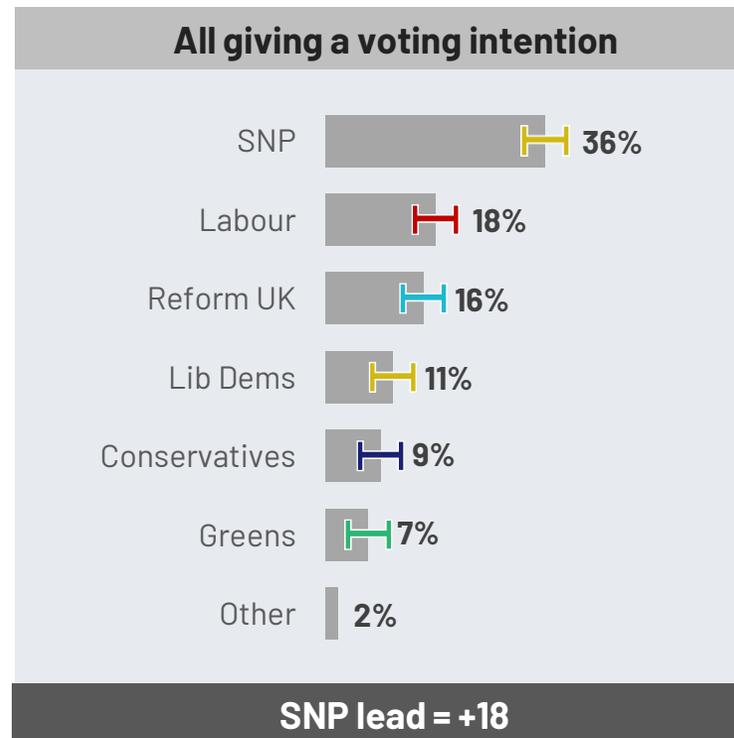
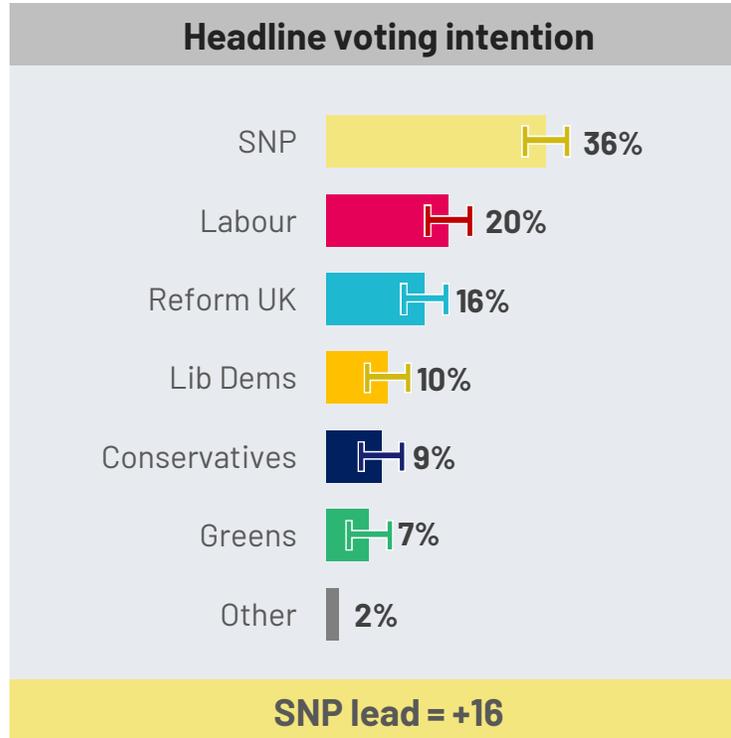


IPSOS SCOTTISH POLITICAL MONITOR

March 2026

Holyrood Voting Intention: Constituency Vote March 2026

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

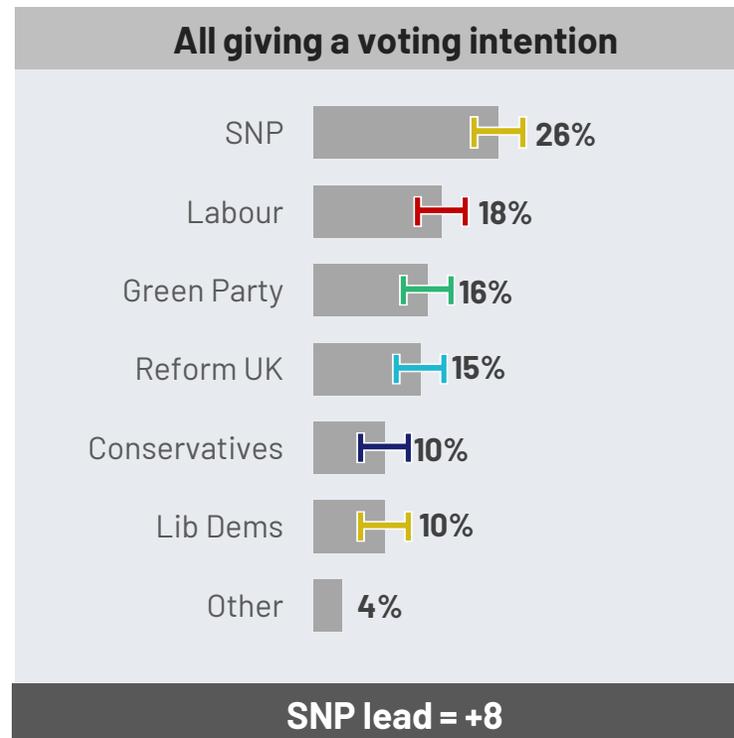
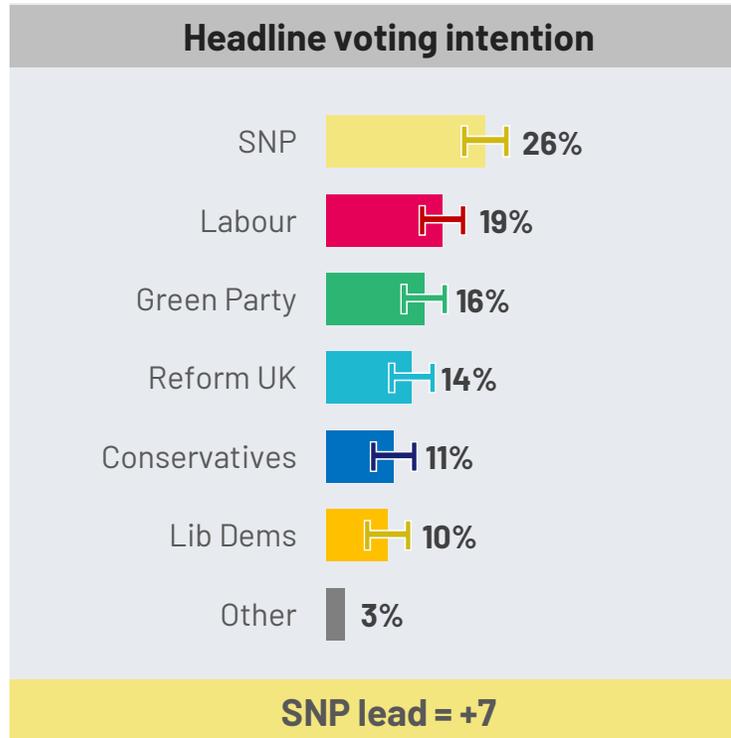


Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (771); All expressing a voting intention (948). Margin of error is displayed at +/- 4%. All polls are subject 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 March 2026

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

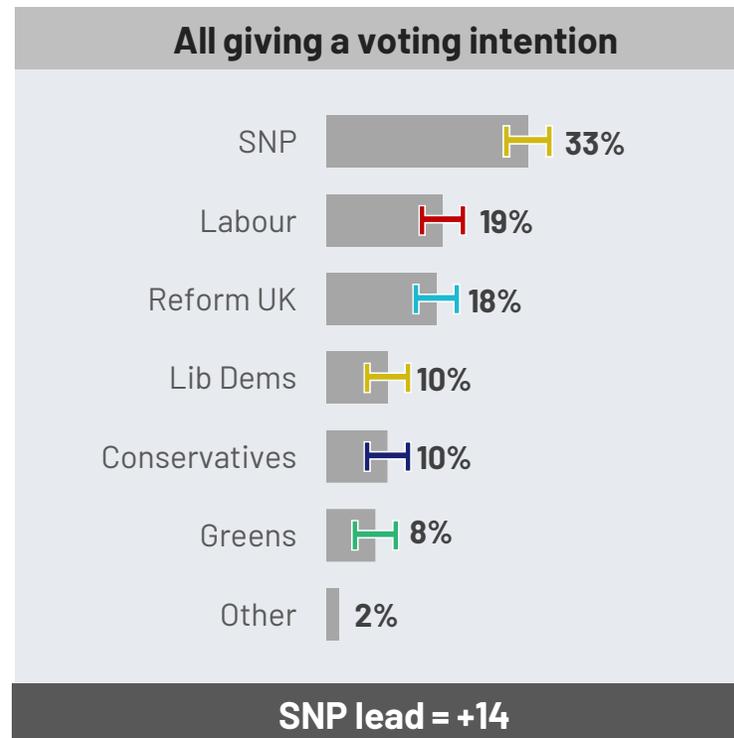
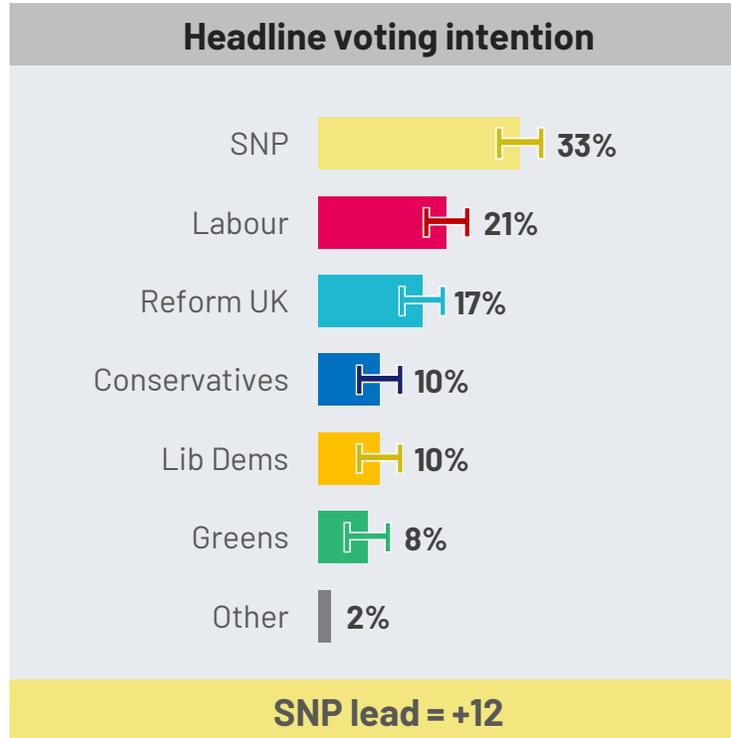


Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (771); All expressing a voting intention (950). Margin of error is displayed at +/- 4%. All polls are subject 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: March 2026

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

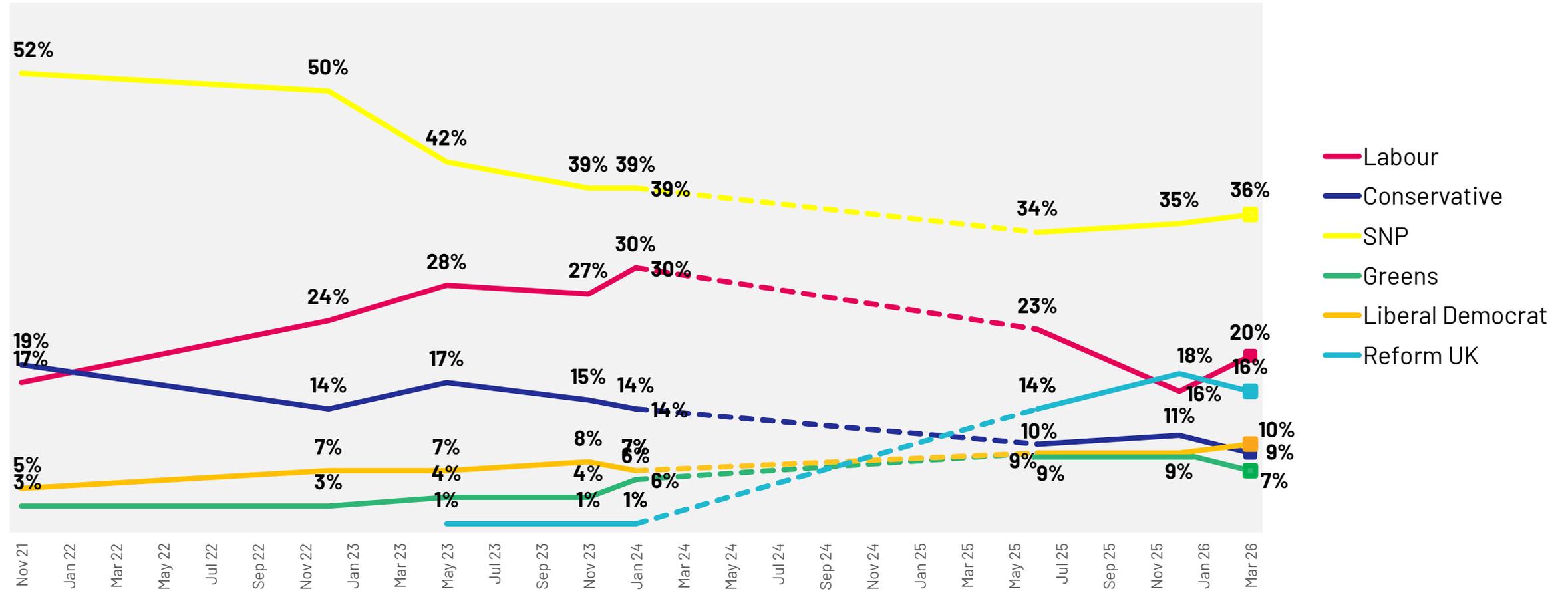


Base: 1,083 Scottish adults 18+, 19 February – 25 February 2026; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (749); All expressing a voting intention (902). Margin of error is displayed at +/- 4%. All polls are subject 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): Trends | November 2021 – March 2026

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



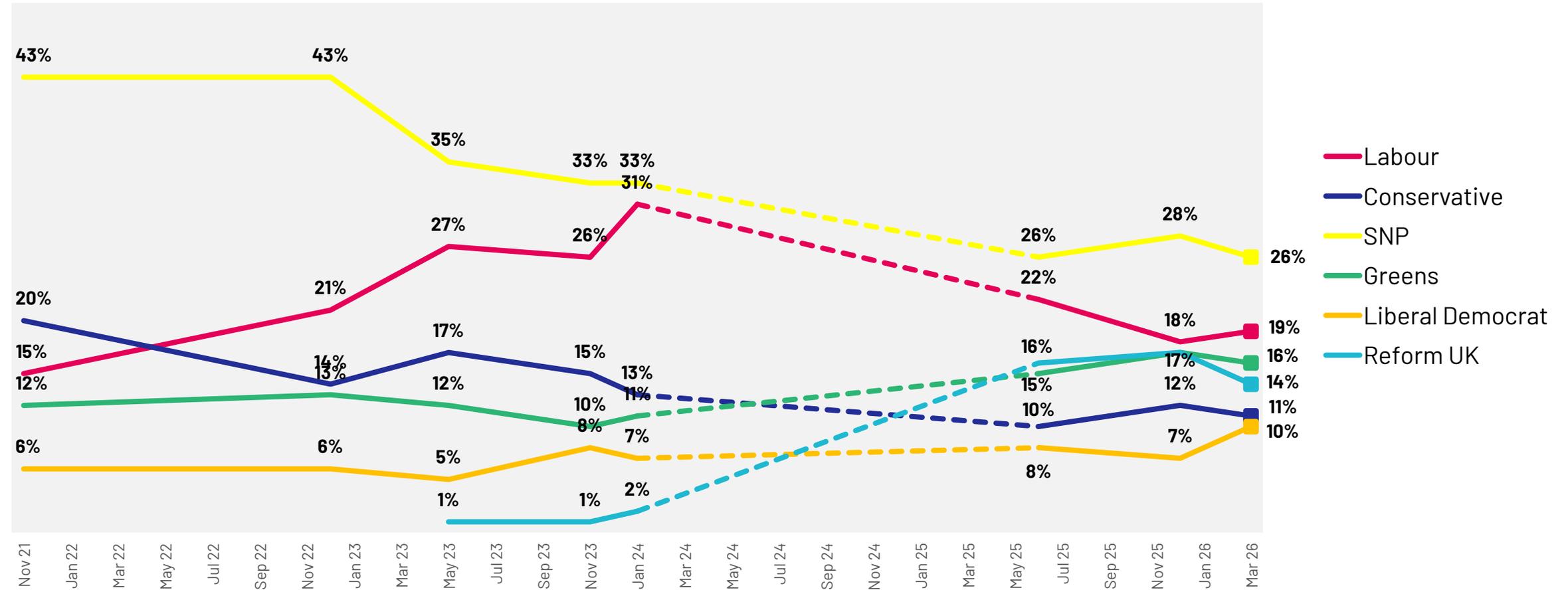
Base: c.800 Scottish adults 16+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (March 2026: 771; December 2025: 761; June 2025: 737, January 2024: 631, November 2023: 700, May 2023: 762, December 2022: 780, November 2021: 807, May 2021: 1169)

Source: Ipsos | Scottish Political Monitor



Holyrood Voting Intention (List Vote): Trends | November 2021 – March 2026

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



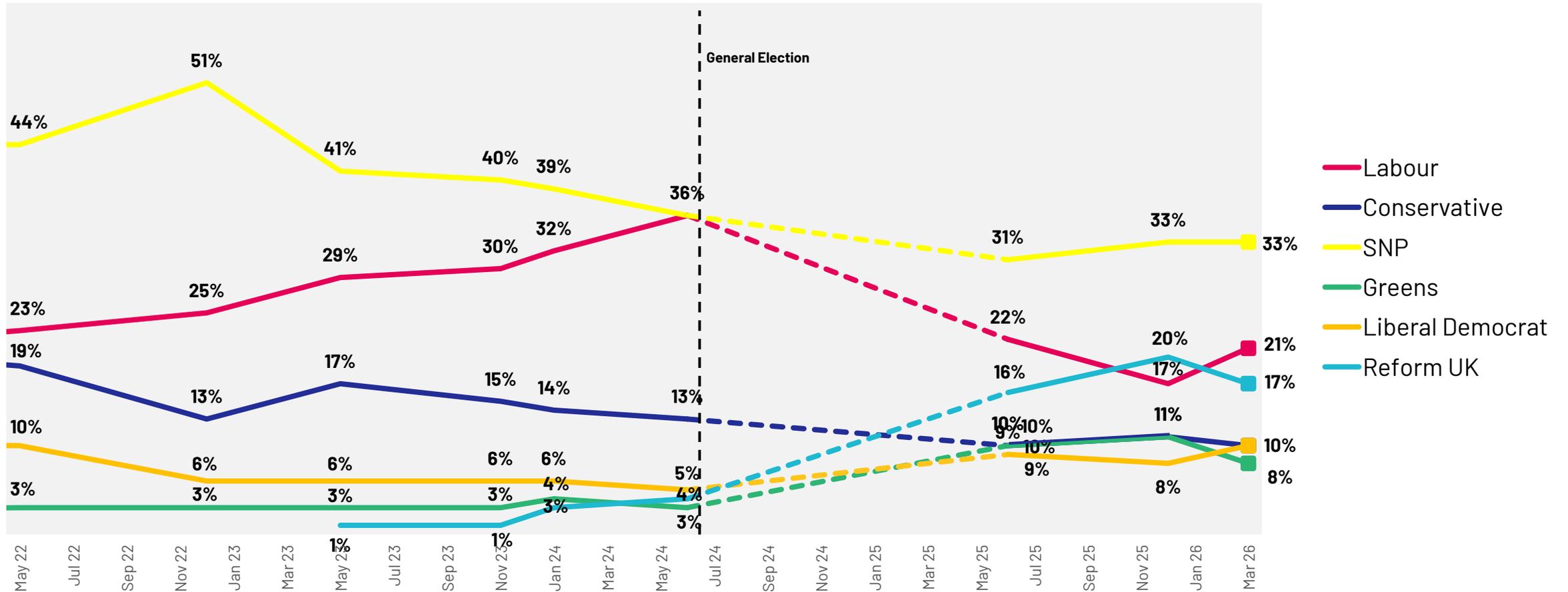
Base: c.800 Scottish adults 16+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (March 2026: 771; December 2025: 755; June 2025: 735, January 2024: 630, November 2023: 697, May 2023: 763, December 2022: 795, November 2021: 815).

Source: Ipsos | Scottish Political Monitor



Westminster Voting Intention: Trends | May 2022 – March 2026

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

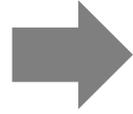


Base: c.800 Scottish adults 18+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (March 2026: 749; December 2025: 742; June 2025: 747; June 2024: 764; January 2025: 619; November 2023: 658; May 2023: 720; November/December 2022: 770; May 2022: 651)

Source: Ipsos | Scottish Political Monitor

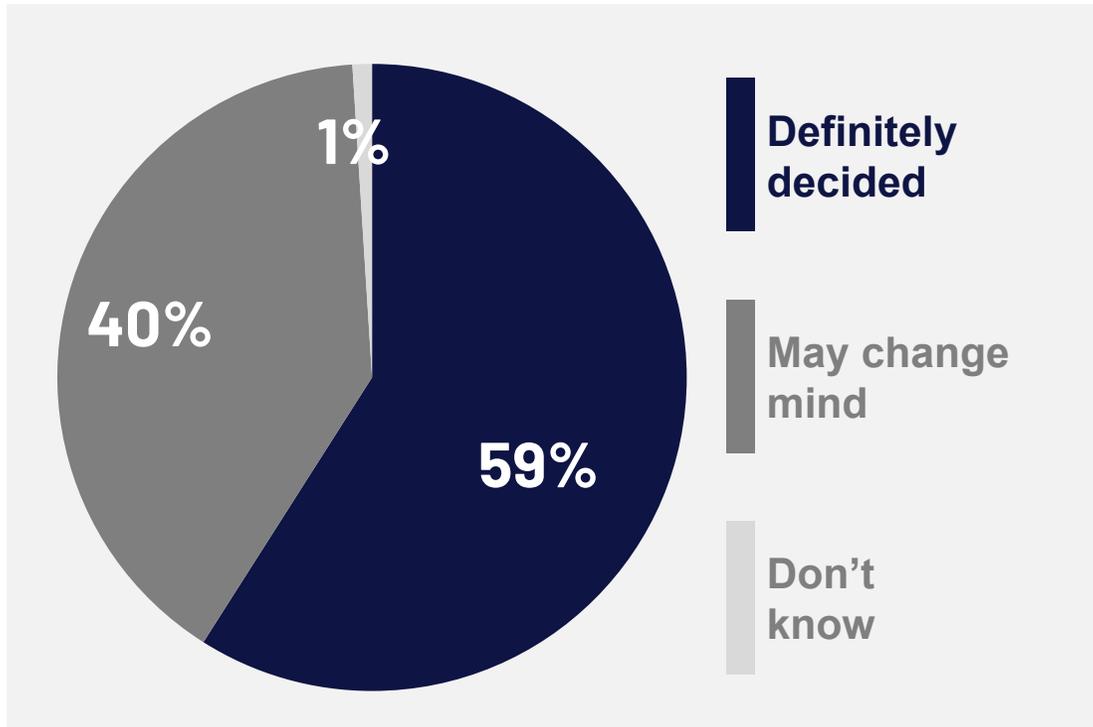
Constituency voting: Have you definitely decided who to vote for?

Have you definitely decided to vote for the [NAME OF PARTY] on your constituency vote, or is there a chance you may change your mind before you vote?



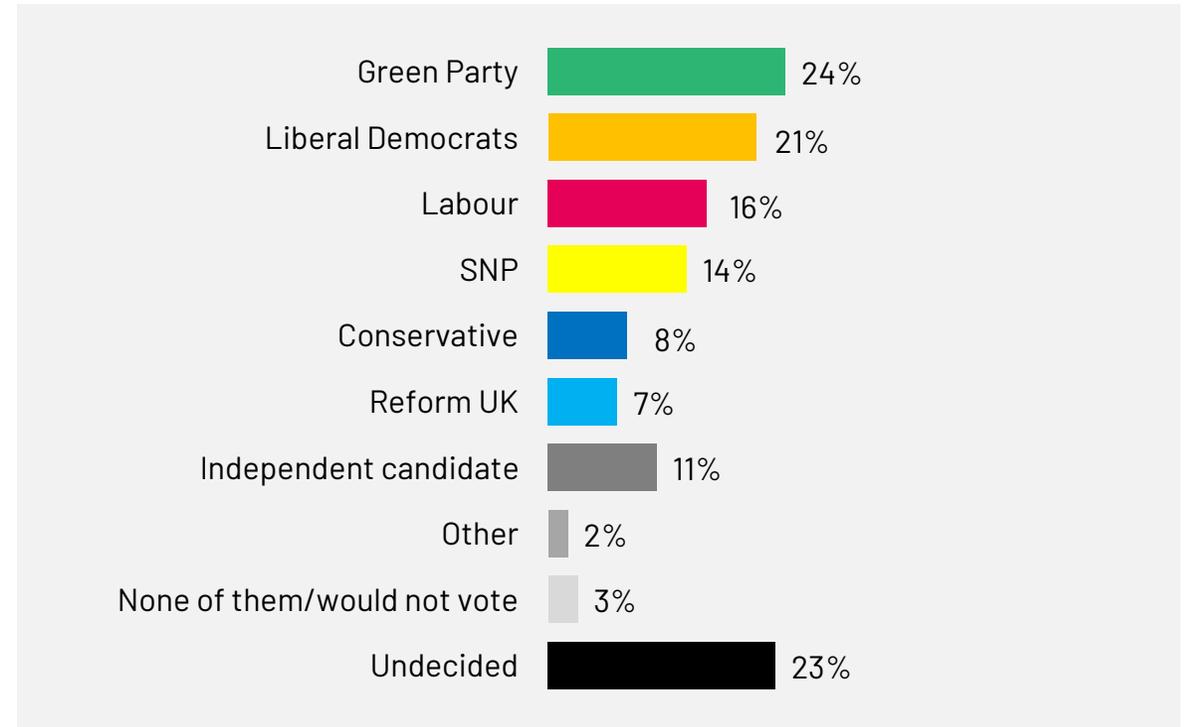
If you do change your mind about voting for this party on your constituency vote, which party or parties would you consider voting for instead?

Among all expressing a voting intention



Base: 968 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote, 19 February – 25 February 2026

All giving a voting intention who "may change mind"



Base: 399 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote who may change their mind, 19 February – 25 February 2026

Constituency voting: Have you definitely decided who to vote for?

Have you definitely decided to vote [NAME OF PARTY] on your constituency vote, or is there a chance you may change your mind before you vote?

Definitely decided

May change mind

Among all expressing a voting intention



Among SNP supporters



Among Labour Party supporters



Among Conservative Party supporters



Among Reform UK supporters



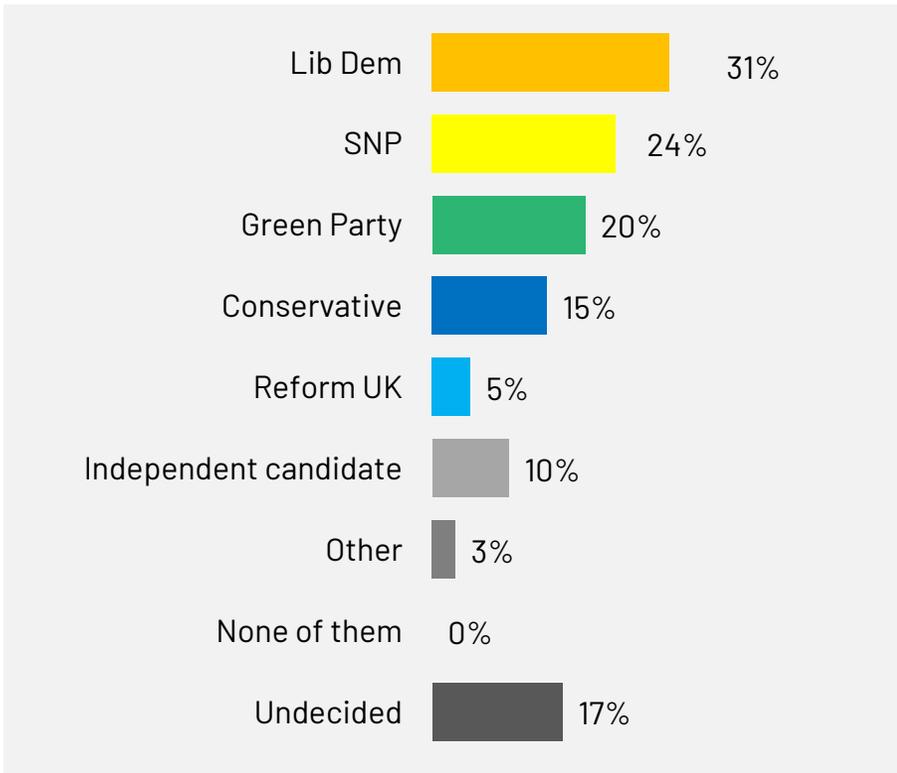
Base: 969 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote, including SNP supporters (345), Labour supporters (171), Conservative supporters (87), and Reform UK supporters (152); 19 February – 25 February 2026.

Source: Ipsos | Scottish Political Monitor

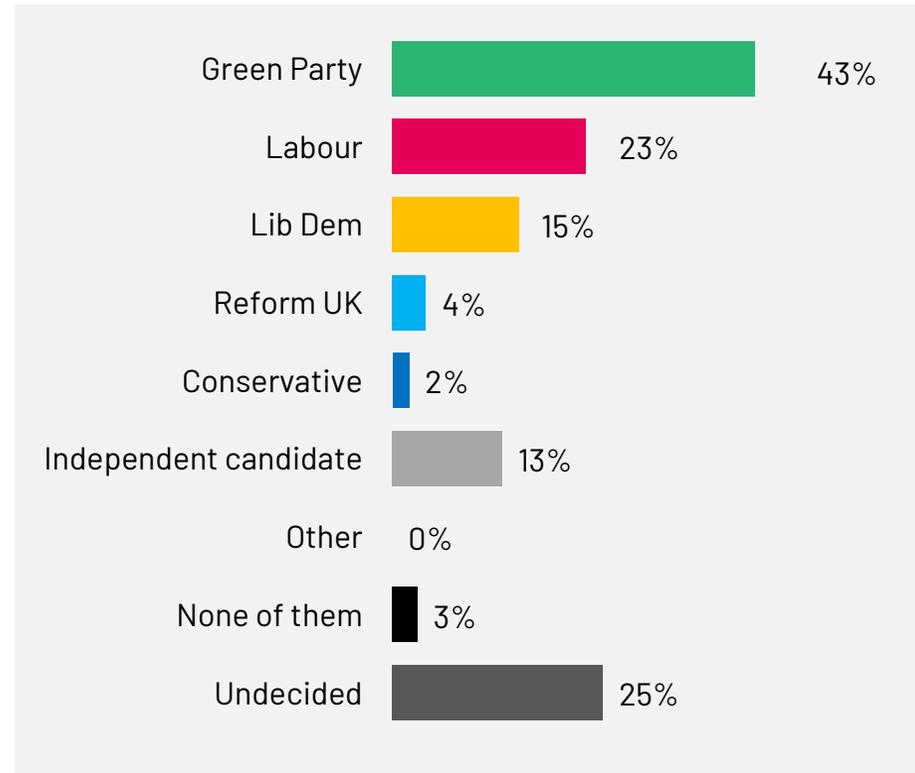
Who might you vote for instead?

If you do change your mind about voting for this party on your constituency vote, which party or parties would you consider voting for instead?

Among Labour supporters who may change their mind about which party to vote for



Among SNP supporters who may change their mind about which party to vote for



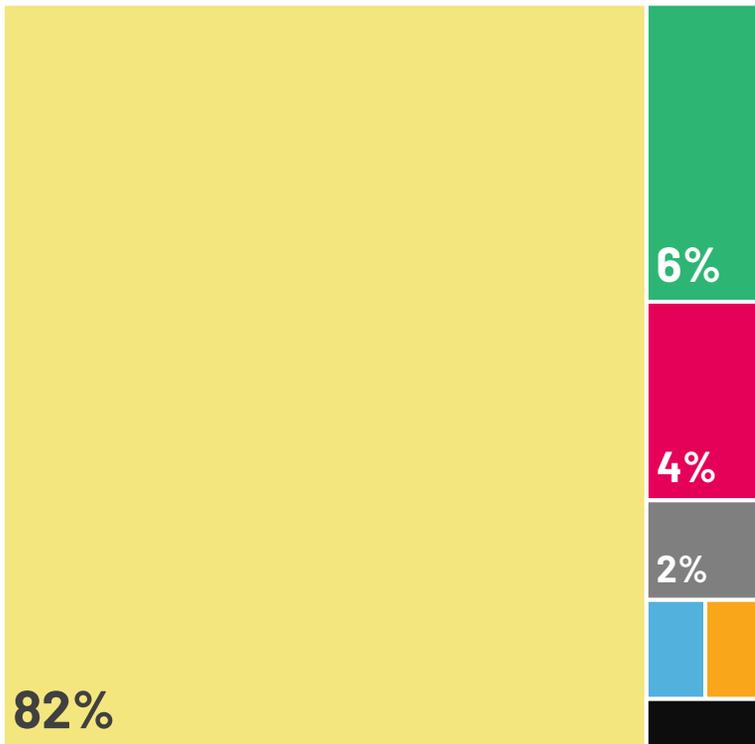
Base: 399 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote who may change their mind on who to vote for, including 122 SNP supporters and 72 Labour supporters; 19 February – 25 February 2026

Source: Ipsos | Scottish Political Monitor

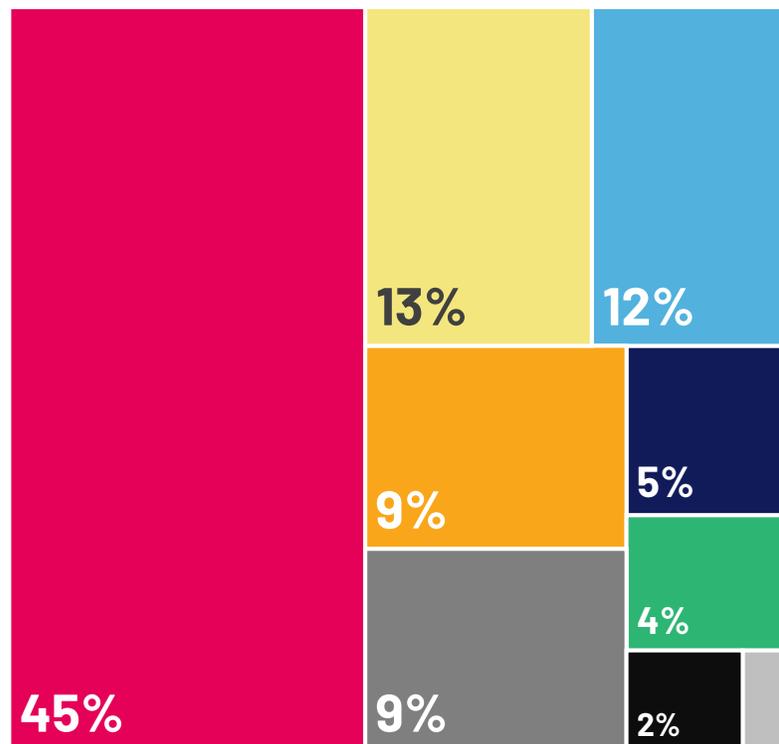
Westminster voting intention by 2024 General Election vote



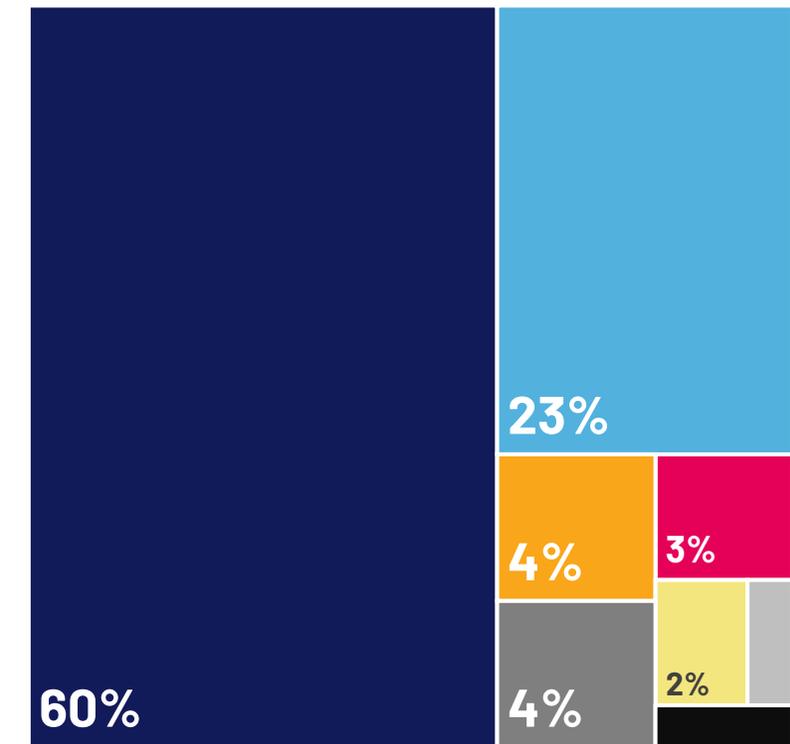
SNP 2024 voters



2024 Labour voters



2024 Conservative voters



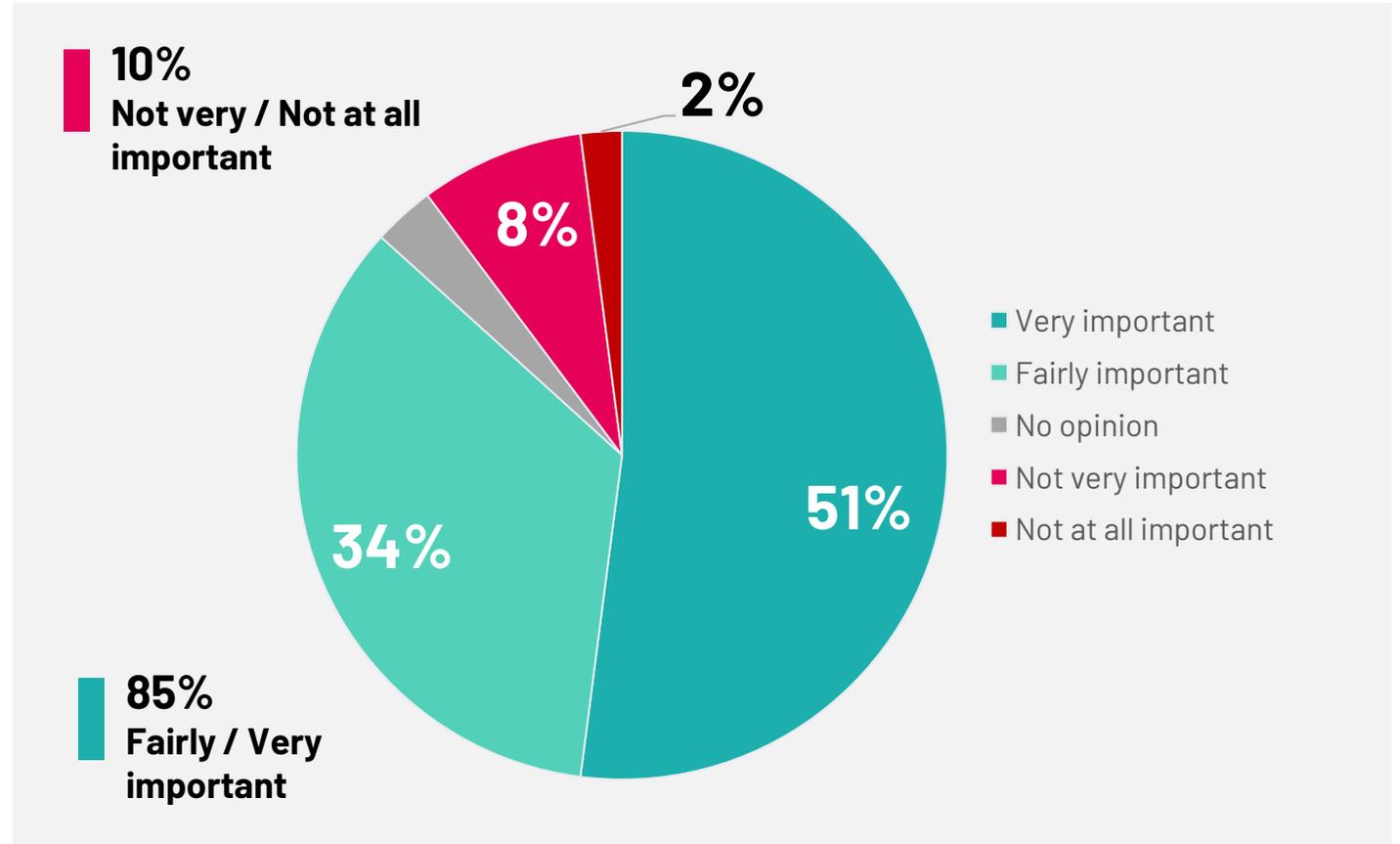
Base: 1,083 Scottish adults 18+, 19 February – 25 February 2026; including 2024 SNP voters (212), 2024 Labour voters (289), 2024 Conservative voters (94).

Source: Ipsos | Scottish Political Monitor

How important is it who wins the Scottish Parliament election?

How important is it to you personally who wins the Scottish Parliament election? Would you say it is... ?

March 2026



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

Source: Ipsos | Scottish Political Monitor

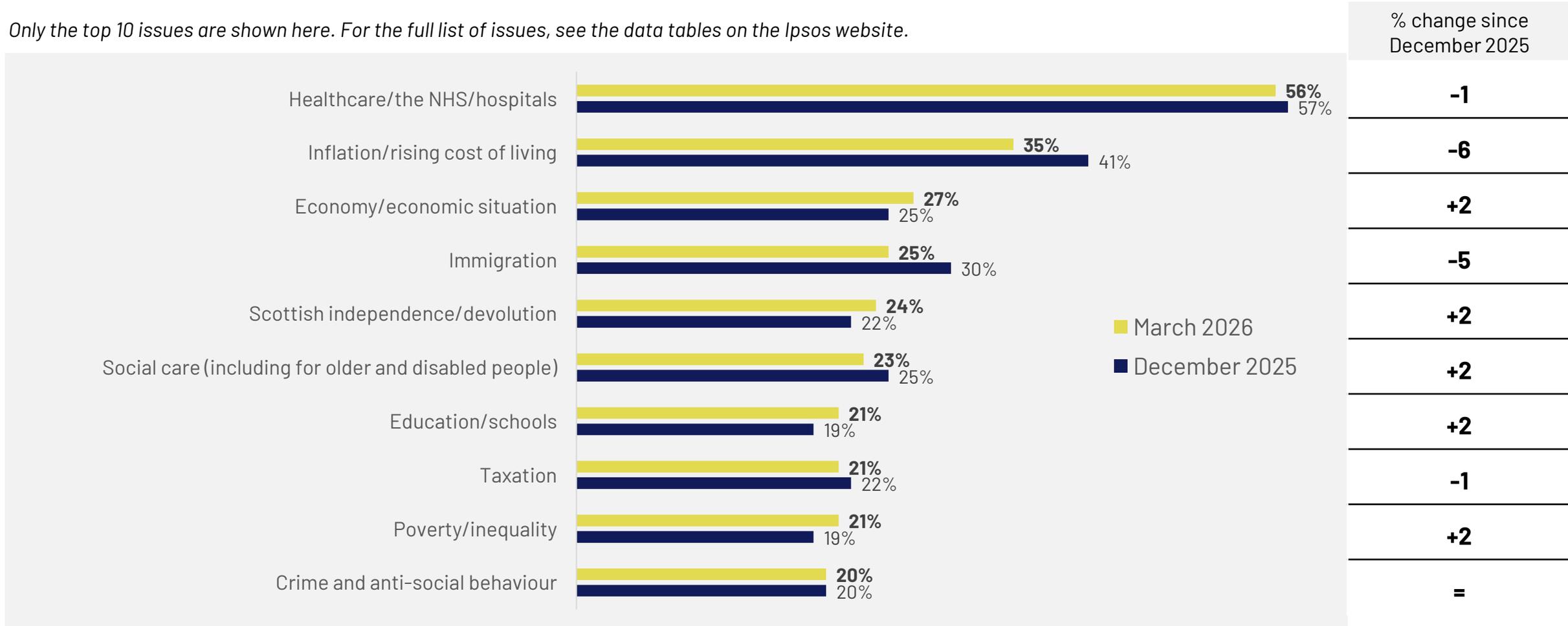
ISSUES



Top issues in deciding which party to vote for

Which of the following issues do you think will be very important to you in helping you decide which party to vote for at the next Scottish Parliament election? Please select up to five.

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



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

Source: Ipsos | Scottish Political Monitor



Top issues in deciding which party to vote for

Which of the following issues do you think will be very important to you in helping you decide which party to vote for at the next Scottish Parliament election?

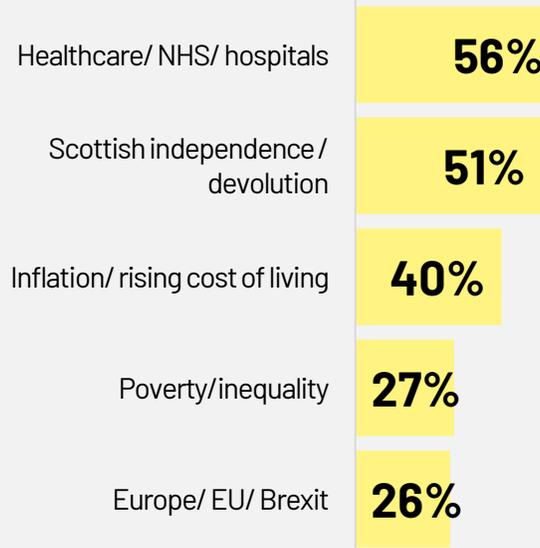
Please select up to five.

Top five issues by party support

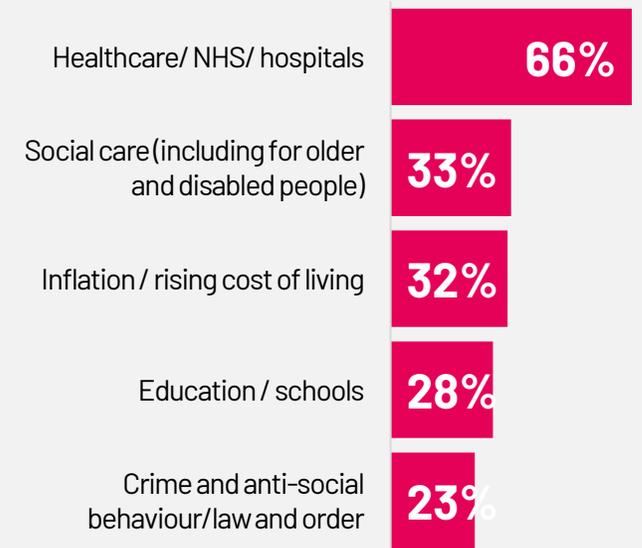
Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026, including those who say they would vote for / are inclined to support the following parties at the Scottish Parliament elections: SNP (345), Labour (171), Reform UK (152), Conservative (87)

Source: Ipsos | Scottish Political Monitor

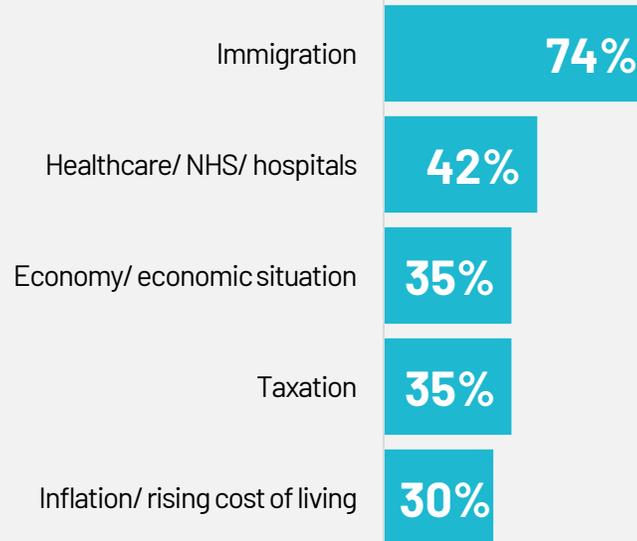
Among SNP supporters



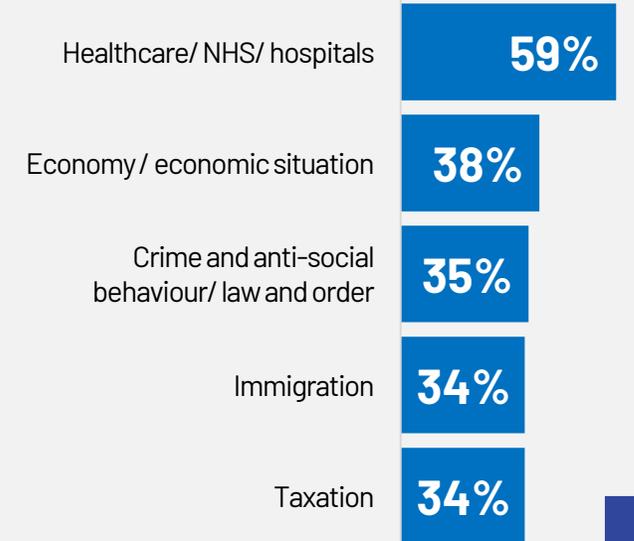
Among Labour supporters



Among Reform UK supporters



Among Conservative supporters



TRUST IN PARTIES TO ADDRESS KEY ISSUES IN SCOTLAND

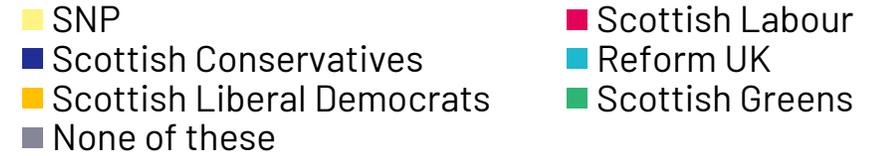


Trust in parties, by issue

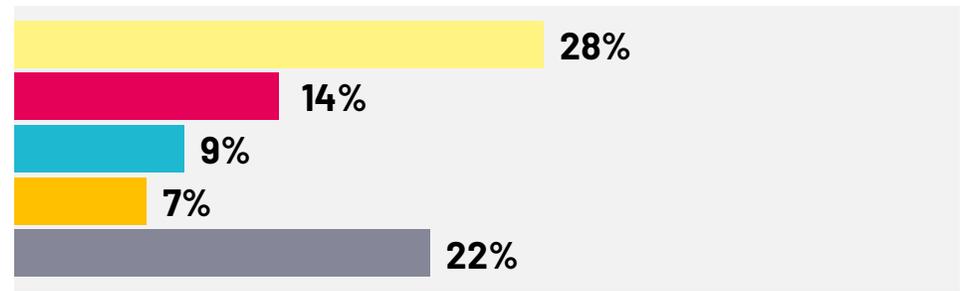
Which party, if any, do you trust most to....?



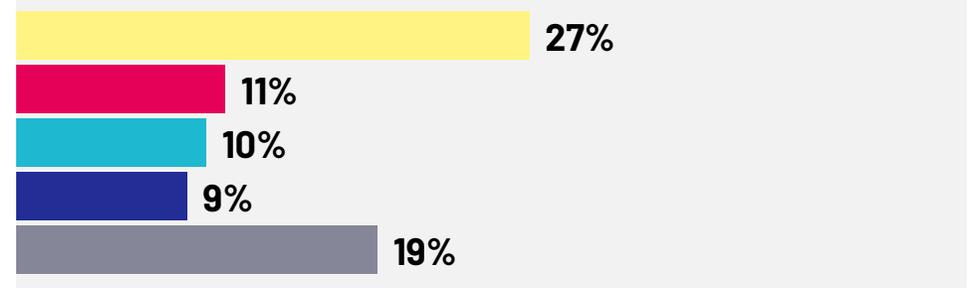
Top five responses by issue:



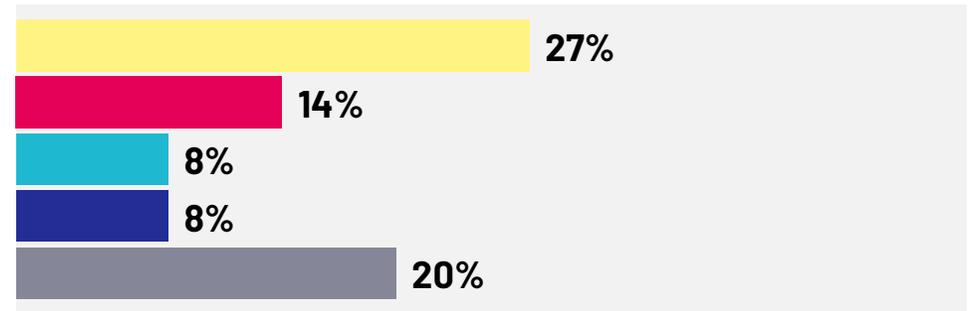
Manage the NHS in Scotland



Grow Scotland's economy



Manage education and schools in Scotland



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

Source: Ipsos | Scottish Political Monitor

Trust in parties, by issue

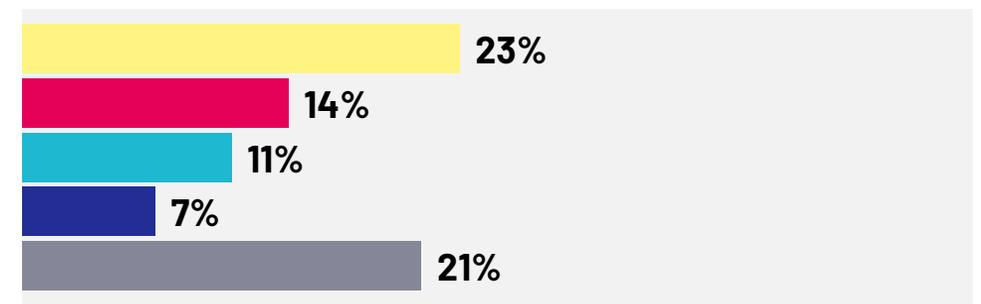
Which party, if any, do you trust most to....?



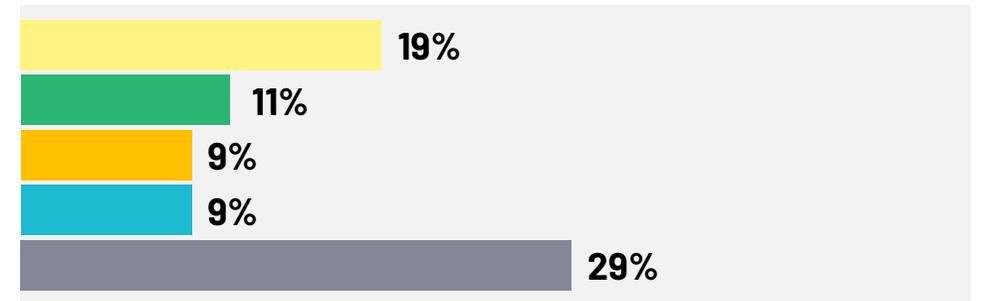
Top five responses by issue:



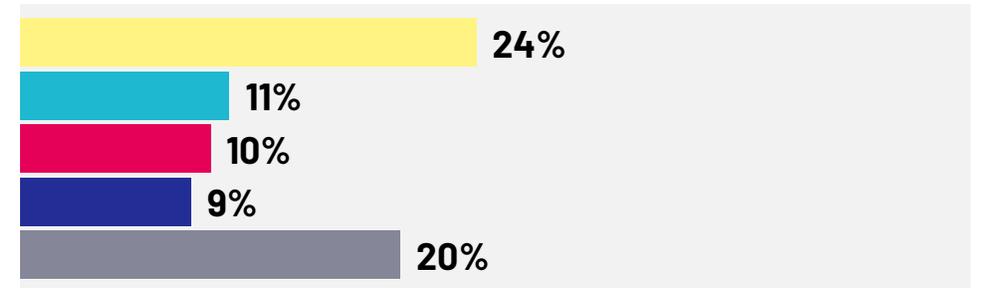
Tackle the cost of living crisis



Act with honesty and integrity



Have the right policies on taxation



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

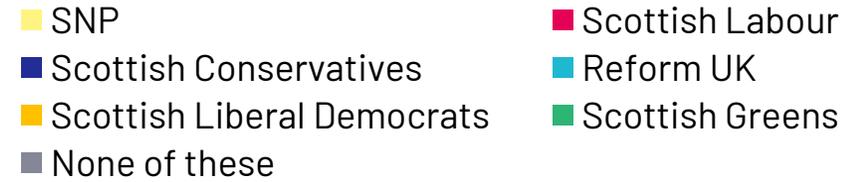
Source: Ipsos | Scottish Political Monitor

Trust in parties, by issue

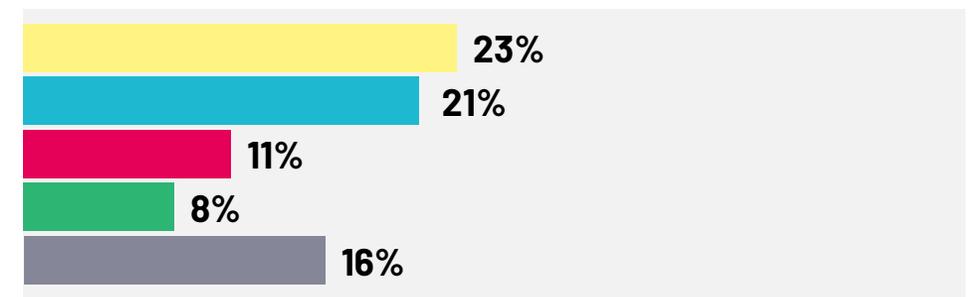
Which party, if any, do you trust most to....?



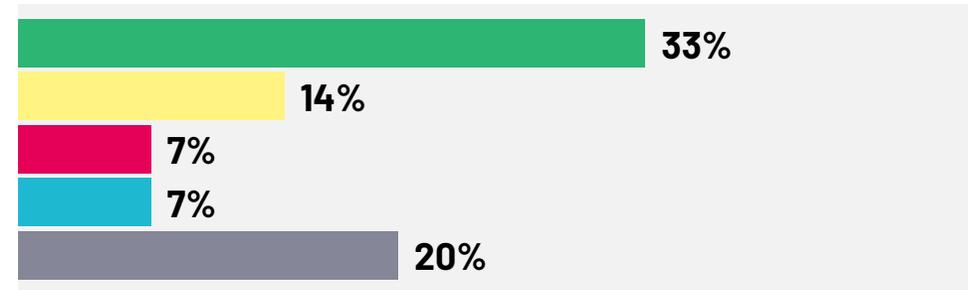
Top five responses by issue:



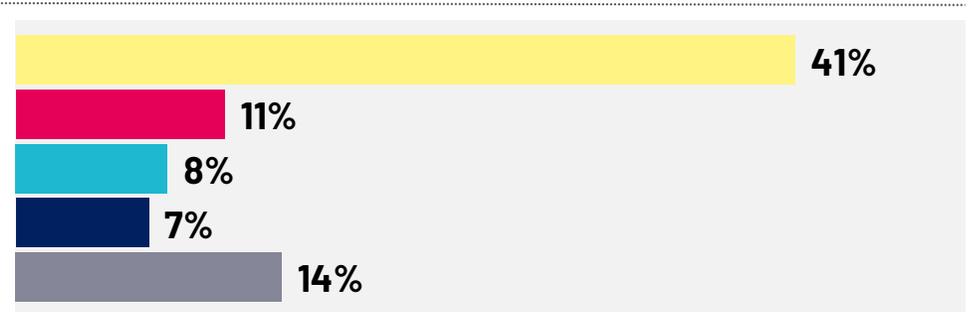
Have the right stance on immigration overall



Tackle the climate crisis



Stand up for Scotland's interests



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

Source: Ipsos | Scottish Political Monitor



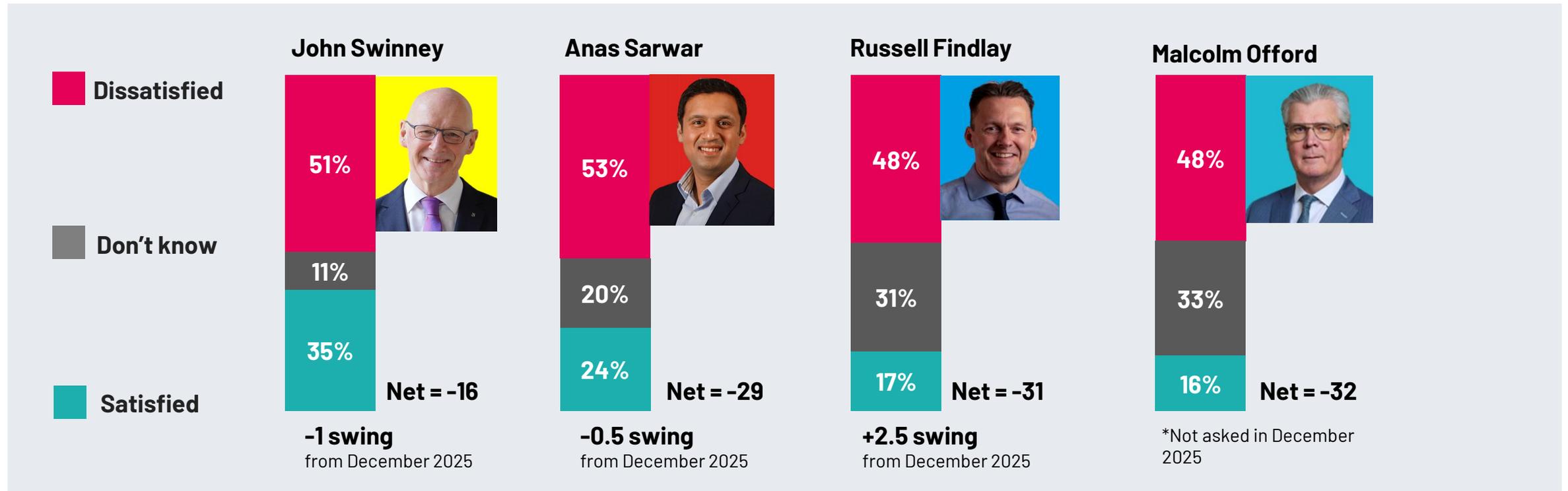
SATISFACTION

with party leaders



Satisfaction with Scottish party leaders: March 2026

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/ leader of Reform UK Scotland?

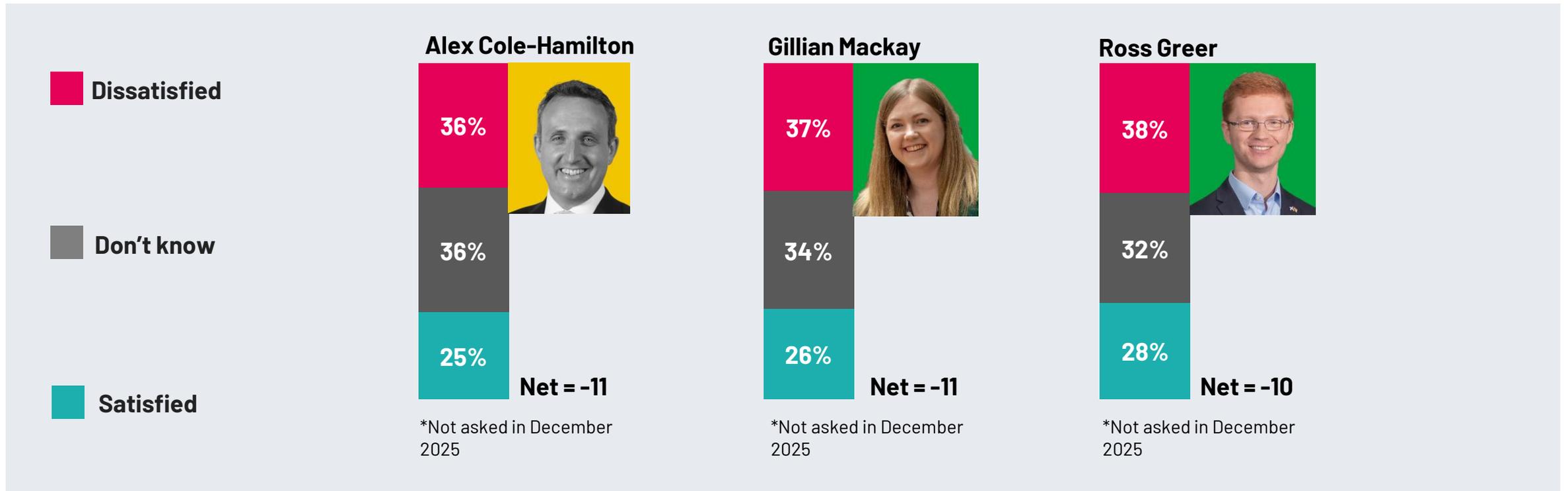


Base: 1,096 Scottish adults 16+, 19 February - 25 February 2026

Source: Ipsos | Scottish Political Monitor

Satisfaction with Scottish party leaders: March 2026

Are you satisfied or dissatisfied with the way.... is doing his/her job ... as leader of the Scottish Liberal Democrats/
co-leader of the Scottish Green Party?

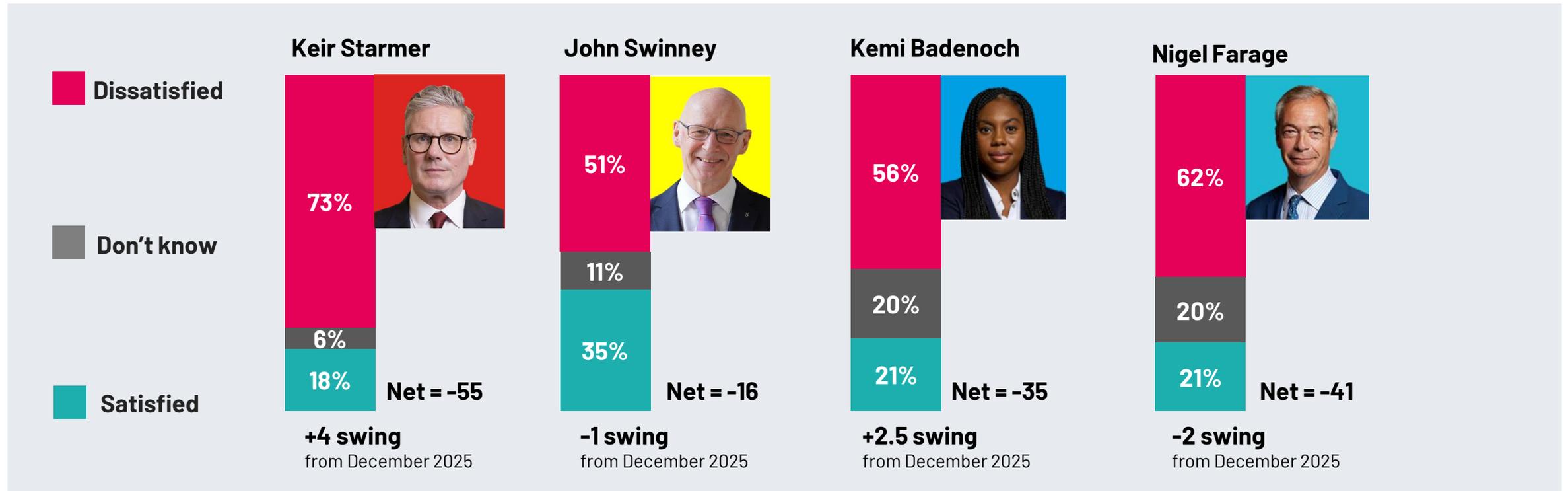


Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

Source: Ipsos | Scottish Political Monitor

Satisfaction with leaders and opposition: March 2026

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: 1,096 Scottish adults 16+, 19 February - 25 February 2026

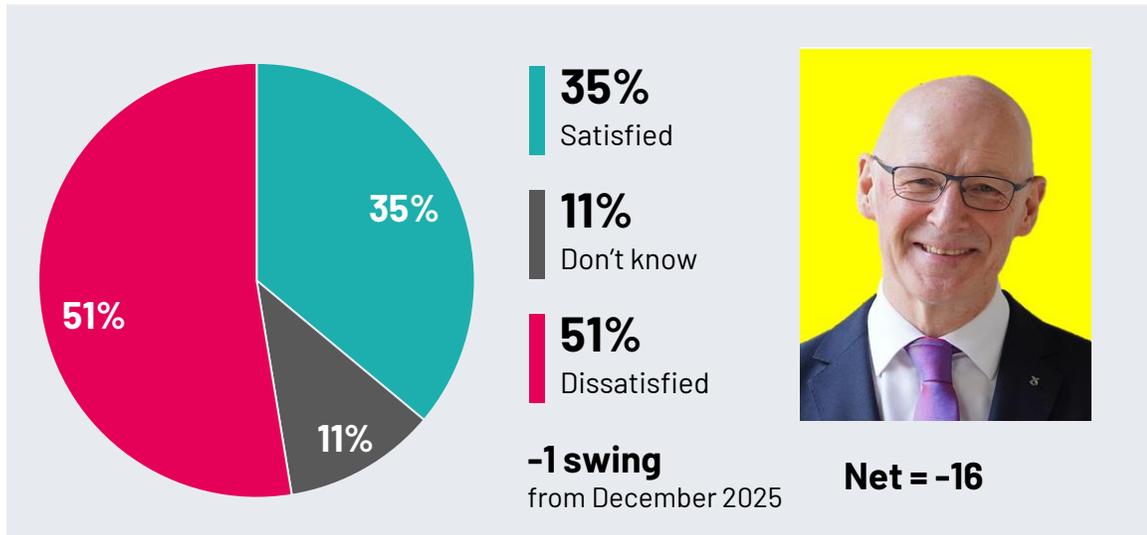
Source: Ipsos | Scottish Political Monitor

John Swinney: Satisfaction

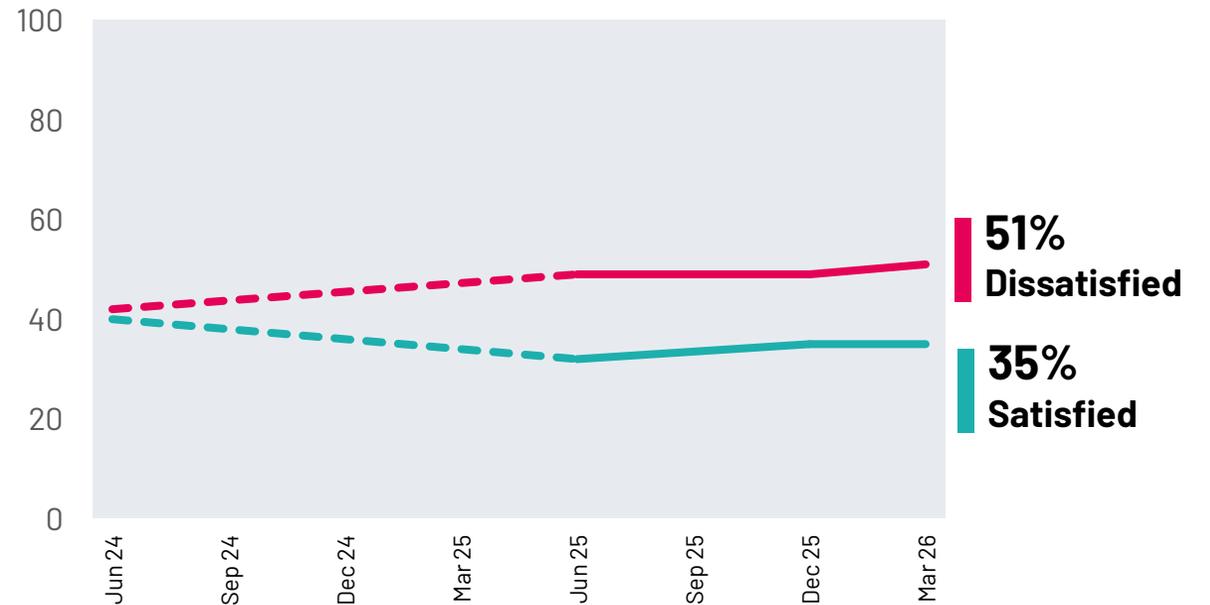
Are you satisfied or dissatisfied with the way John Swinney is doing his job as First Minister?

March 2026

Among all



June 2024 – March 2026



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

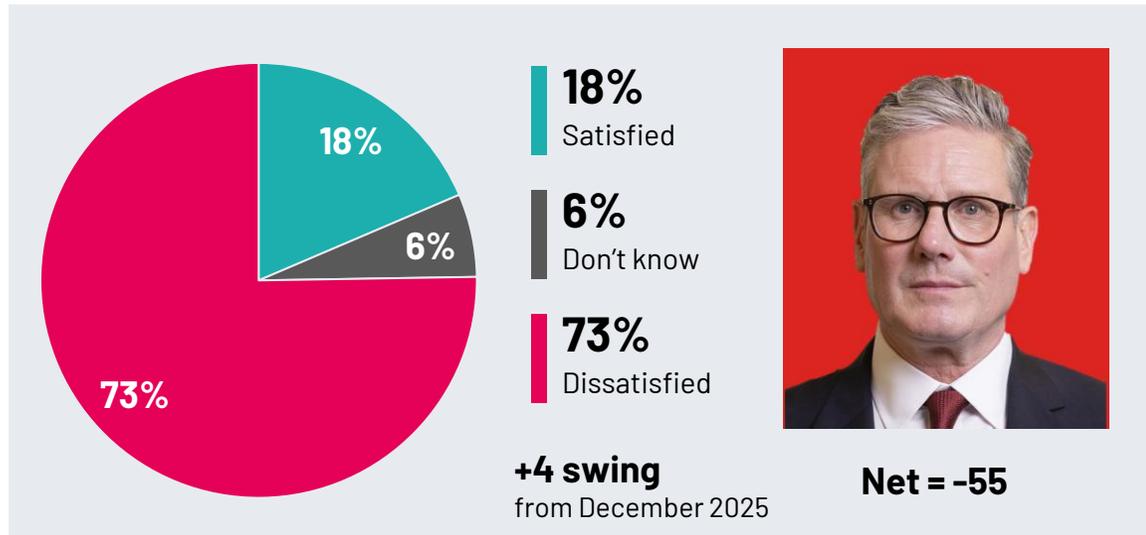
Source: Ipsos | Scottish Political Monitor

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?

March 2026

Among all



October 2020 – March 2026



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

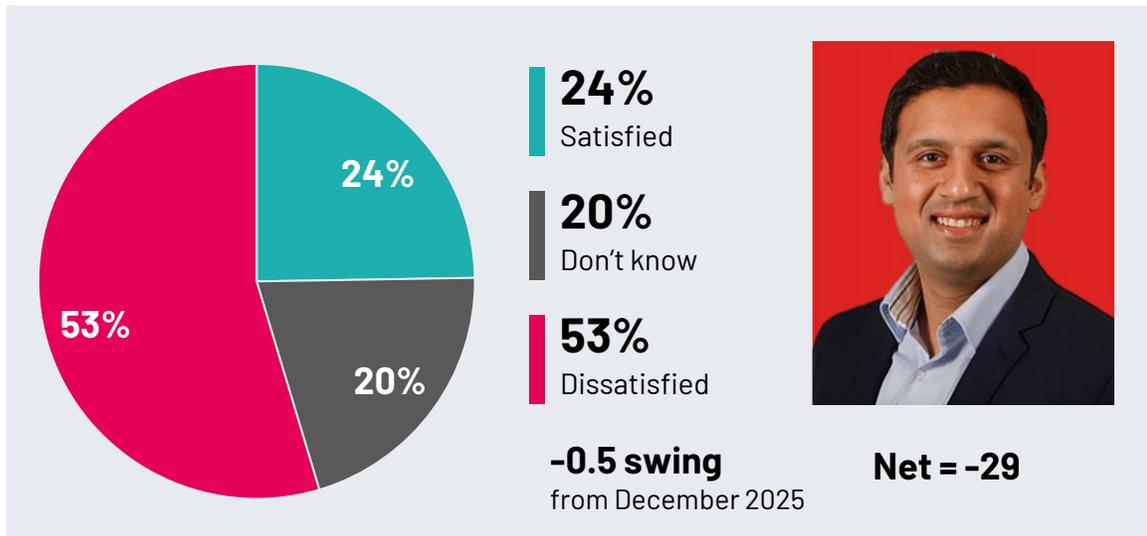
Source: Ipsos | Scottish Political Monitor

Anas Sarwar: Satisfaction

Are you satisfied or dissatisfied with the way Anas Sarwar is doing his job as Leader of the Scottish Labour Party?

March 2026

Among all



April 2021 – March 2026



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

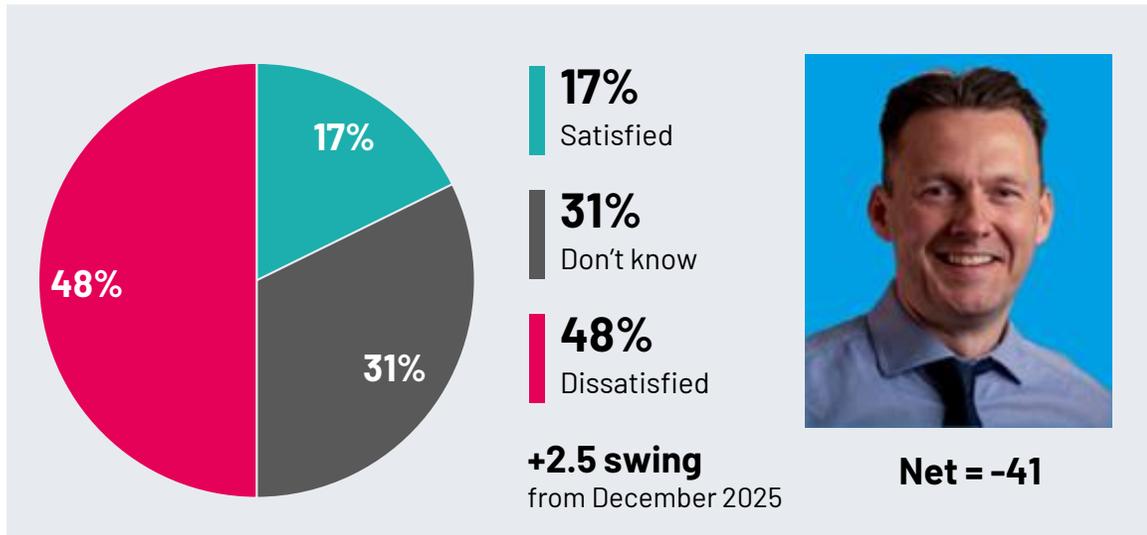
Source: Ipsos | Scottish Political Monitor

Russell Findlay: Satisfaction

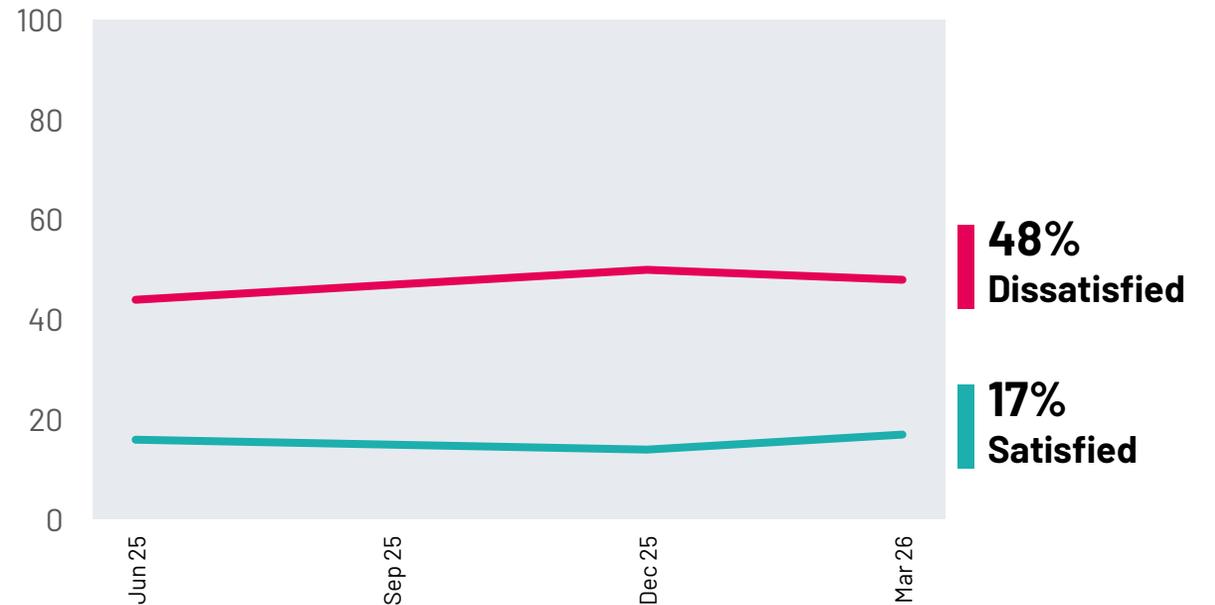
Are you satisfied or dissatisfied with the way Russell Findlay is doing his job as leader of the Scottish Conservative Party?

March 2026

Among all



June 2025 – March 2026



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

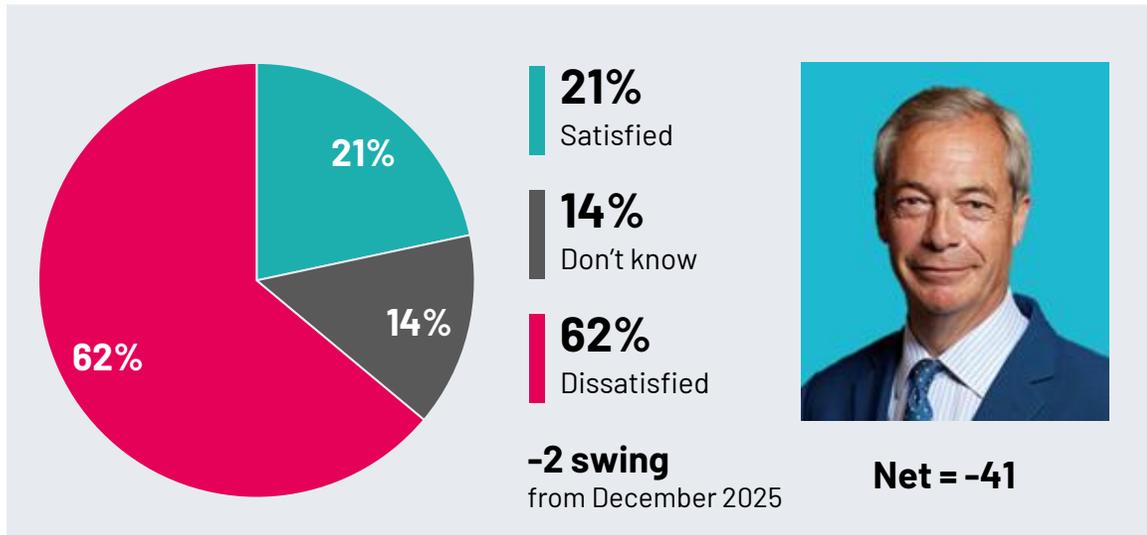
Source: Ipsos | Scottish Political Monitor

Nigel Farage: Satisfaction

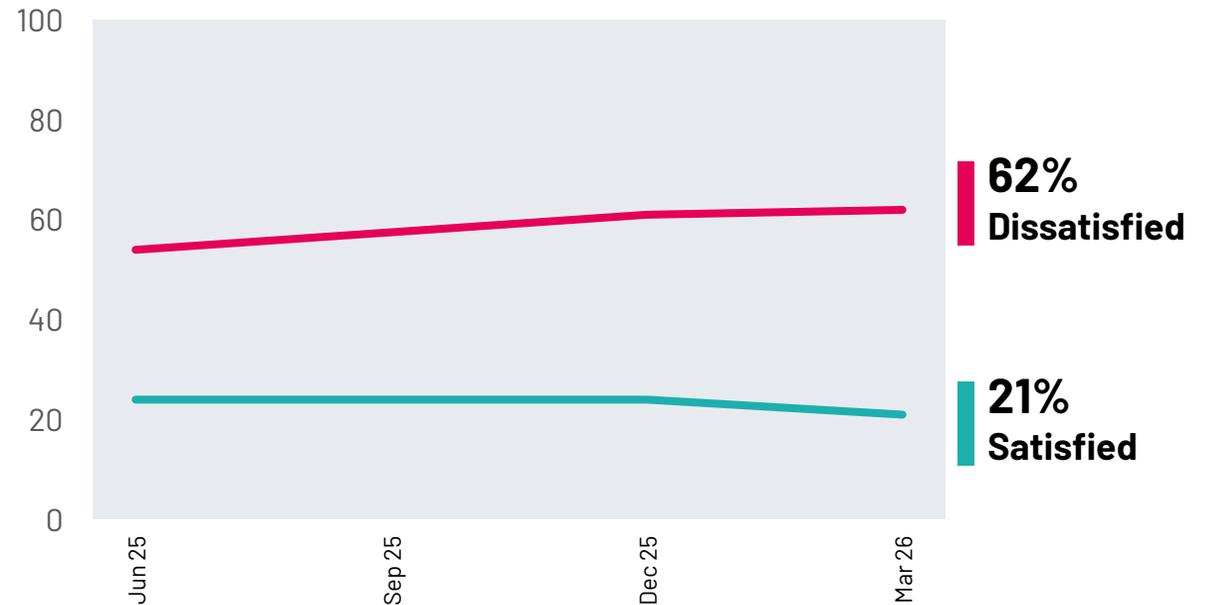
Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

March 2026

Among all



June 2025 – March 2026



Base: 1,096 Scottish adults 16+, 19 February – 25 February 2026

Source: Ipsos | Scottish Political Monitor

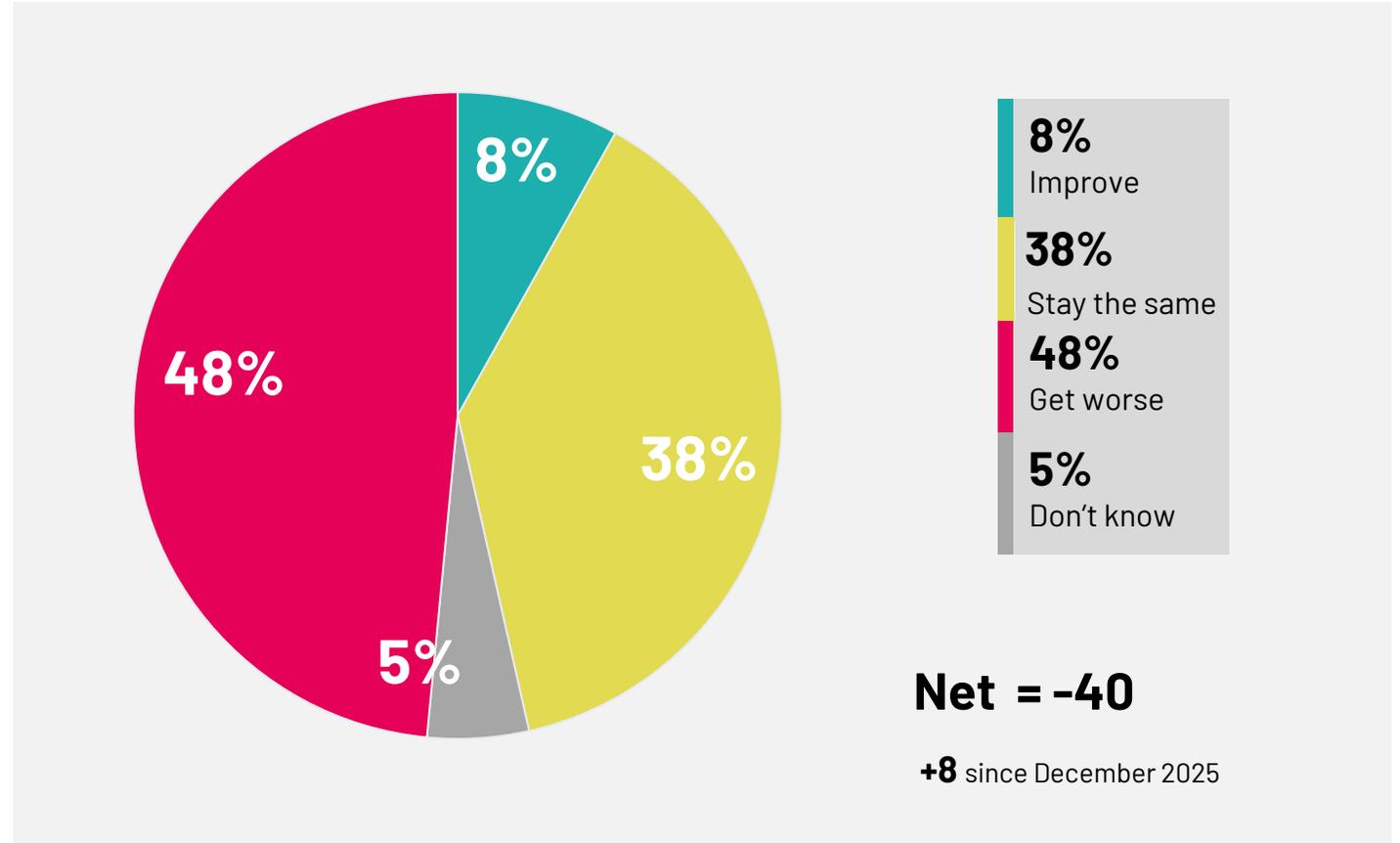
THE ECONOMY



Outlook on the Scottish economy

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

March 2026



Base: 1,096 Scottish adults 16+, 19 February - 25 February 2026

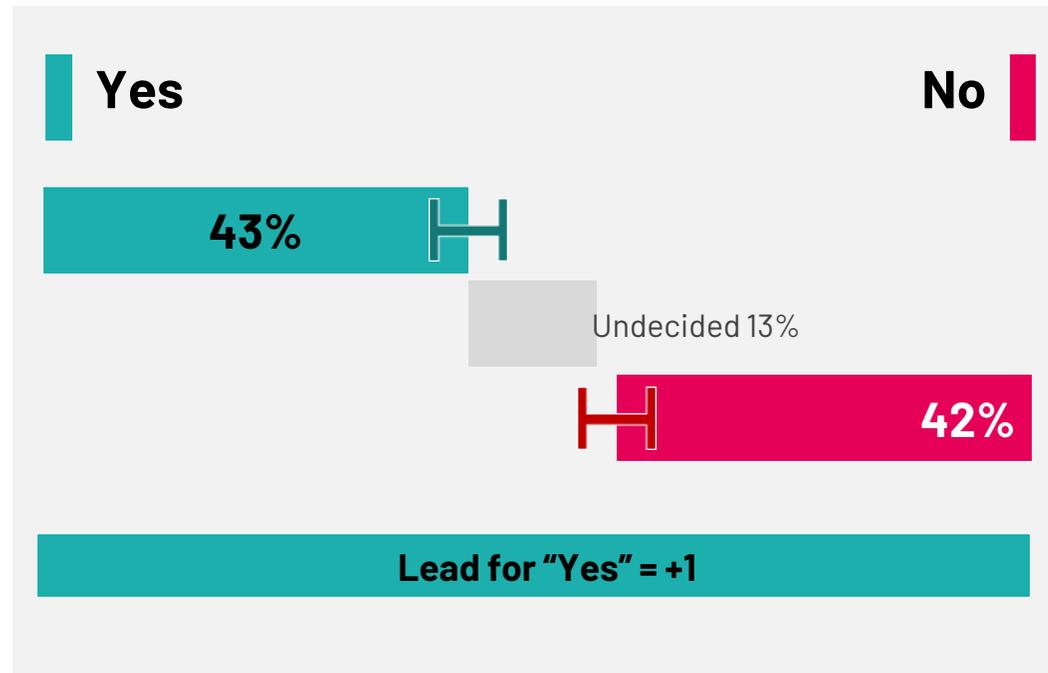
Source: Ipsos | Scottish Political Monitor

VIEWS ON INDEPENDENCE

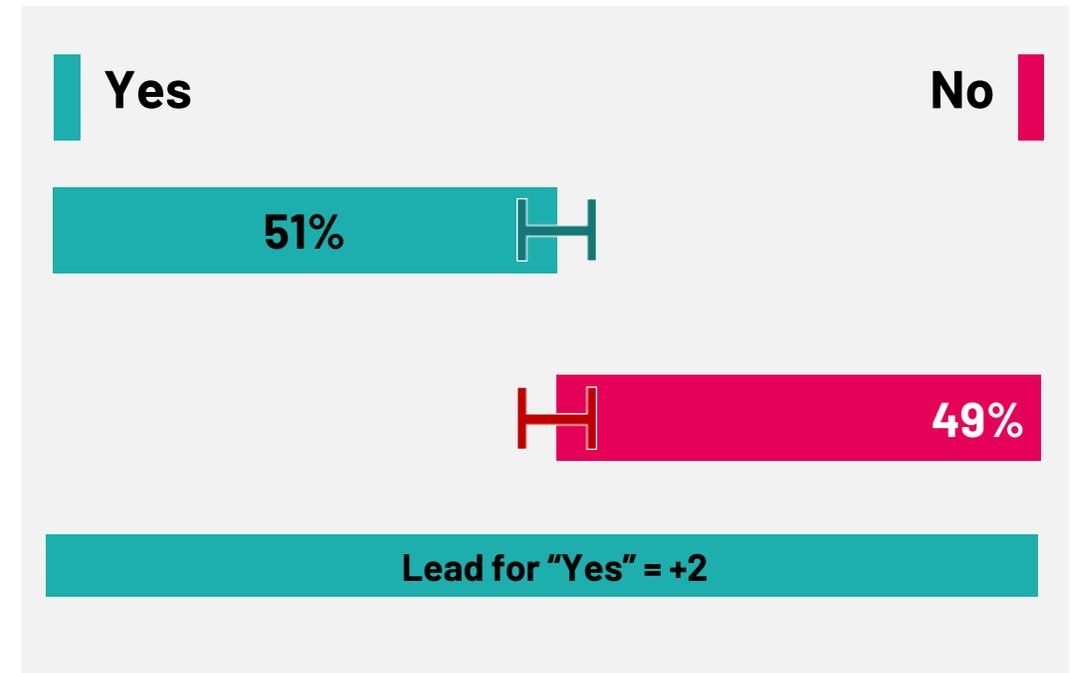
Support for Scottish independence: March 2026

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



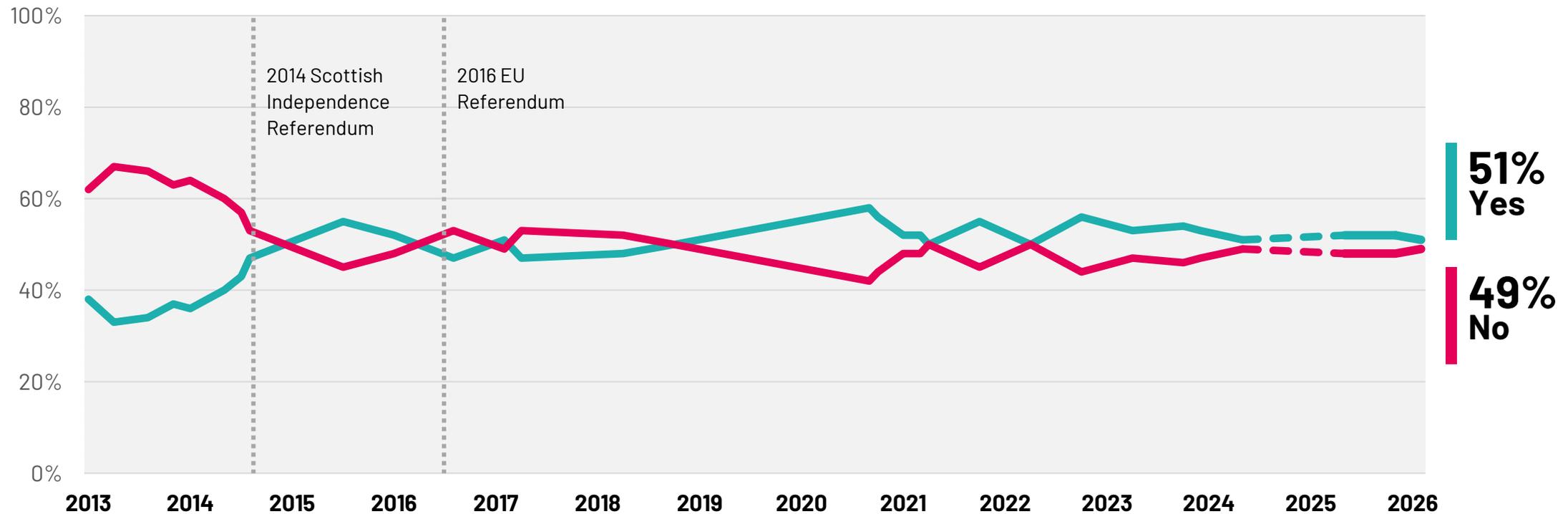
Base: 1,096 Scottish adults aged 16+ who are at least 9/10 likely to vote in a Scottish independence referendum; 874 Scottish adults 16+ who are at least 9/10 likely to vote in a Scottish independence referendum and expressing a voting intention, 19 February – 25 February 2026. Margin of error is displayed 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 – March 2026



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 1,096 adults aged 16+ across Scotland, via the Ipsos UK KnowledgePanel. **Data was collected online between 19 February and 25 February 2026.** A sample of 2,128 panellists aged 16+ in Scotland were invited to take part in the survey. The sample was stratified by age, qualifications and vote at the 2024 general election.

The achieved sample was weighted in two stages:

- Design weights were applied to correct for 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").

This is the methodology Ipsos has used for its Scottish Political Monitors since June 2025. It involves data collection through our online random probability panel instead of a quota telephone survey, an updated voting intention question (prompting for Reform UK), and an updated weighting scheme. This is based on our learnings during and since the 2024 General Election.

As the 2026 Scottish Parliament election approaches, we continue to review our polling methods so that these give results that are as accurate as possible. While Ipsos' polling was overall highly accurate at the 2021 Scottish Parliament election, our final poll slightly overestimated the Scottish Greens on the regional list vote. As an experiment, in this survey half the sample was prompted with the Scottish Green Party on the regional list voting intention question as previously, while half the sample was not. Our initial findings suggest that prompting for the Scottish Green Party on the regional list makes little difference (around 1 percentage point) to the published Green figure. We will carry out further analysis on this ahead of our next poll.



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This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252.