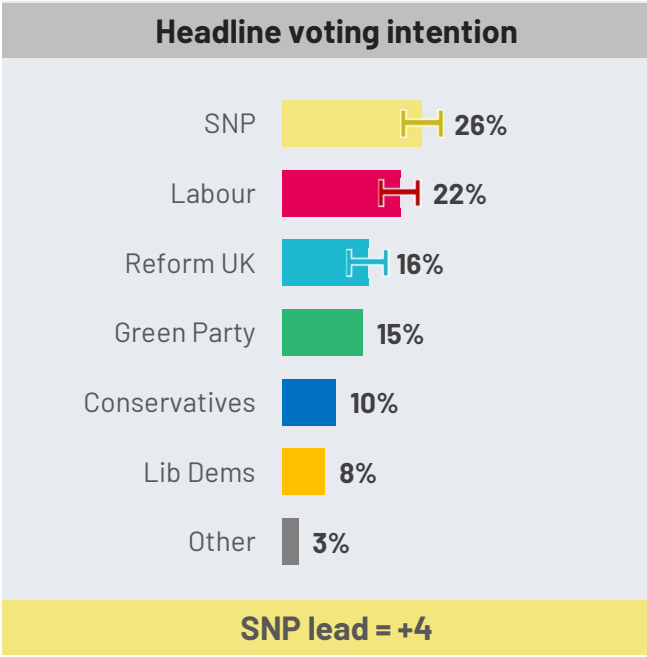
Base: 1,066 Scottish adults 16+, 12th – 18th June 2025; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (737); All expressing a voting intention (924). Margin of error is displayed at +/- 4%. All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent Scottish Parliament elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos | Scottish Political Monitor



Holyrood Voting Intention: List Vote June 2025

If there were elections to the Scottish Parliament tomorrow, how would you use your regional list vote?

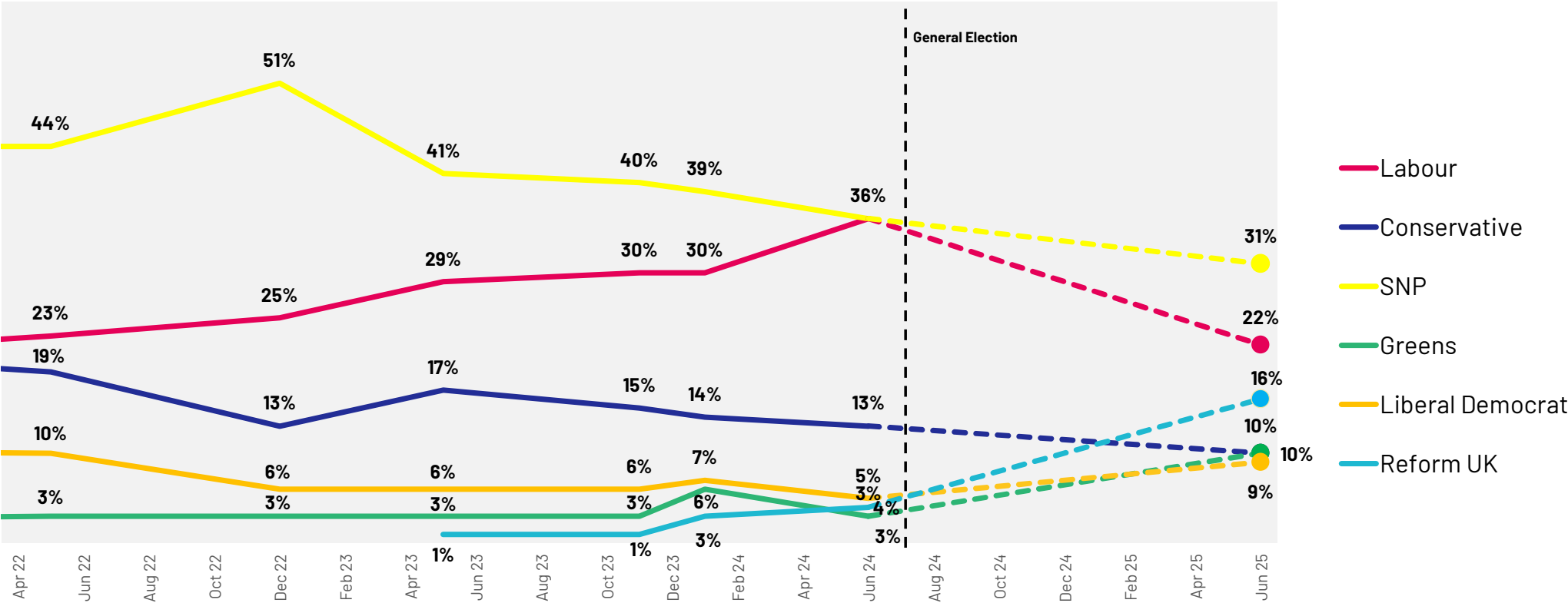


Base: 1,066 Scottish adults 16+, 12th – 18th June 2025; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (735); All expressing a voting intention (922). Margin of error is displayed at +/- 4%. All polls are subject to a wide range of potential sources of error. On the basis of the historical record of the polls at recent Scottish Parliament elections, there is a 9 in 10 chance that the true value of a party's support lies within 4 points of the estimates provided by this poll, and a 2 in 3 chance that they lie within 2 points. This is especially important to keep in mind when calculating party lead figures.

Source: Ipsos | Scottish Political Monitor

Westminster Voting Intention: Trends | May 2022 – June 2025

How would you vote if there were a General Election tomorrow?

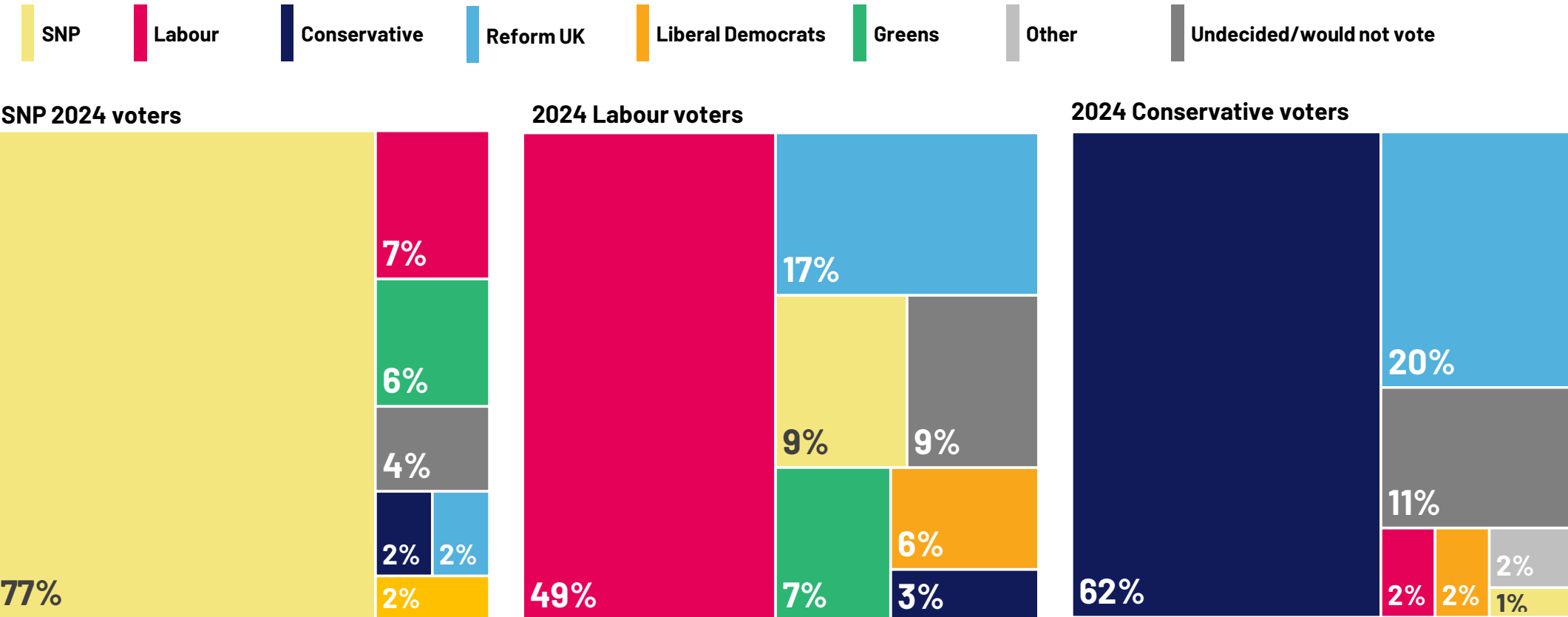


Base: c.700 Scottish adults 18+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (June 2025: 834; June 2024: 764; January 2025: 619; November 2023: 658; May 2023: 720; November/December 2022: 770; May 2022: 651)

Source: Ipsos | Scottish Political Monitor



Voting intention by 2024 General Election vote

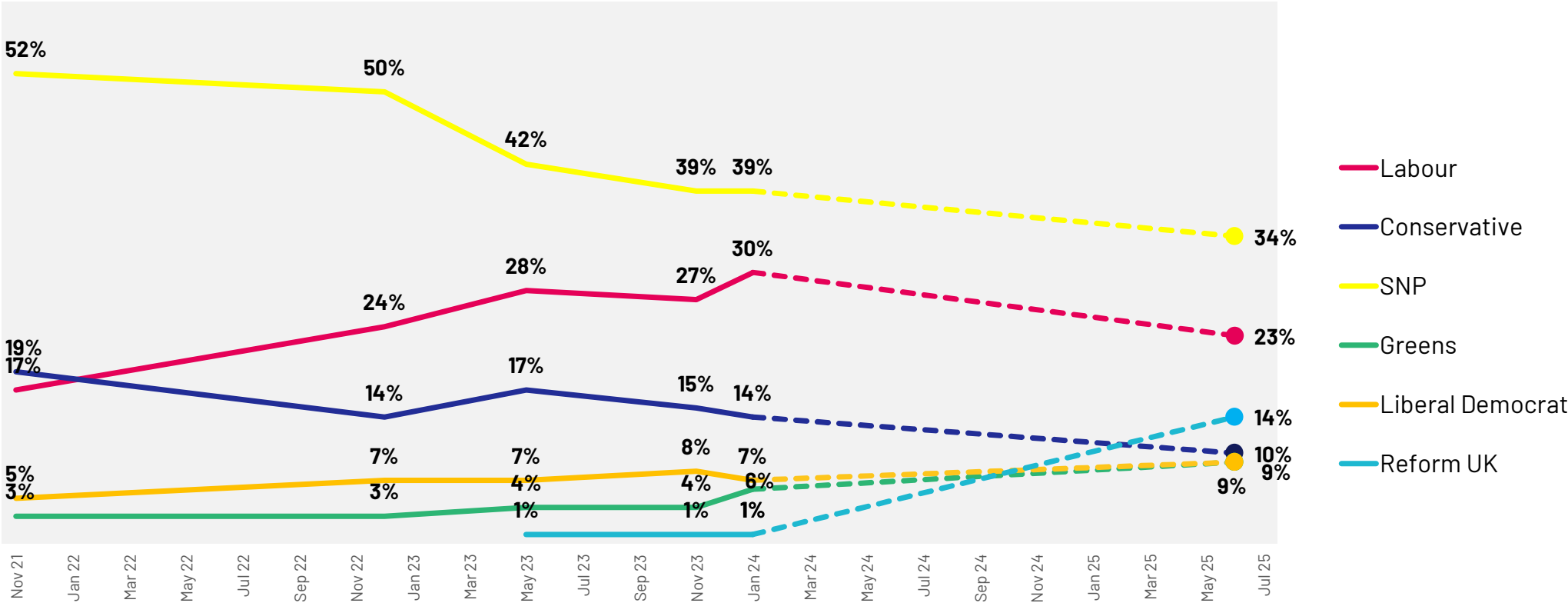


Base: 1,064 Scottish adults 18+, 12th – 18th June 2025; including 2024 SNP voters (263), 2024 Labour voters (311), 2024 Conservative voters (125).



Holyrood Voting Intention (Constituency Vote): Trends | November 2021 – June 2025

If there were elections to the Scottish Parliament tomorrow, how would you use your constituency vote?

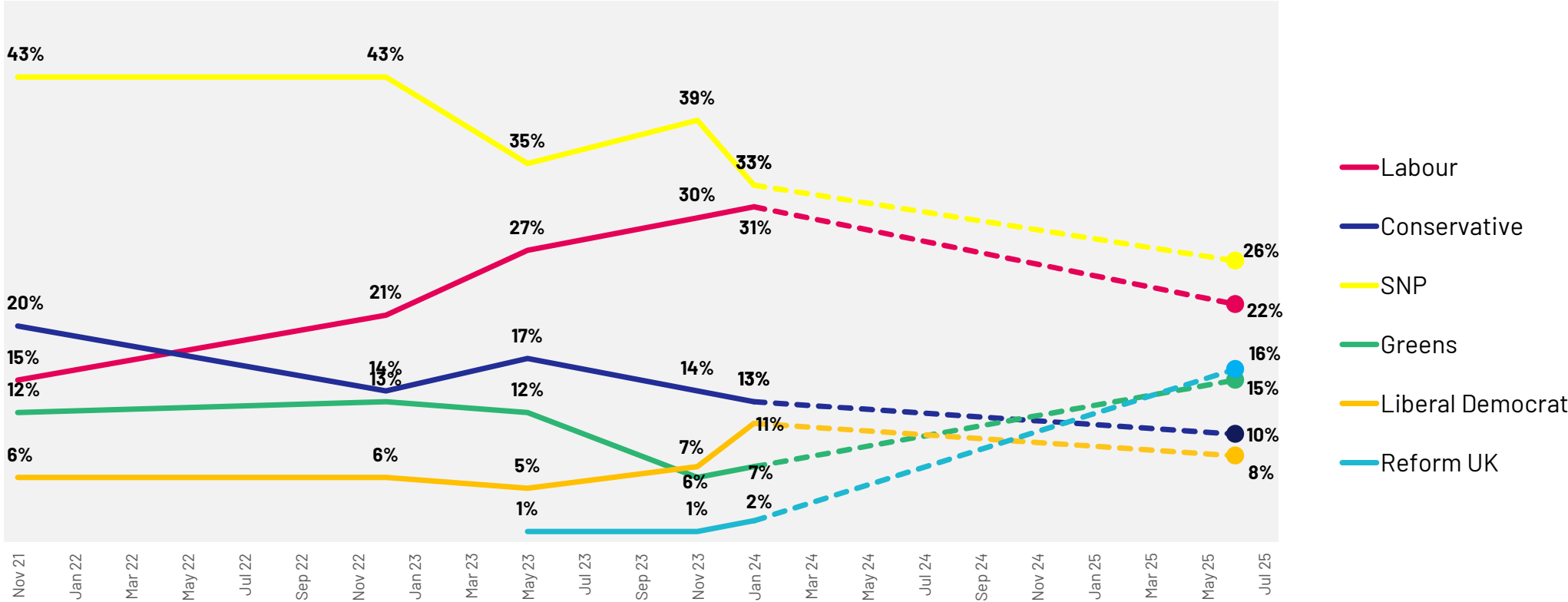


Base: c.1,066 Scottish adults 16+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (June 2025: 877, January 2024: 858, November 2023: 700, May 2023: 762, December 2022: 780, November 2021: 807, May 2021: 1169)



Holyrood Voting Intention (List Vote): Trends | November 2021 – June 2025

If there were elections to the Scottish Parliament tomorrow, how would you use your regional list vote?



Base: c.800 Scottish adults 16+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (June 2025: 877, January 2024: 655, November 2023: 697, May 2023: 763, December 2022: 795, November 2021: 815).

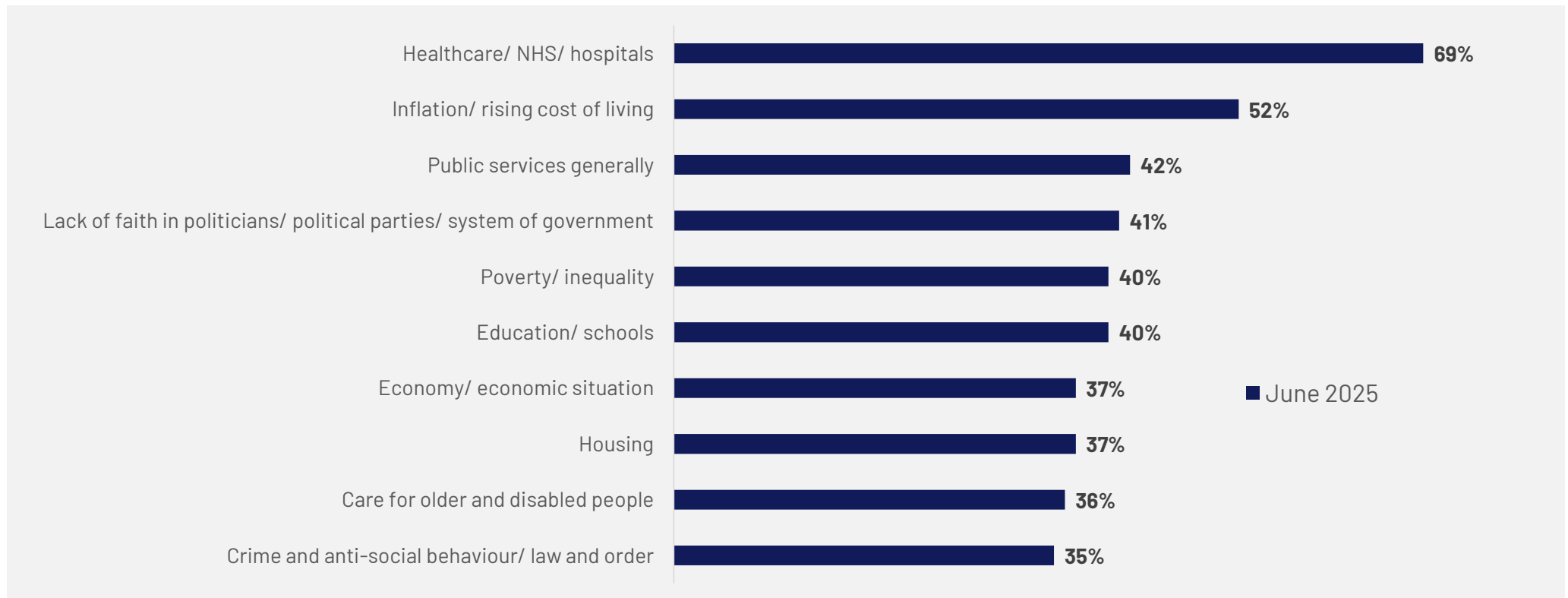
ISSUES FACING SCOTLAND



Top issues facing Scotland

Which of the following do you see as the most important issues facing Scotland today?
Please select all that apply.

Only the top 10 issues are shown here. For the full list of issues, see the data tables on the Ipsos website.



Base: 1,066 Scottish adults 16+, 12th – 18th June 2025

© Ipsos | Scottish Political Monitor | June 2025 | Version 1 | Public

Source: Ipsos | Scottish Political Monitor

Top issues facing Scotland

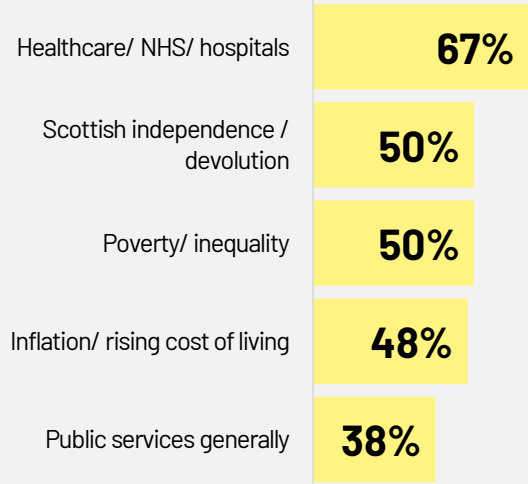
Which of the following do you see as the most important issues facing Scotland today?

Please select all that apply.

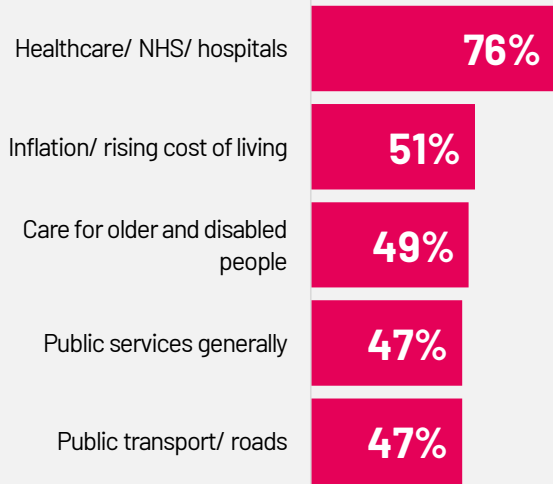
Top five issues by party vote

Base: 1,066 Scottish adults 16+, 12th – 18th June 2025, including those who say they would vote for / inclined to support the following parties at the Scottish Parliament elections: SNP (306), Labour (245), Conservative (108), Reform UK (143).

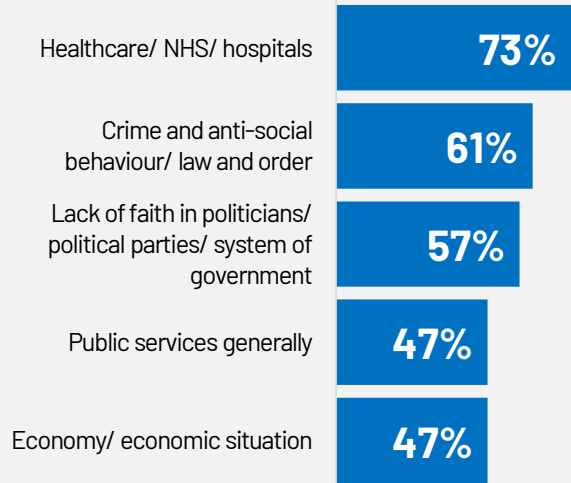
Among SNP supporters



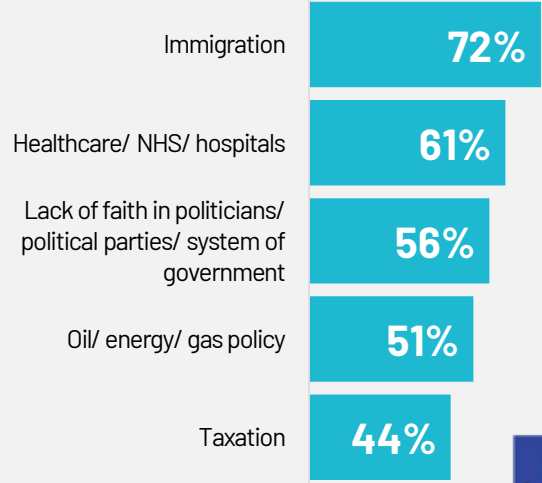
Among Labour supporters



Among Conservative supporters



Among Reform UK supporters



SATISFACTION

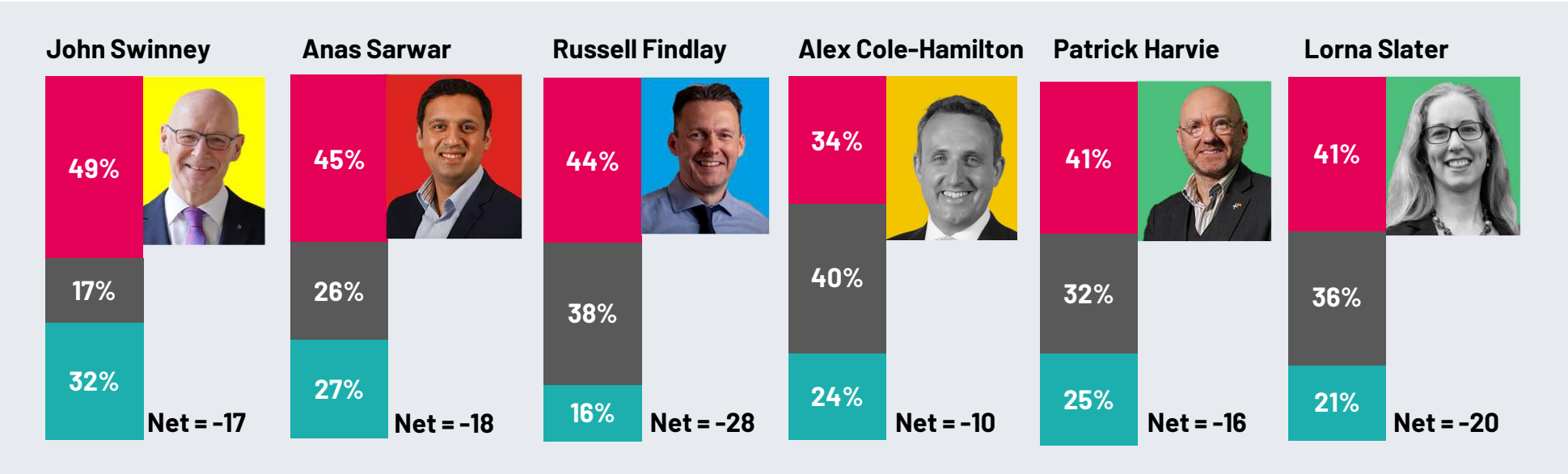
with party leaders



Satisfaction with Scottish party leaders: June 2025

Are you satisfied or dissatisfied with the way.... is doing his/her job ... as First Minister of Scotland/ leader of the Scottish Labour Party/ Scottish Conservative Party/ Scottish Liberal Democrats/ Co-leader of the Scottish Green Party?

Satisfied Don't know Dissatisfied



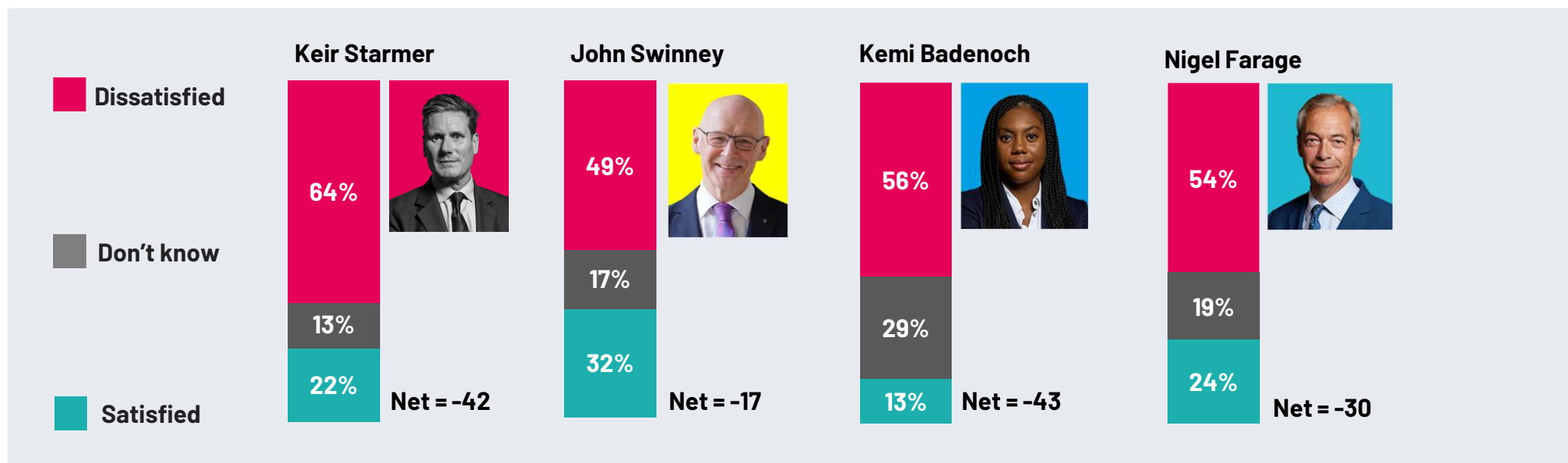
Base: 1,066 Scottish adults 16+, 12th – 18th June 2025

Source: Ipsos | Scottish Political Monitor



Satisfaction with leaders and opposition: June 2025

Are you satisfied or dissatisfied with the way.... is doing his/her job ... as Prime Minister / First Minister / leader of the UK Conservative party / leader of Reform UK?



Base: 1,066 Scottish adults 16+, 12th – 18th June 2025

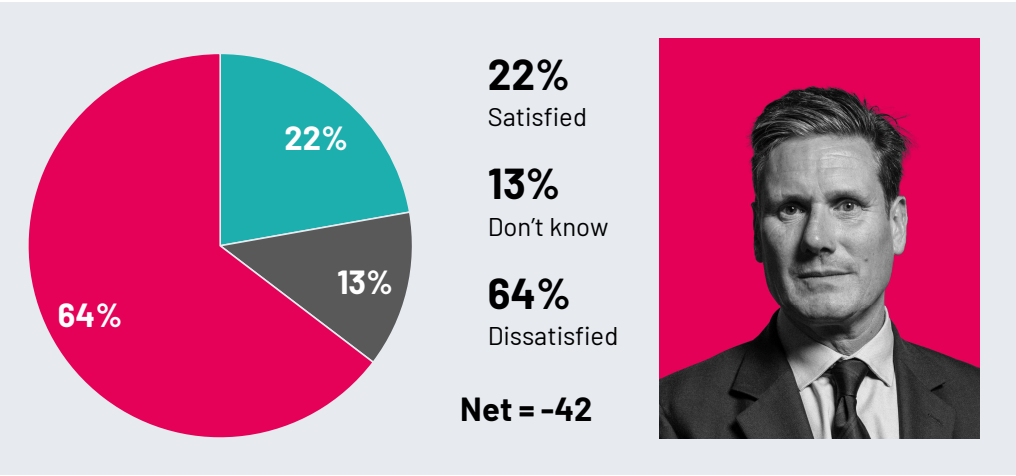
Source: Ipsos | Scottish Political Monitor

Keir Starmer: Satisfaction

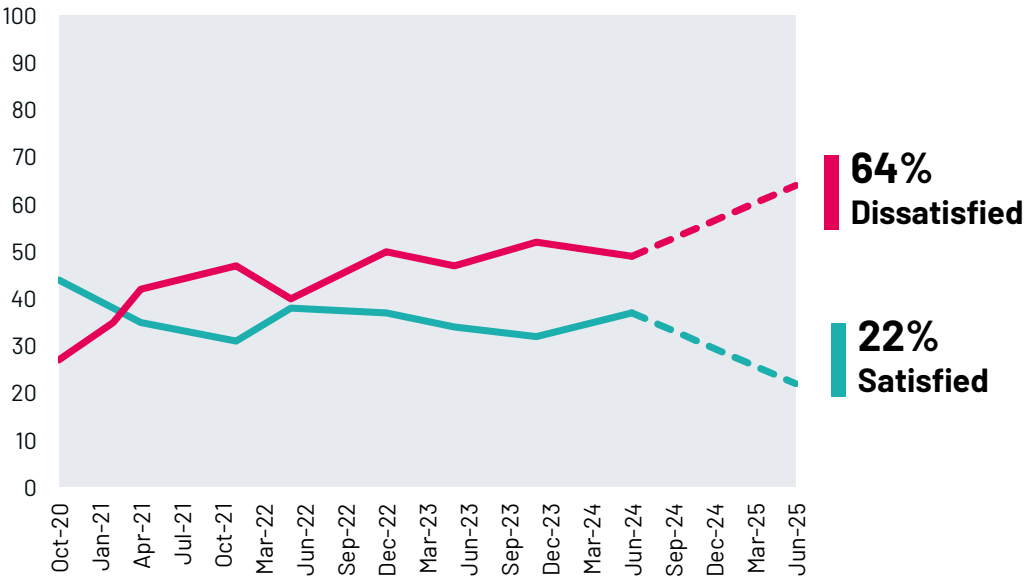
Are you satisfied or dissatisfied with the way Keir Starmer is doing his job as Leader of the Labour Party/ Prime Minister?

June 2025

Among all



October 2020 – June 2025



Base: 1,066 Scottish adults 16+, 12th – 18th June 2025

Source: Ipsos | Scottish Political Monitor



TRUST IN PARTIES TO ADDRESS KEY ISSUES IN SCOTLAND



Trust in parties, by issue

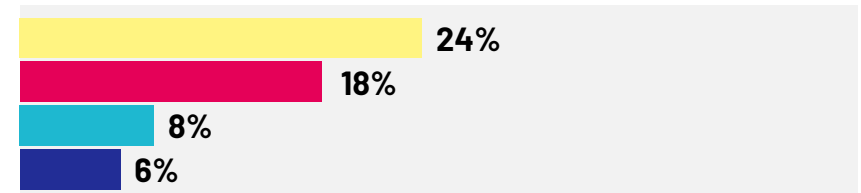
Which party, if any, do you trust most to....?



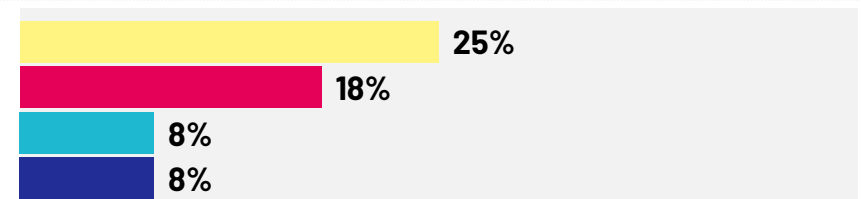
Top four parties by issue:

■ SNP
■ Scottish Conservatives
■ Scottish Liberal Democrats
■ Scottish Labour
■ Reform UK
■ Scottish Greens

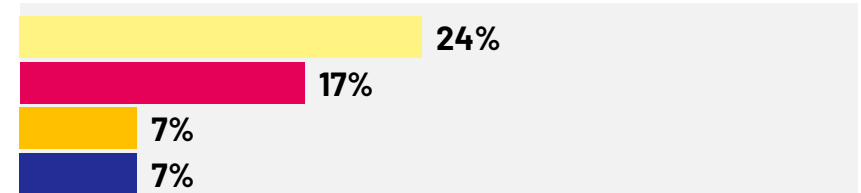
Manage the NHS in Scotland



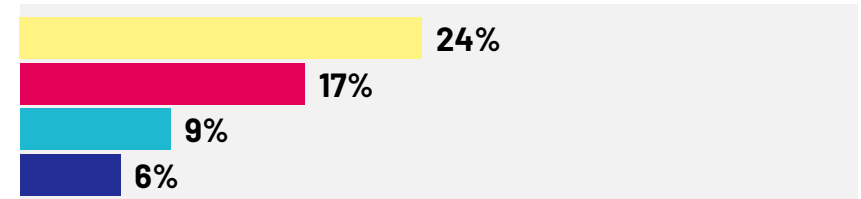
Grow Scotland's economy



Manage education and schools in Scotland



Tackle the cost of living crisis



Base: 1,066 Scottish adults 16+, 12th – 18th June 2025

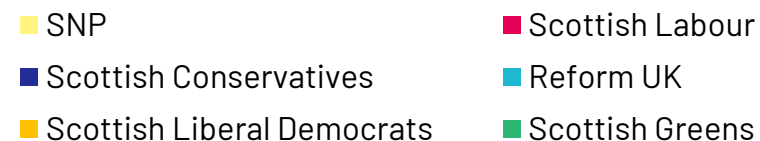
Source: Ipsos | Scottish Political Monitor

Trust in parties, by issue

Which party, if any, do you trust most to....?



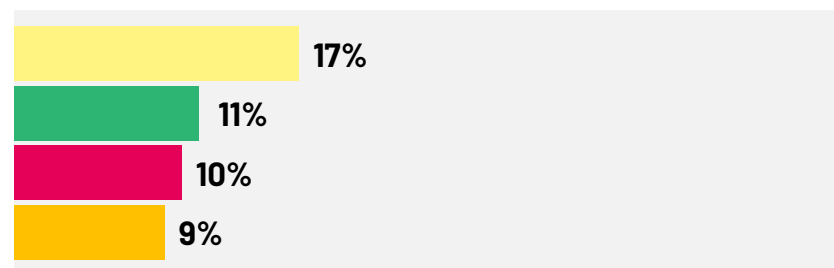
Top four parties by issue:



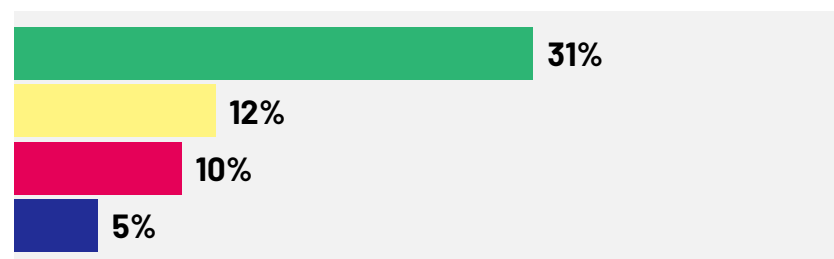
Stand up for Scotland's interests



Act with honesty and integrity



Tackle the climate crisis



Base: 1,066 Scottish adults 16+, 12th - 18th June 2025

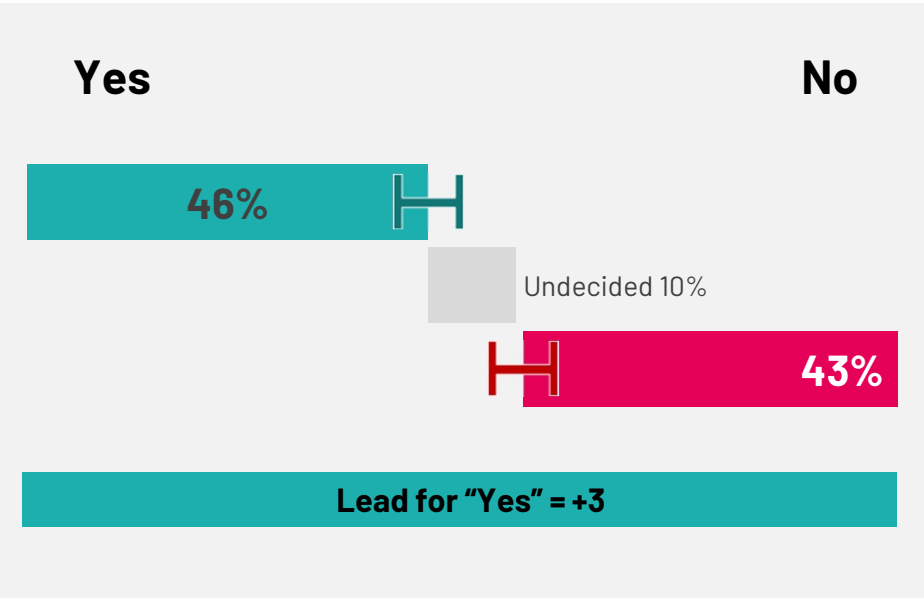
Source: Ipsos | Scottish Political Monitor

VIEWS ON INDEPENDENCE

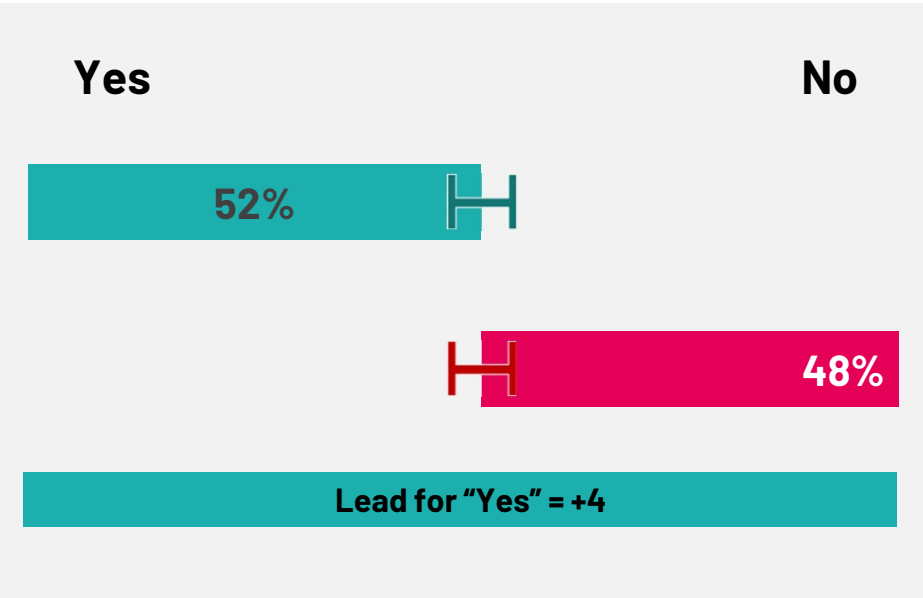
Support for Scottish independence: June 2025

If a referendum were held tomorrow about Scotland's constitutional future, how would you vote in response to the following question: Should Scotland be an independent country?

Among all likely to vote



All likely to vote and expressing a voting intention



Base: 965 Scottish adults aged 16+ who are at least 9/10 likely to vote in a Scottish independence referendum; 868 Scottish adults 16+ who are at least 9/10 likely to vote in a Scottish independence referendum and expressing a voting intention, 12th – 18th June 2025. Margin of error is displayed at +/- 4%.

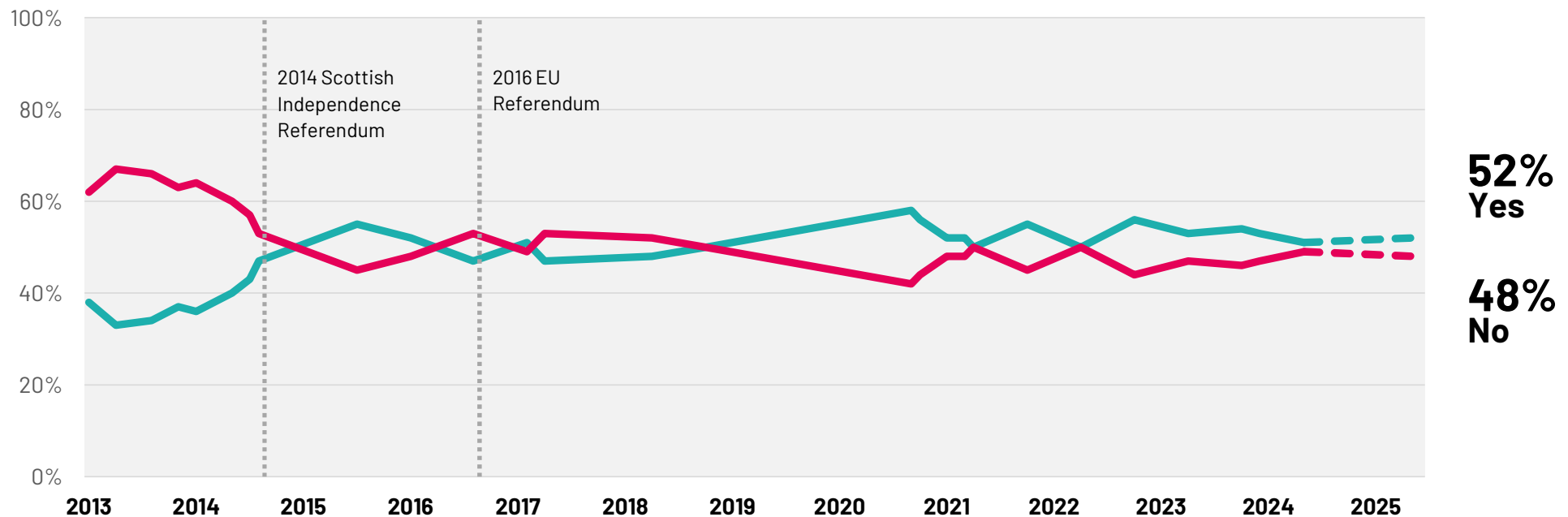
Source: Ipsos | Scottish Political Monitor



Support for Scottish independence: Change over time

If a referendum were held tomorrow about Scotland's constitutional future, how would you vote in response to the following question: Should Scotland be an independent country?

February 2013 – June 2025



Base: c. 1,000 Scottish adults aged 16+ per wave. Based on all likely to vote, excluding undecideds/don't knows

Source: Ipsos | Scottish Political Monitor

About the Ipsos KnowledgePanel

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses and many government departments and public bodies.

The KnowledgePanel, set up in 1999 in the US, 2020 in the UK, and since across Europe, is an online random probability panel. In the UK, panellists aged 16+ are recruited via a postal push-to-web methodology. Invitations are sent to randomly selected addresses in the UK. Those who are digitally excluded are provided with a tablet and restricted internet access, free of cost. Our recruitment approach means all UK households in private residential settings have a known and non-zero chance of being invite to join the panel.

A high-quality random selection process is followed for all survey sampling. Panel members are randomly selected to take part in surveys. Data collection usually takes place over a week, online. Being a probability sample, quotas are not applied. Instead, the selected sample is stratified to ensure it is balanced on key characteristics. All those invited are allowed to take part in the survey.

Technical note

We interviewed a representative probability sample of 1,066 adults aged 16+ across Scotland, via the Ipsos UK KnowledgePanel. Data was collected online between 12th – 18th June 2025. A sample of 1,909 panellists aged 16+ in Scotland were invited to take part in the survey. The sample was stratified by qualifications and vote at the 2024 general election (as collected immediately after the election).

The achieved sample was weighted in two stages:

- Design weights were applied to correct for the unequal probabilities of a person being selected for a survey.
- Calibration weights were applied to correct for differential non-response. Data was weighted to the adult population profile on age and gender, Scottish Parliament region, ethnicity, qualifications, work status and work sector (public sector/other), social grade, area deprivation, number of cars in household, and newspaper readership (print and digital). Population targets were obtained from the 2022 Census, ONS population estimates and other large-scale probability surveys.

For General Election voting intention, a two-part voting intention question is used with prompting on main parties (Conservatives, Labour, Liberal Democrats, Scottish National Party, Reform UK) and a follow-up “squeeze” question of those who are undecided or refuse the first question. A similar approach is taken for Scottish Parliament voting intention, with prompting on major parties (the list of parties prompted for differs for constituency and regional list, as not all parties stand candidates on both) and a follow-up “squeeze” question of those who were undecided or refused to the first question. A turnout filter is used based on two questions: current stated likelihood to vote (at least 9 out of 10 certain to vote) and previous voting behaviour (if they say they “always” or “usually” vote in general elections or that “it depends”).

Note that this is a new methodology compared to previous Ipsos Scottish Political Monitors. It involves a new form of data collection (online random probability panel instead of quota telephone survey), an updated voting intention (which involves prompting for Reform UK), and an updated weighting scheme. This is based on our learnings during and since the 2024 General Election. This means that comparisons with previous waves need to be made with caution. As always, we continually review our methods, and may make further changes to our methodology in the future.



Ipsos Scottish Political Monitor, June 2025

For more information

Emily Gray

Managing Director, Ipsos Scotland
Emily.Gray@ipsos.com

Rachel Ormston

Research Director, Ipsos Scotland
Rachel.Ormston@ipsos.com

Sally Abernethy

Associate Director, Ipsos Scotland
Sally.Abernethy@ipsos.com

Alex Walker

Research Executive, Ipsos Scotland
Alex.Walker@ipsos.com

Sam Wolstenholme-Britt

Graduate Research Executive, Ipsos Scotland
Sam.Britt@ipsos.com