

IPSOS SCOTTISH POLITICAL MONITOR

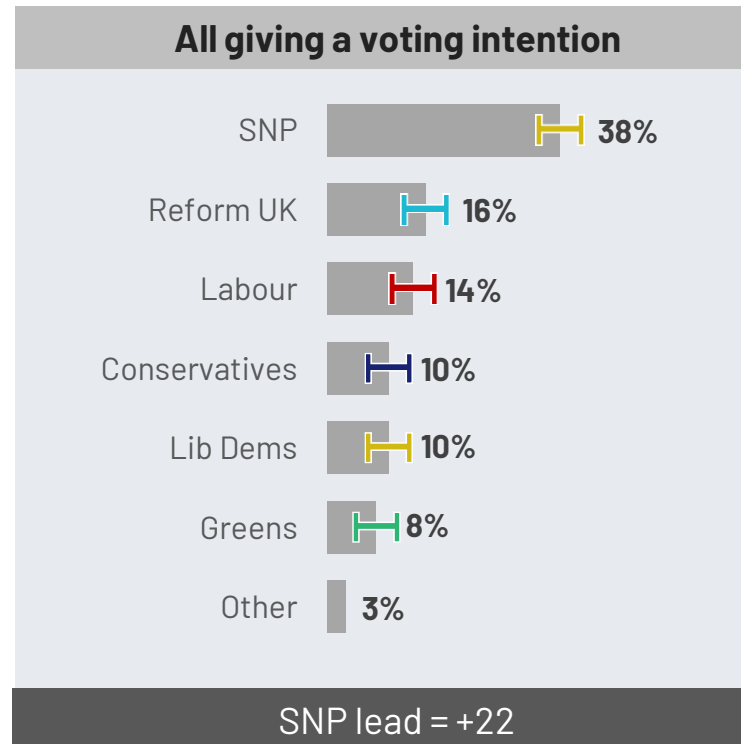
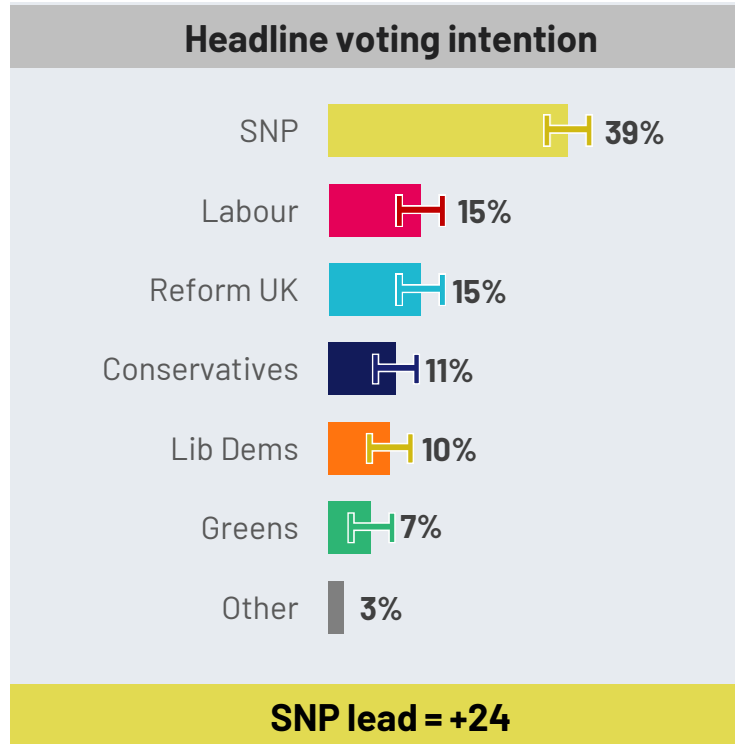
April 2026

VOTING INTENTION



Holyrood Constituency Voting Intention: April 2026

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

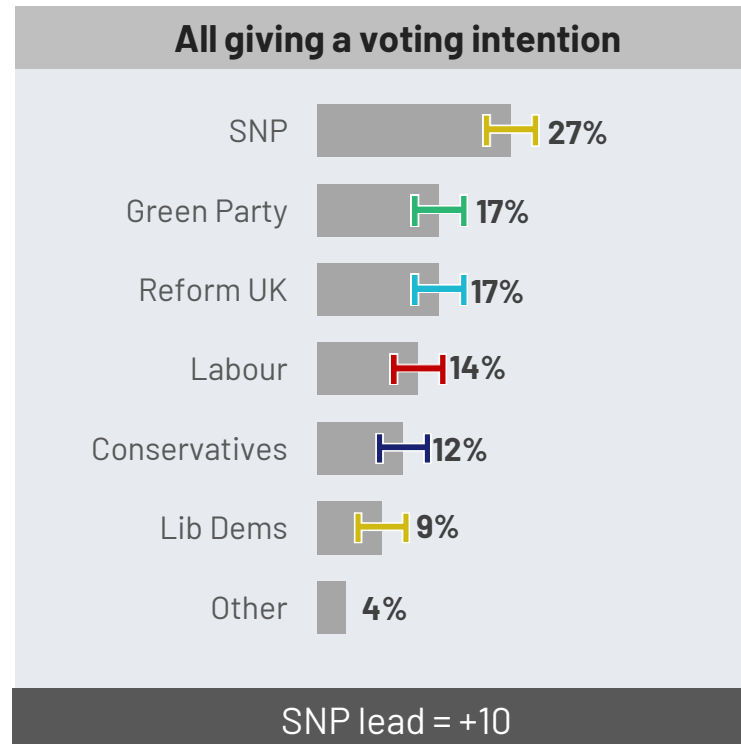
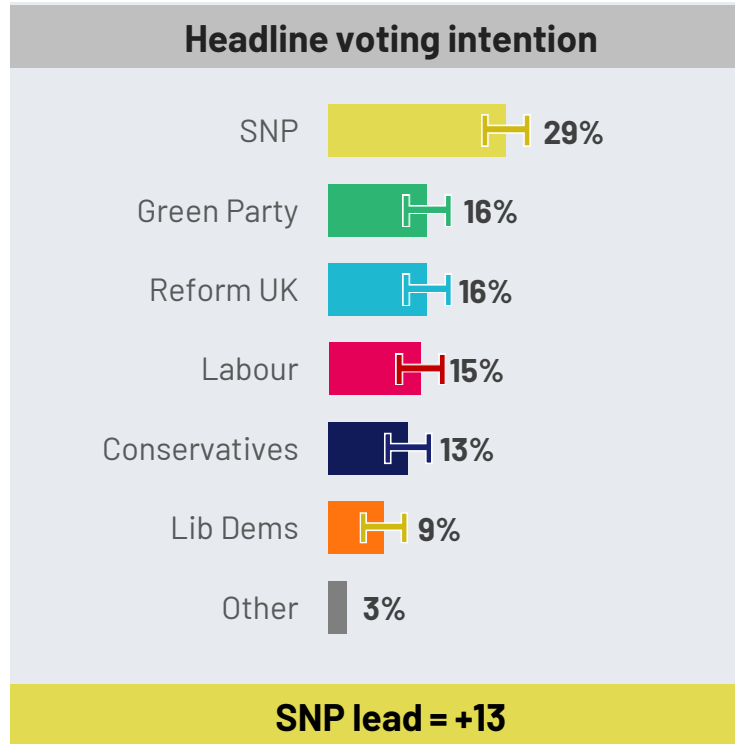


Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends(734); All expressing a voting intention(893). Margin of error is displayed at +/- 4%. All polls are subject to a 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 Regional List Voting Intention: April 2026

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

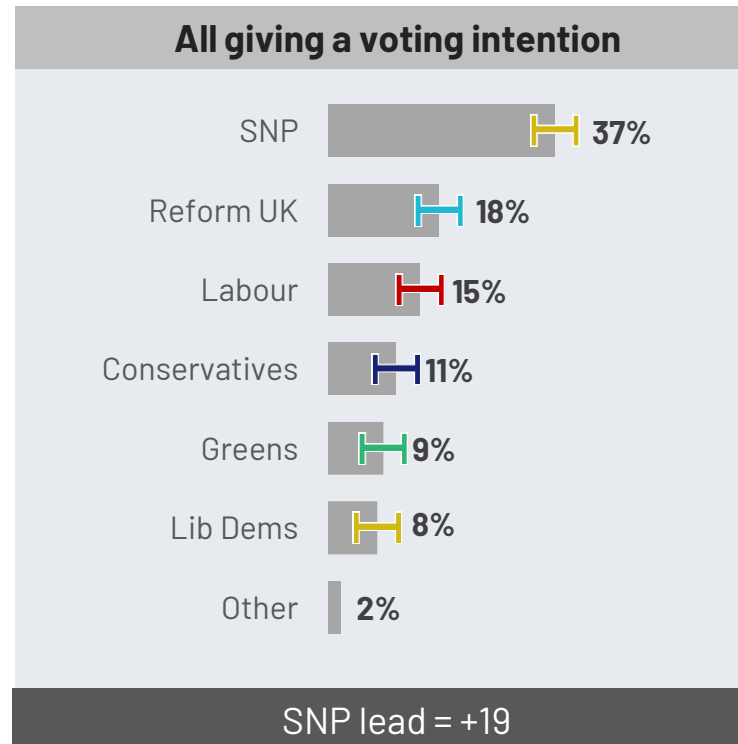
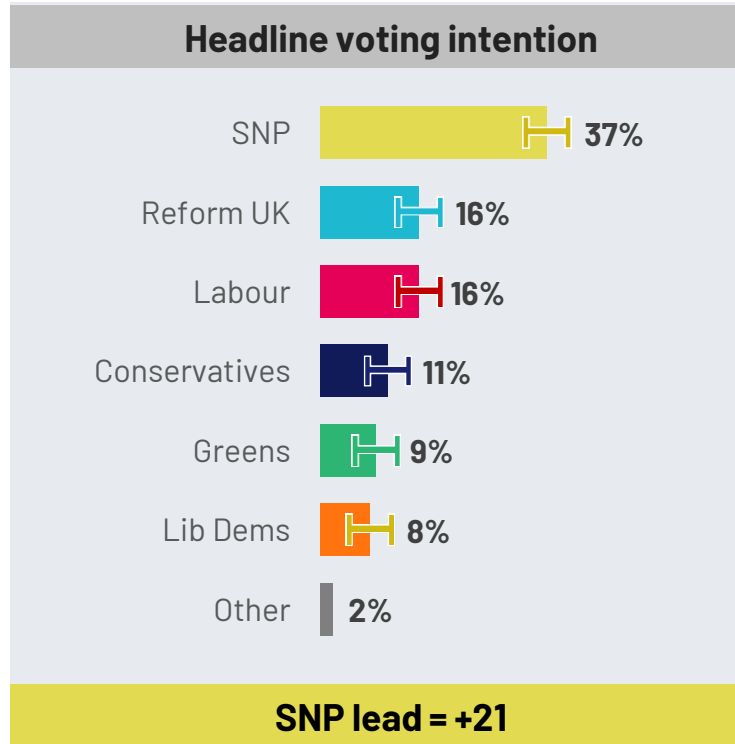


Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends(731); All expressing a voting intention (889). Margin of error is displayed at +/- 4%. All polls are subject to a 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: April 2026

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

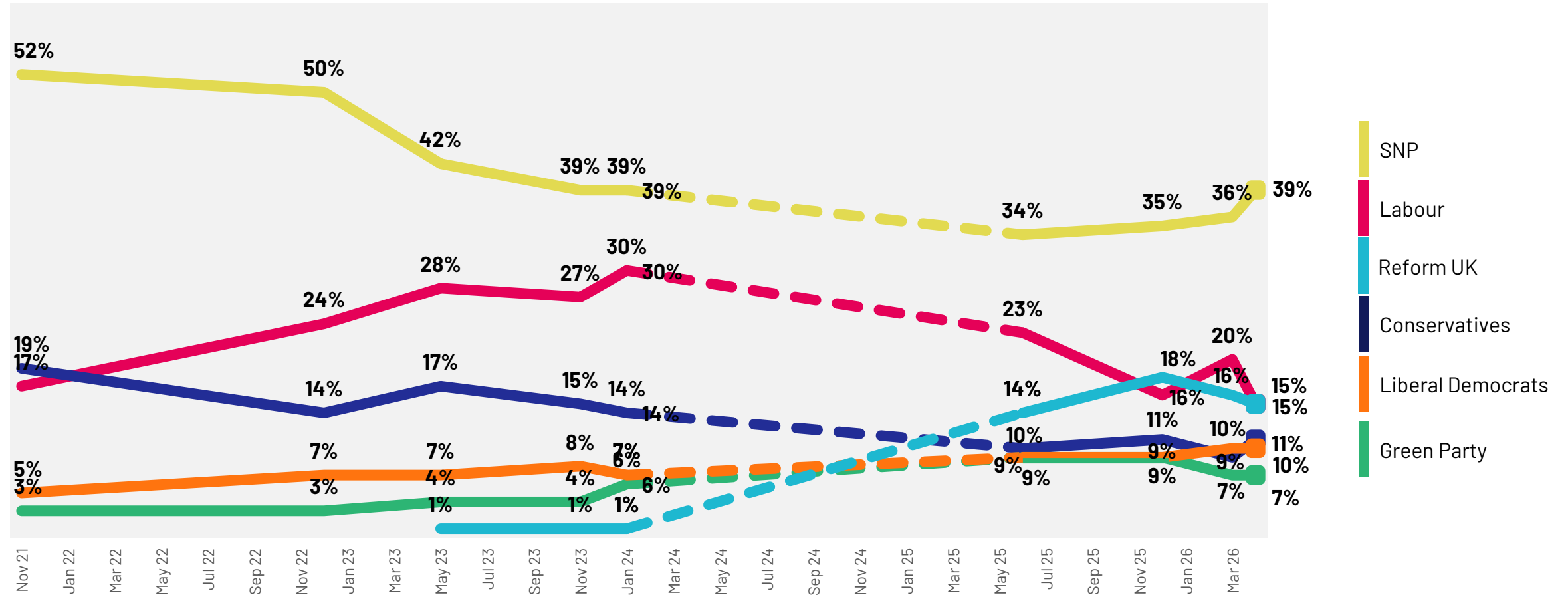


Base: 1,030 Scottish adults 18+, 26 March – 31 March 2026; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (707); All expressing a voting intention (865). Margin of error is displayed at +/- 4%. All polls are subject to 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 – April 2026

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



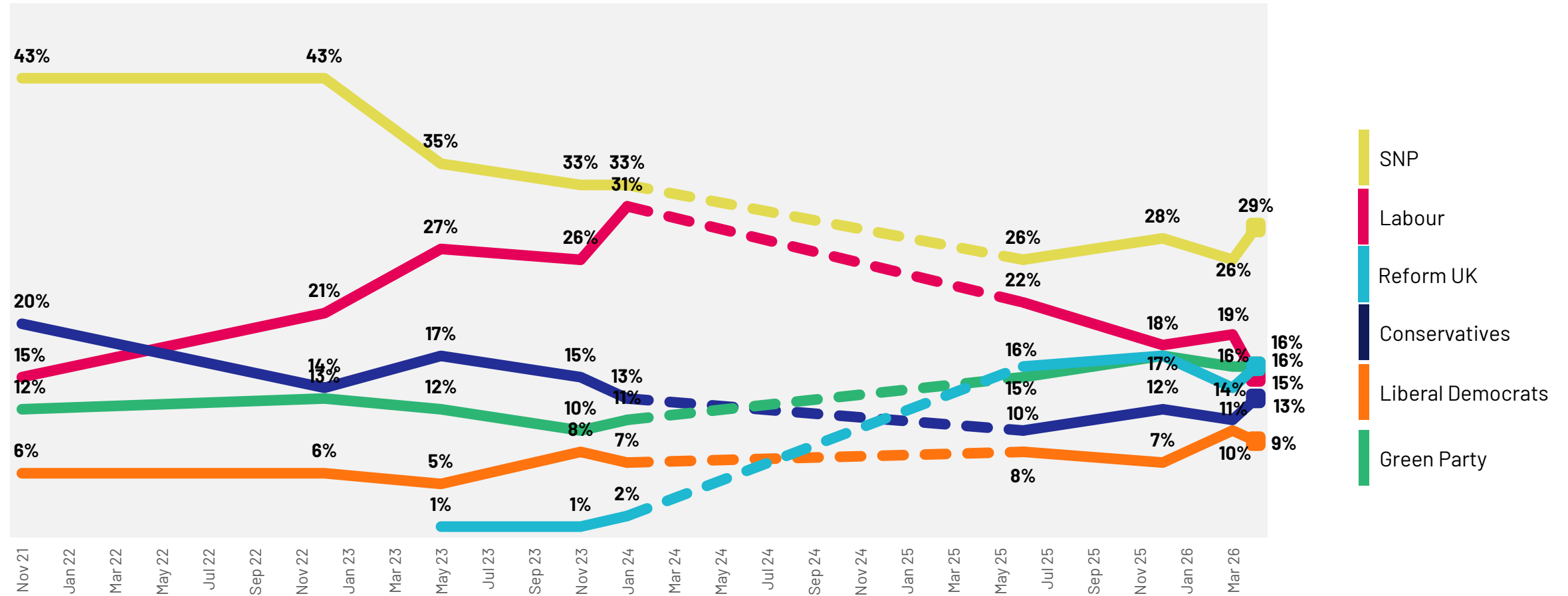
Base: c.800 Scottish adults 16+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (April 2026: 734; March 2026: 771; December 2025: 761; June 2025: 737, January 2024: 631, November 2023: 700, May 2023: 762, December 2022: 780, November 2021: 807, May 2021: 1169)

Source: Ipsos | Scottish Political Monitor



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

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

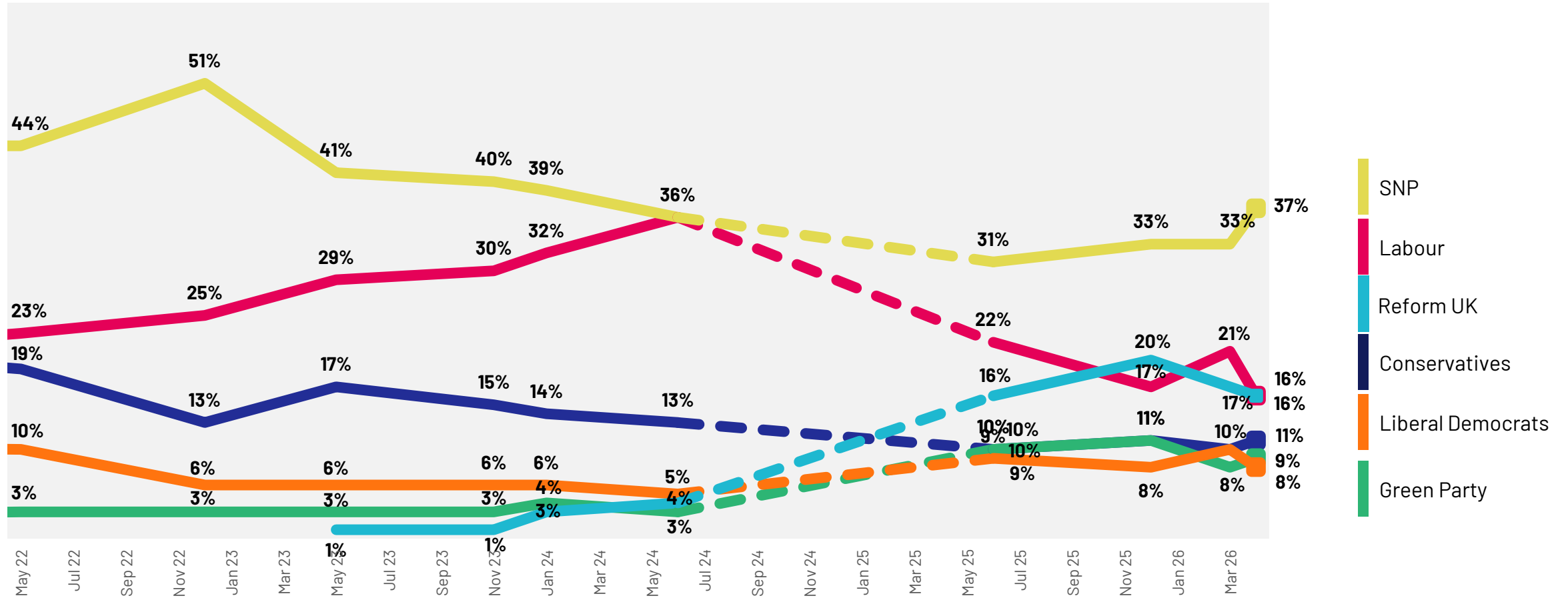


Base: c.800 Scottish adults 16+; Headline voting intention: all expressing a voting intention and at least 9/10 likely to vote and usually/always vote/it depends (April 2026: 731; March 2026: 771; December 2025: 755; June 2025: 735, January 2024: 630, November 2023: 697, May 2023: 763, December 2022: 795, November 2021: 815).

Source: Ipsos | Scottish Political Monitor

Westminster Voting Intention: Trends | May 2022 – April 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 (April 2026: 707; 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)

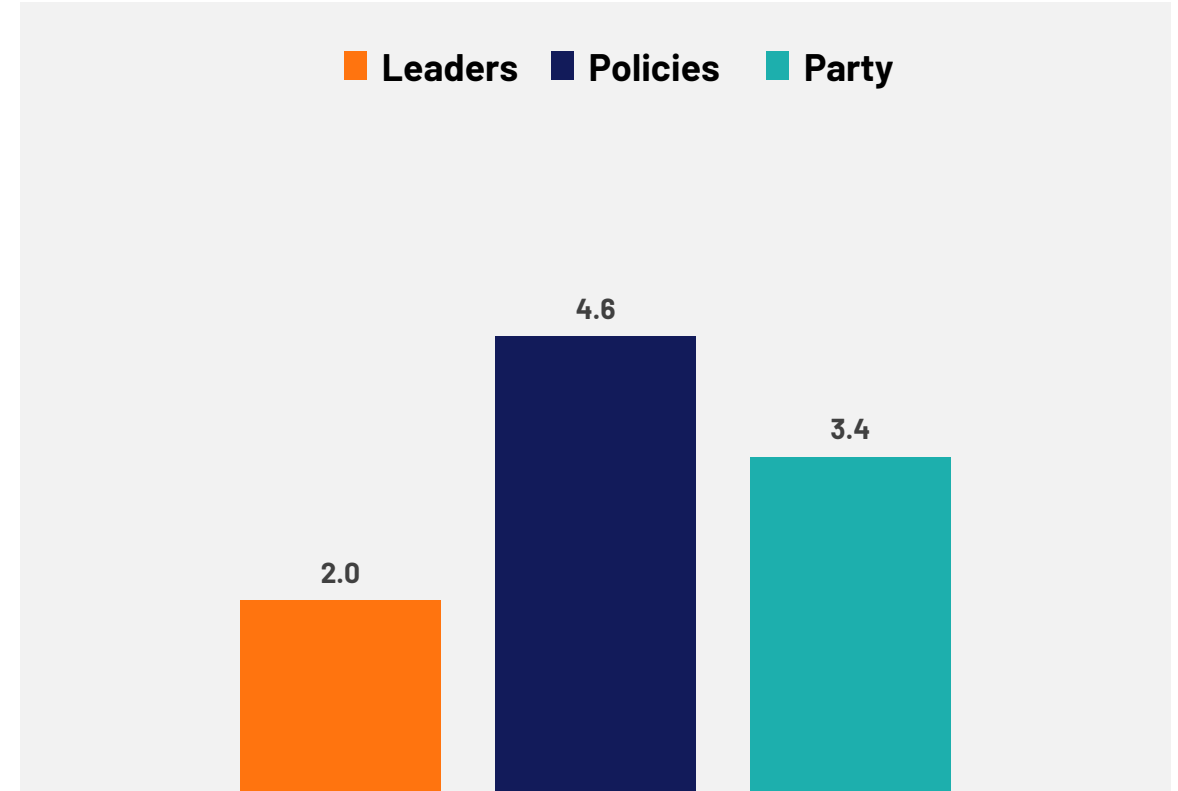
Source: Ipsos | Scottish Political Monitor



Ipsos Political Triangle: What matters to you when voting?

I want you to think about what it is that most attracted you to [NAME OF PARTY] for your constituency vote. Some people are attracted mainly by the policies of the party, some by the leaders of the party and some because they identify with the party as a whole.

If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend to vote for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

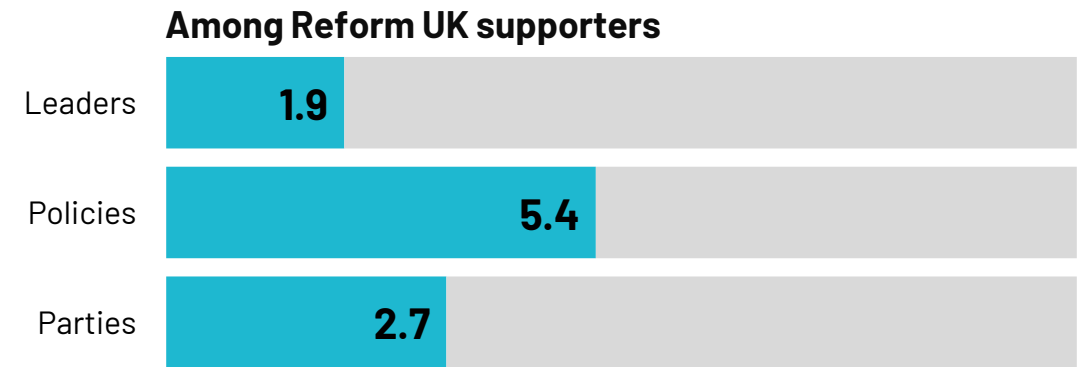
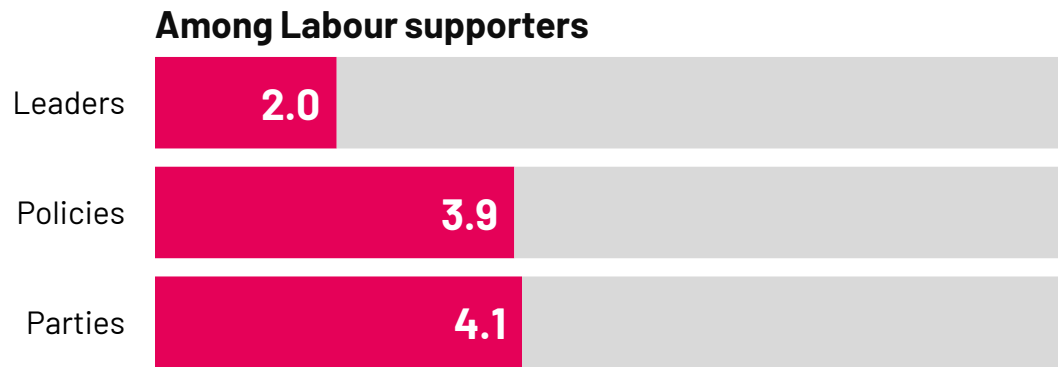
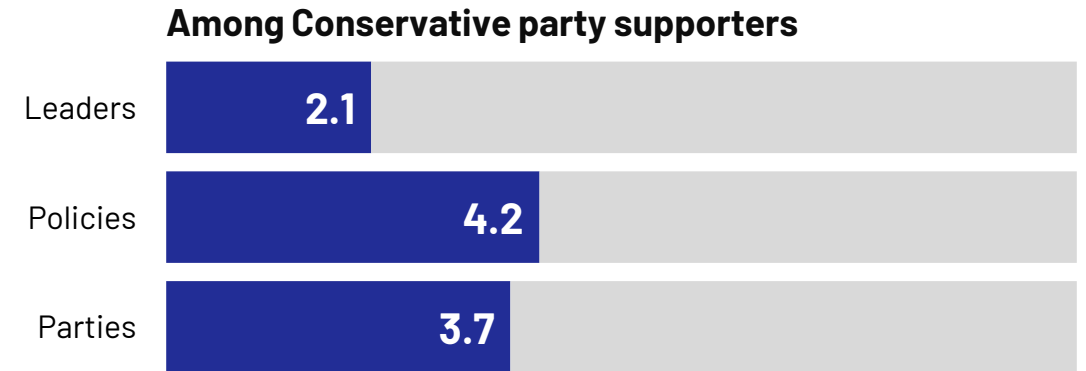
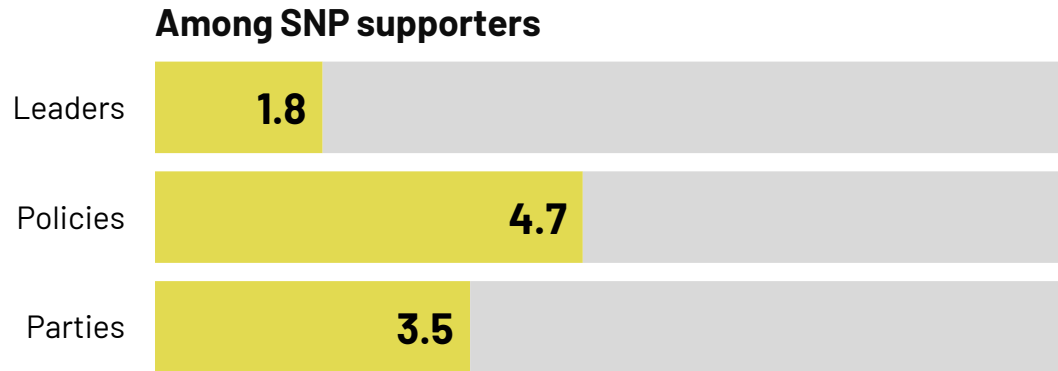


Base: 899 Scottish adults aged 16+ who selected a listed party on Holyrood constituency vote; 26 March – 31 March 2026.

Source: Ipsos | Scottish Political Monitor

Ipsos Political Triangle: What matters to you when voting?

If you had a total of ten points to allocate according to how important each of these was to you, how many points would you allocate to the leaders of the party you intend to vote for, how many to its policies, and how many to the party as a whole? Please bear in mind that the total of all your points should add up to ten.

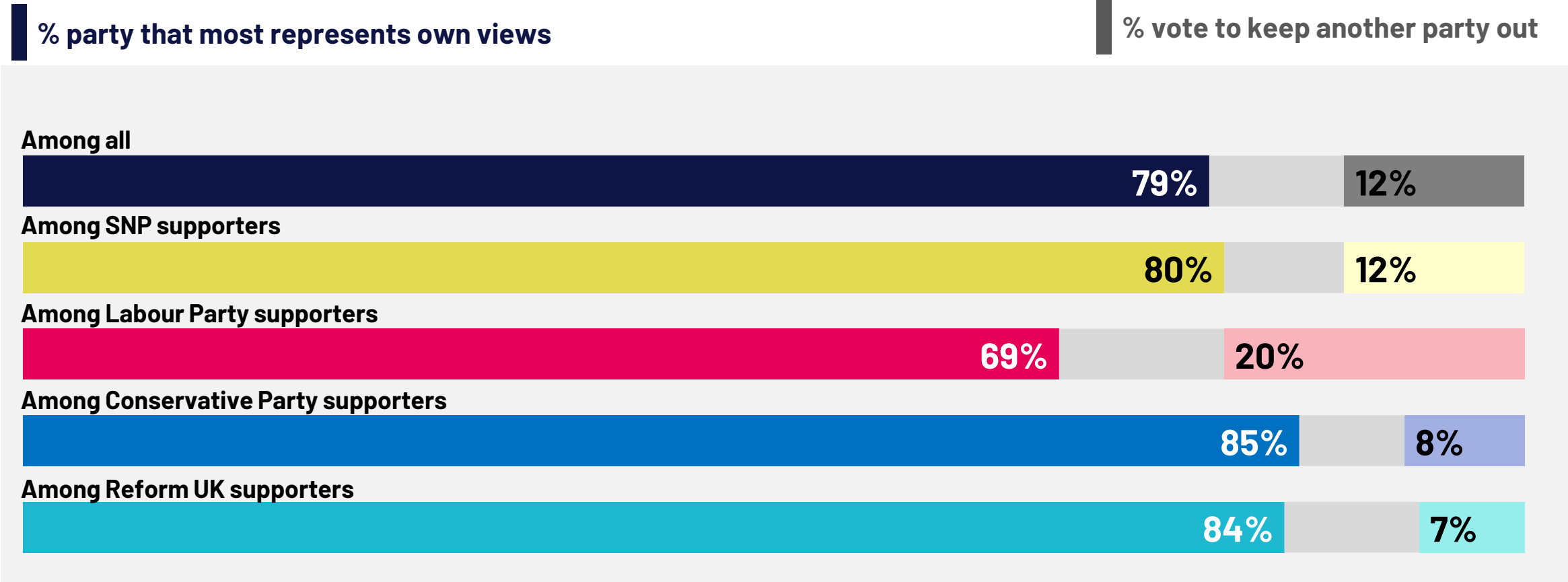


Base: 899 Scottish adults aged 16+ who selected a listed party on Holyrood constituency vote, including 341 SNP supporters (who would vote / are inclined to vote SNP on the constituency vote), Labour supporters (122), Conservative supporters (92), and Reform UK supporters (141); 26 March – 31 March 2026.

Source: Ipsos | Scottish Political Monitor

Tactical voting decisions on constituency vote: By party

And thinking again about your reasons for saying you would vote/are inclined to support [PARTY NAME] on your constituency vote. Which of the following statements comes closest to your reasons for intending to vote for / being inclined to support them?



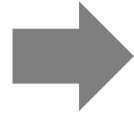
Base: 900 Scottish adults aged 16+ who selected a listed party on Holyrood constituency vote, including 341 SNP supporters (who would vote / are inclined to vote SNP on the constituency vote), Labour supporters (124), Conservative supporters (92), and Reform UK supporters (141); 26 March – 31 March 2026.

Source: Ipsos | Scottish Political Monitor



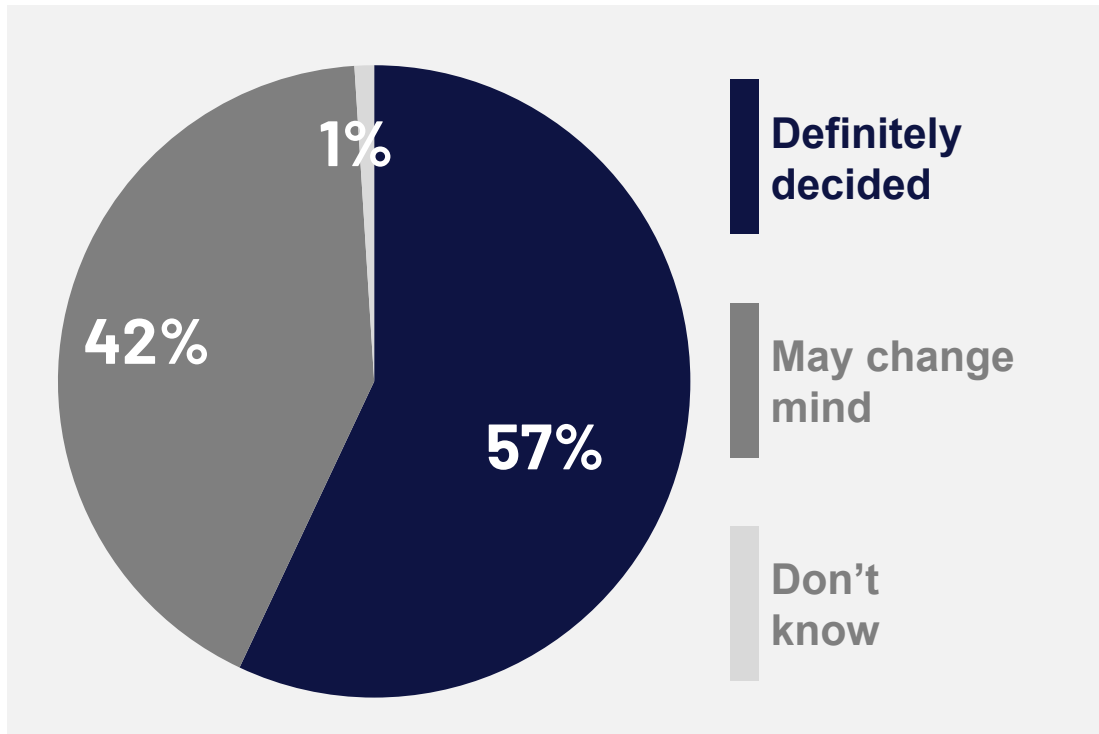
Constituency voting: Have you definitely decided who to vote for?

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?



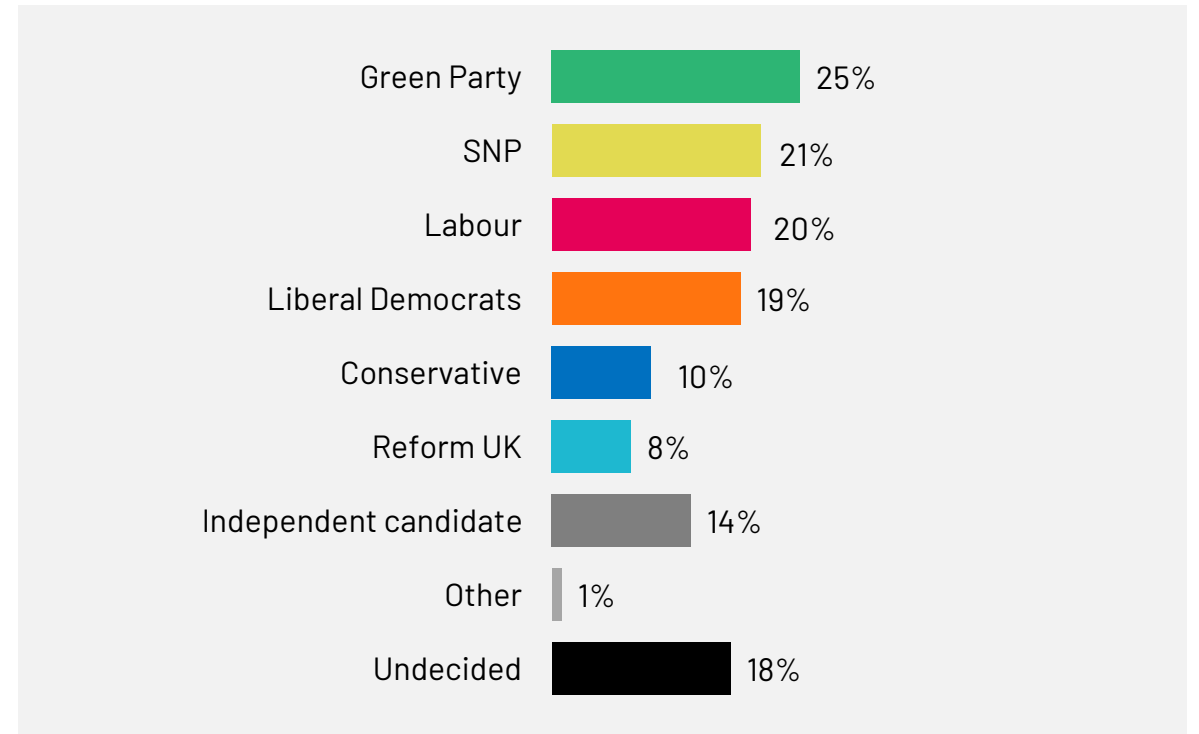
If you do change your mind about voting for this party on your constituency vote, which party or parties would you consider voting for instead?

Among all expressing a voting intention



Base: 924 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote, 26 March – 31 March 2026

All giving a voting intention who "may change mind"



Base: 373 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote who may change their mind, 26 March – 31 March 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

57%

42%

Among SNP supporters

65%

33%

Among Labour Party supporters

53%

47%

Among Conservative Party supporters

54%

46%

Among Reform UK supporters

66%

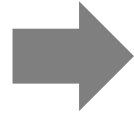
34%

Base: 924 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote, including 341 SNP supporters (who would vote / are inclined to vote SNP on the constituency vote), Labour supporters (124), Conservative supporters (92), and Reform UK supporters (141); 26 March – 31 March 2026.

Source: Ipsos | Scottish Political Monitor

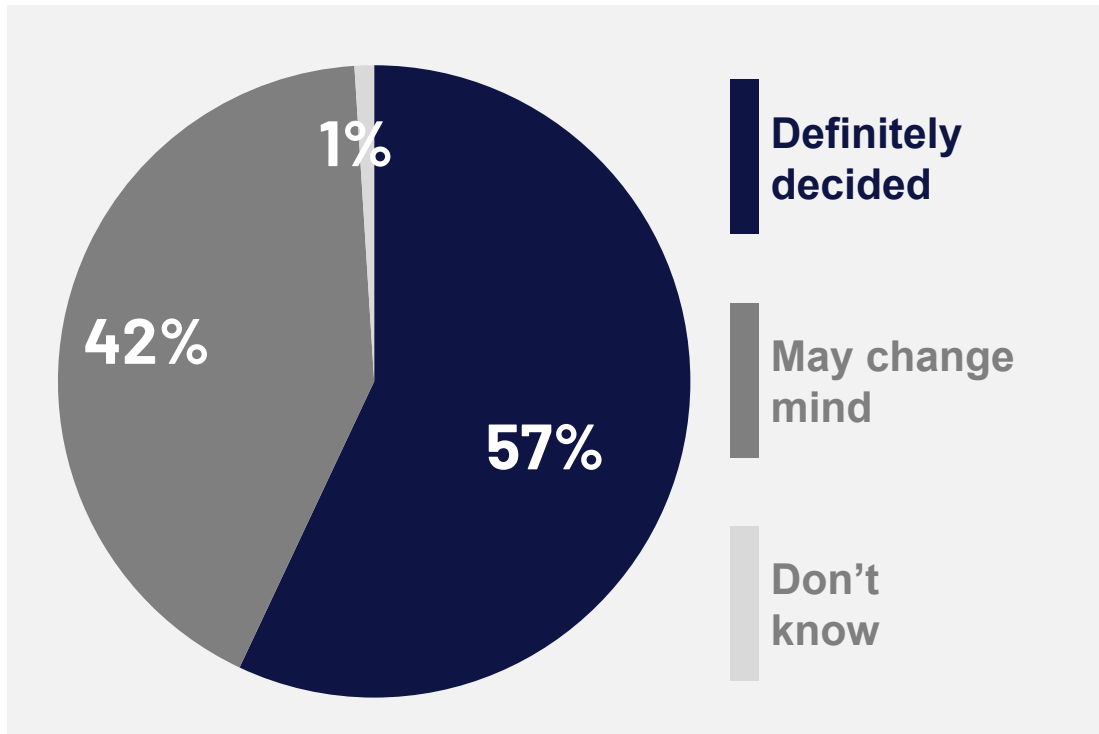
Regional list voting: Have you definitely decided who to vote for?

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



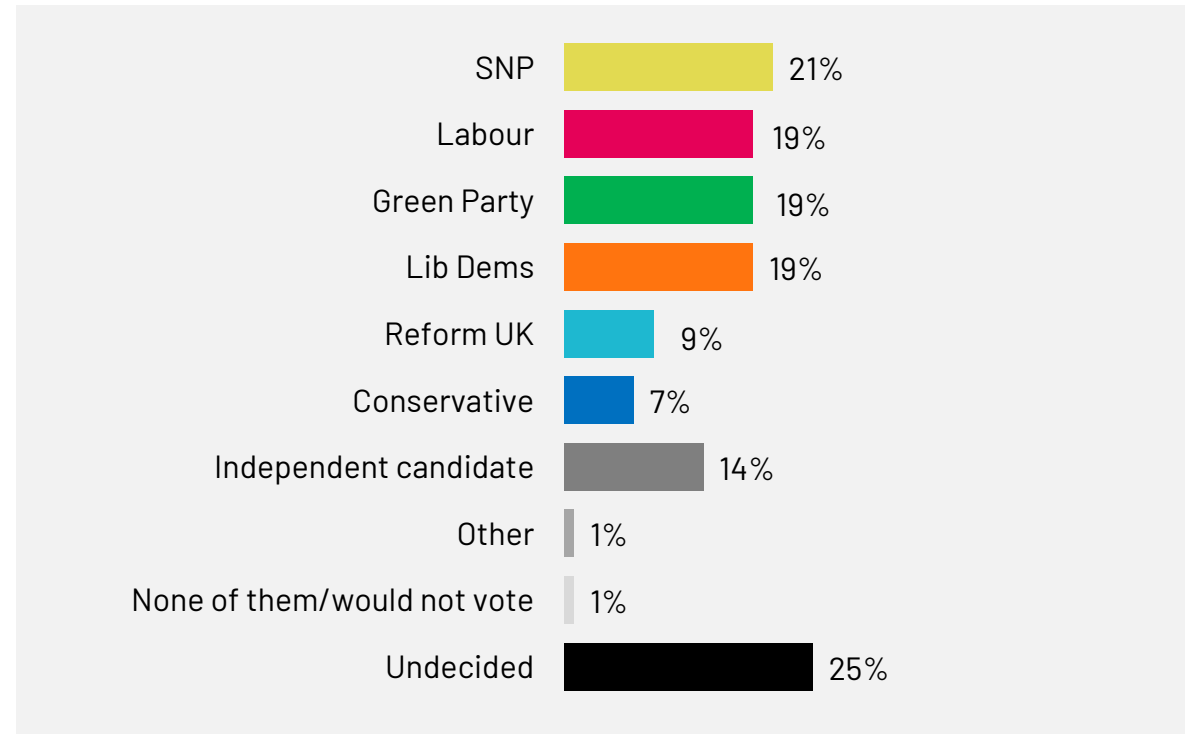
If you do change your mind about voting for this party on your regional list vote, which party or parties would you consider voting for instead?

Among all expressing a voting intention



Base: 910 Scottish adults aged 16+ giving a voting intention for Holyrood regional list vote, 26 March – 31 March 2026

All giving a voting intention who "may change mind"



Base: 393 Scottish adults aged 16+ giving a voting intention for Holyrood regional list vote who may change their mind, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor



Regional list voting: Have you definitely decided who to vote for?

Have you definitely decided to vote [NAME OF PARTY] on your regional list 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

57% 42%

Among SNP supporters

67% 31%

Among Labour Party supporters

55% 45%

Among Conservative Party supporters

60% 40%

Among Reform UK supporters

67% 32%

Base: 910 Scottish adults aged 16+ giving a voting intention for Holyrood regional list vote, including 238 SNP supporters (would vote / are inclined to vote SNP on the regional list), Labour supporters (124), Conservative supporters (107), and Reform UK supporters (148); 26 March – 31 March 2026.

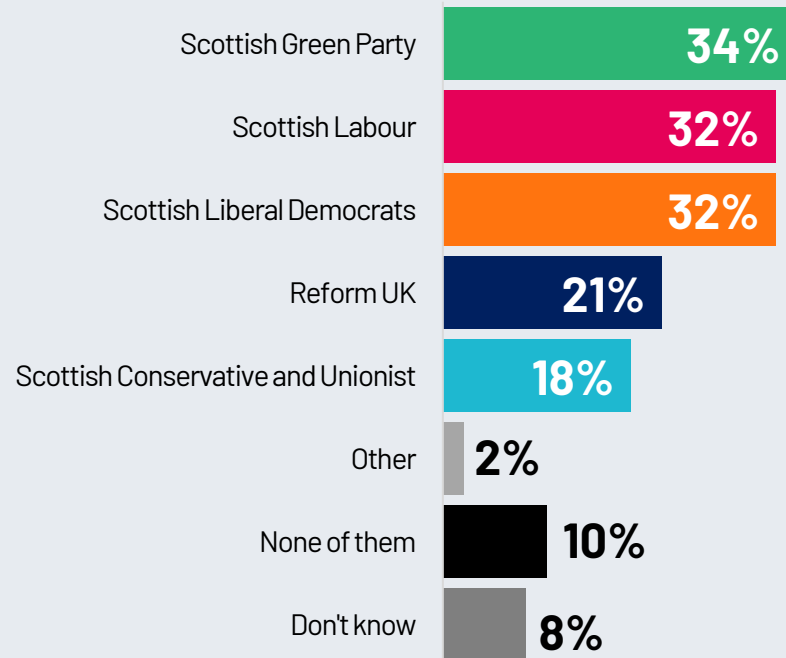
Source: Ipsos | Scottish Political Monitor

Views on coalitions

If no party has a clear majority, and thinking about parties other than the SNP, which of the following parties, if any, would you be **happy/unhappy** to see having influence over the next Scottish Government? You may pick more than one.

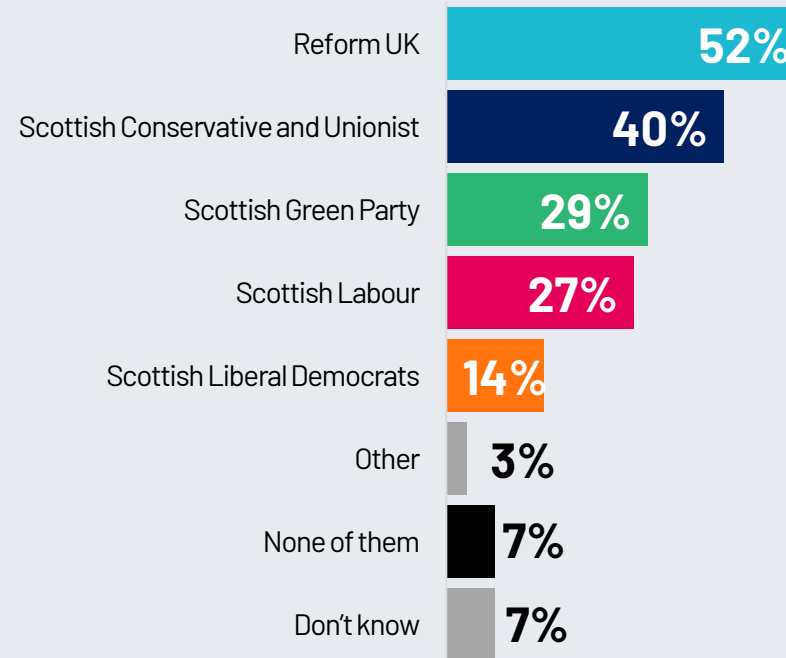
Among all

Would be **happy** to see the following have an influence over the next Scottish Government:



Among all

Would be **unhappy** to see the following have an influence over the next Scottish Government:



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor

ISSUES FOR THE SCOTTISH PARLIAMENT ELECTION

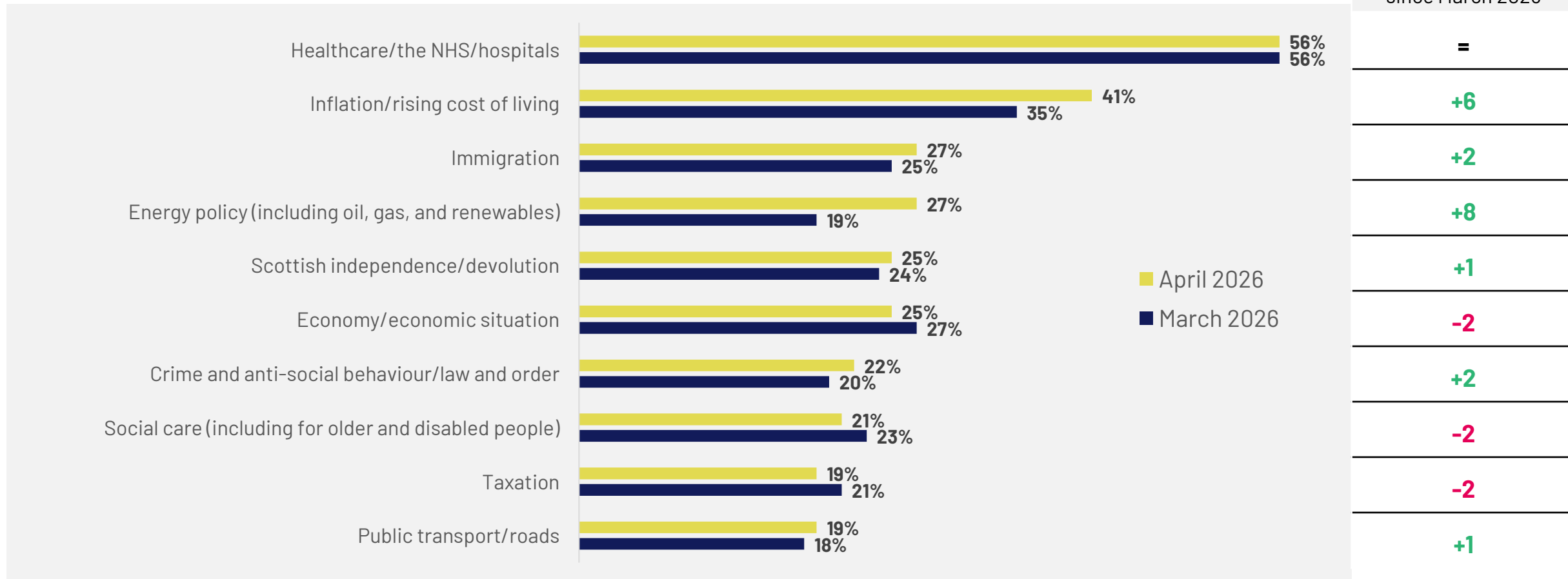


**POLLING
STATION**

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: 1,038 Scottish adults 16+, 26 March – 31 March 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?

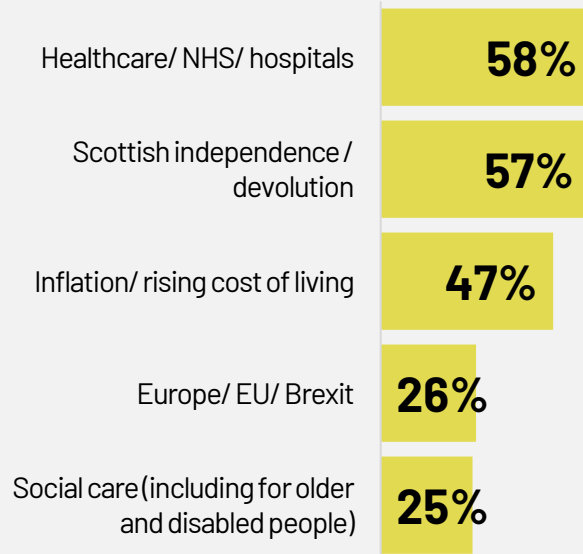
Please select up to five.

Top five issues by party support

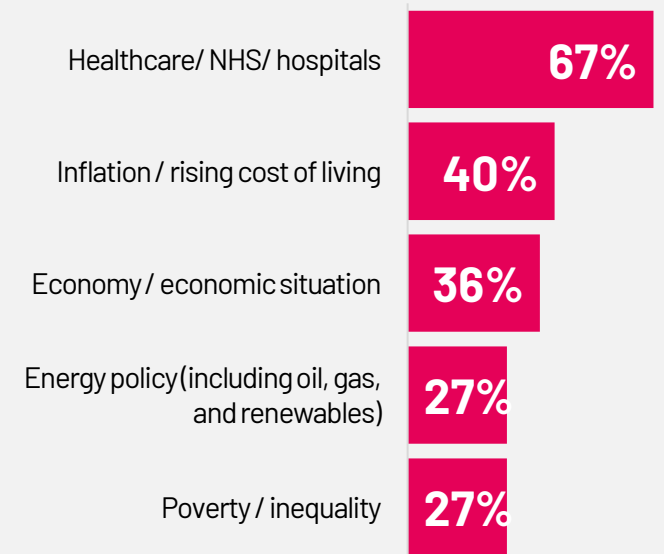
Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026, including those who say they would vote for / are inclined to support the following parties at the Scottish Parliament elections: SNP (341), Labour (124), Reform UK (141), Conservative (92).

Source: Ipsos | Scottish Political Monitor

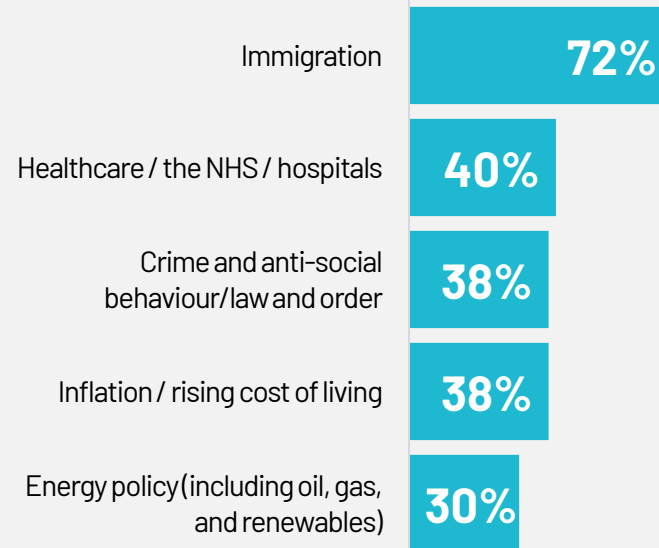
Among SNP supporters



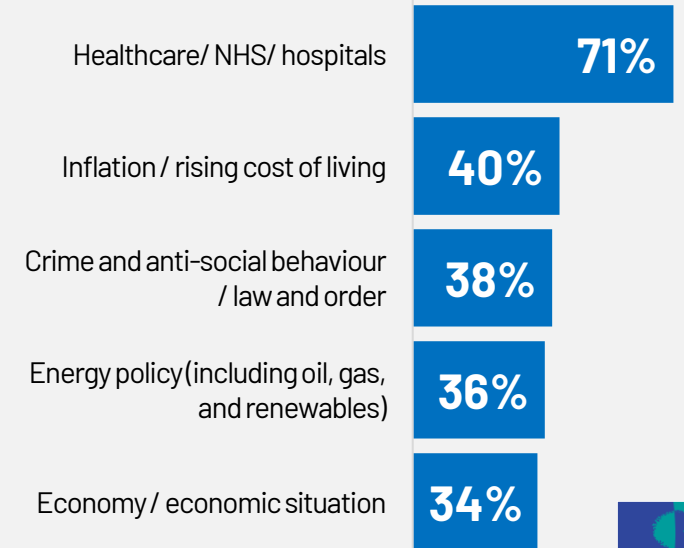
Among Labour supporters



Among Reform UK supporters



Among Conservative supporters

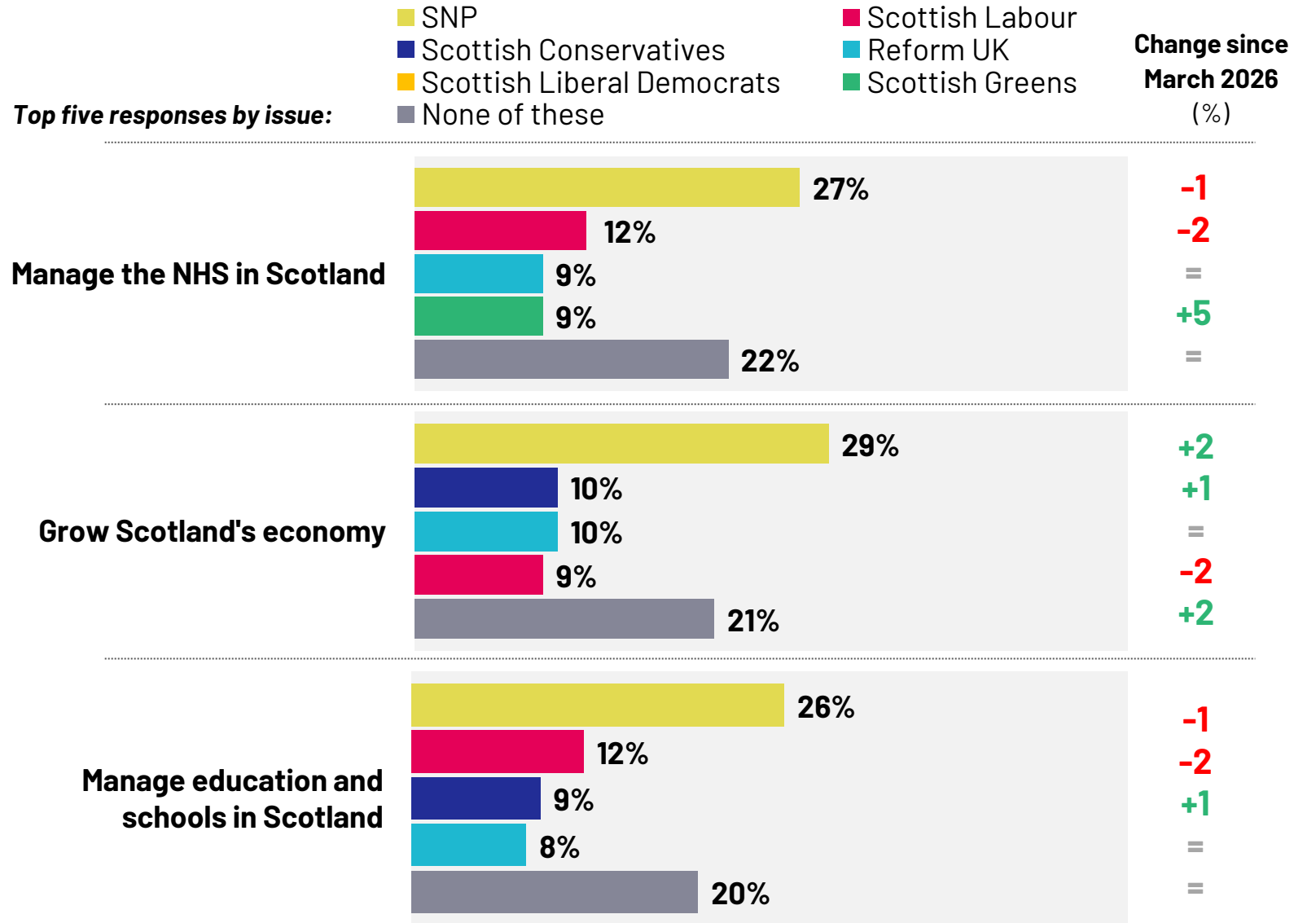


TRUST IN PARTIES TO ADDRESS KEY ISSUES IN SCOTLAND



Trust in parties, by issue

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



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor

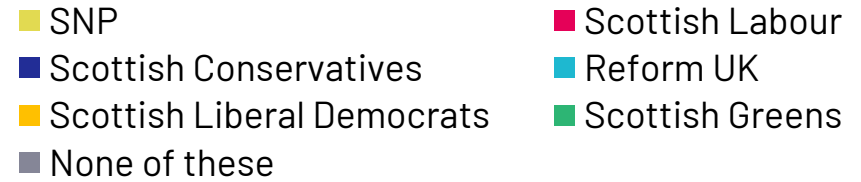


Trust in parties, by issue

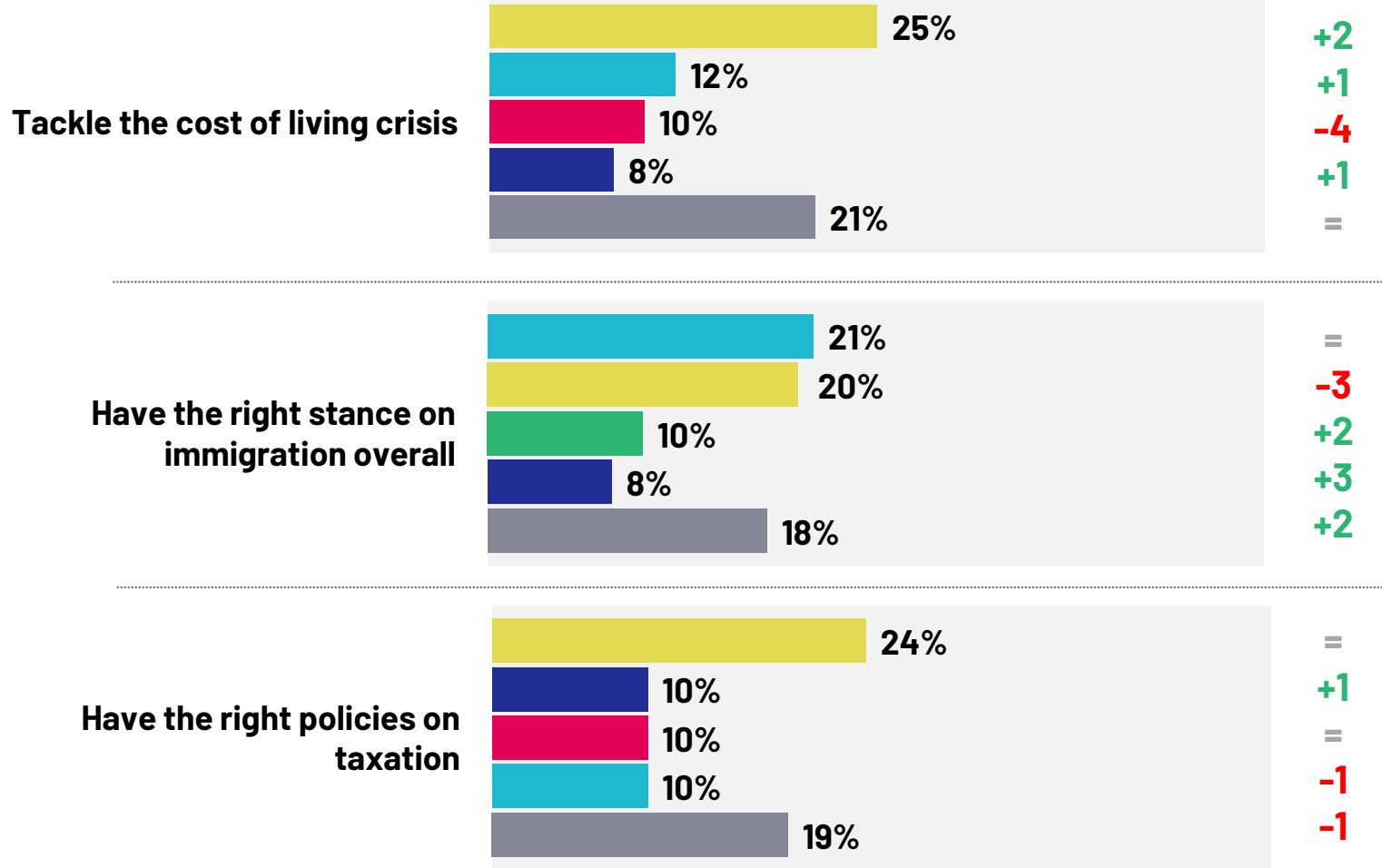
Which party, if any, do you trust most to....?



Top five responses by issue:



Change since March 2026 (%)



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor



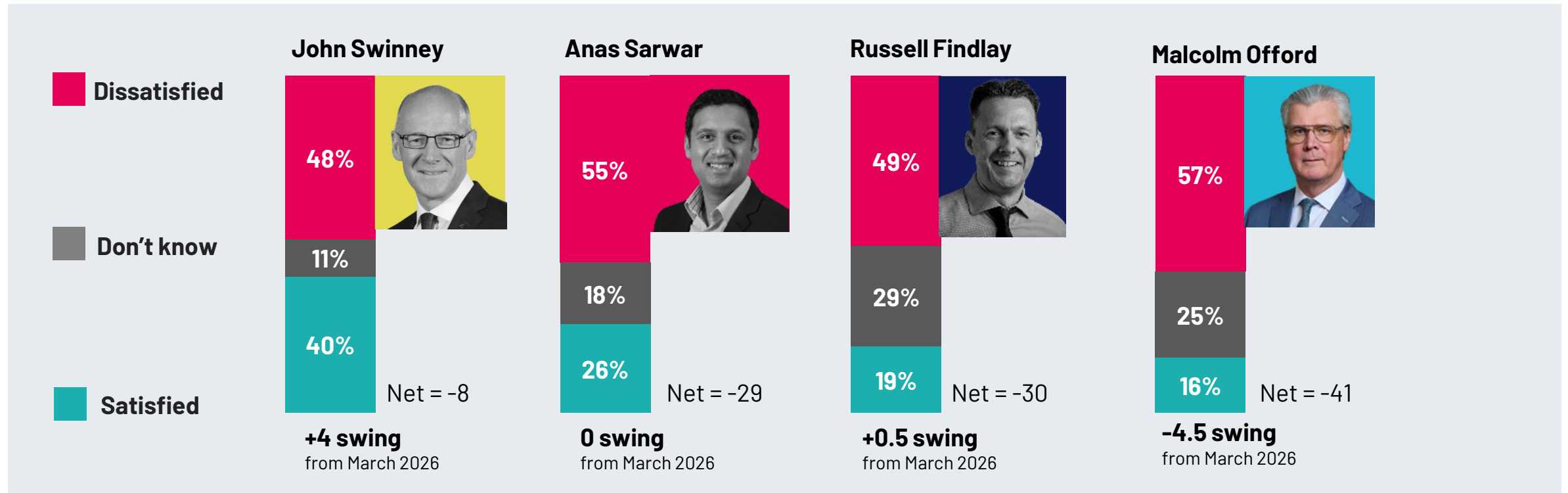
SATISFACTION

with party leaders



Satisfaction with Scottish party leaders: April 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?

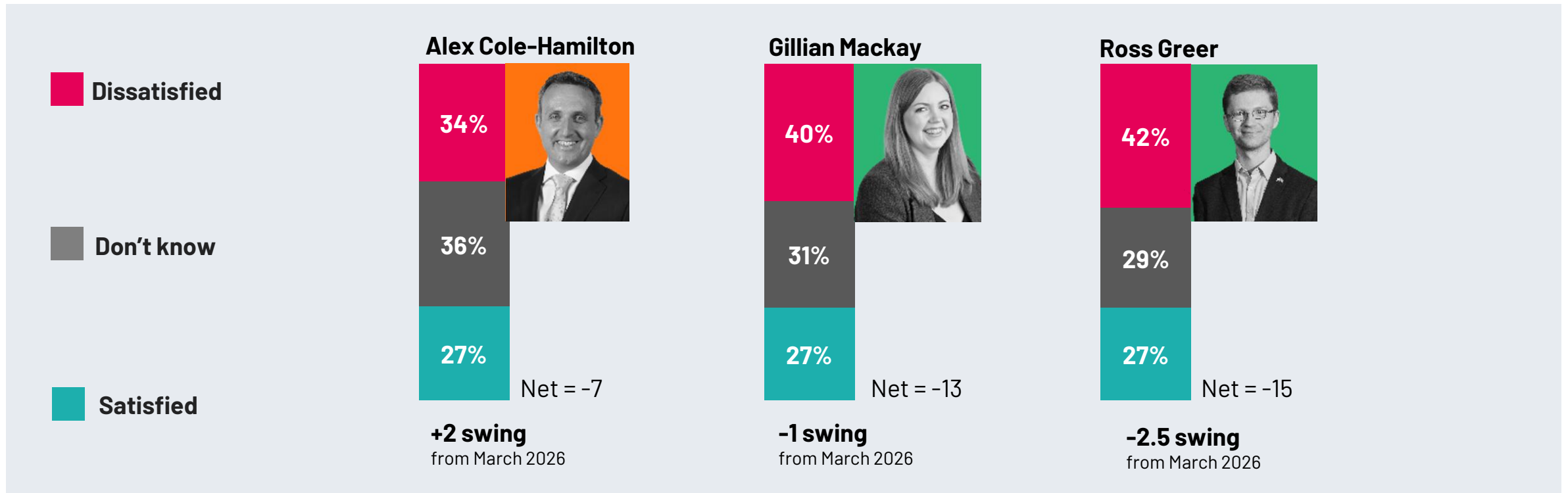


Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor

Satisfaction with Scottish party leaders: April 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?

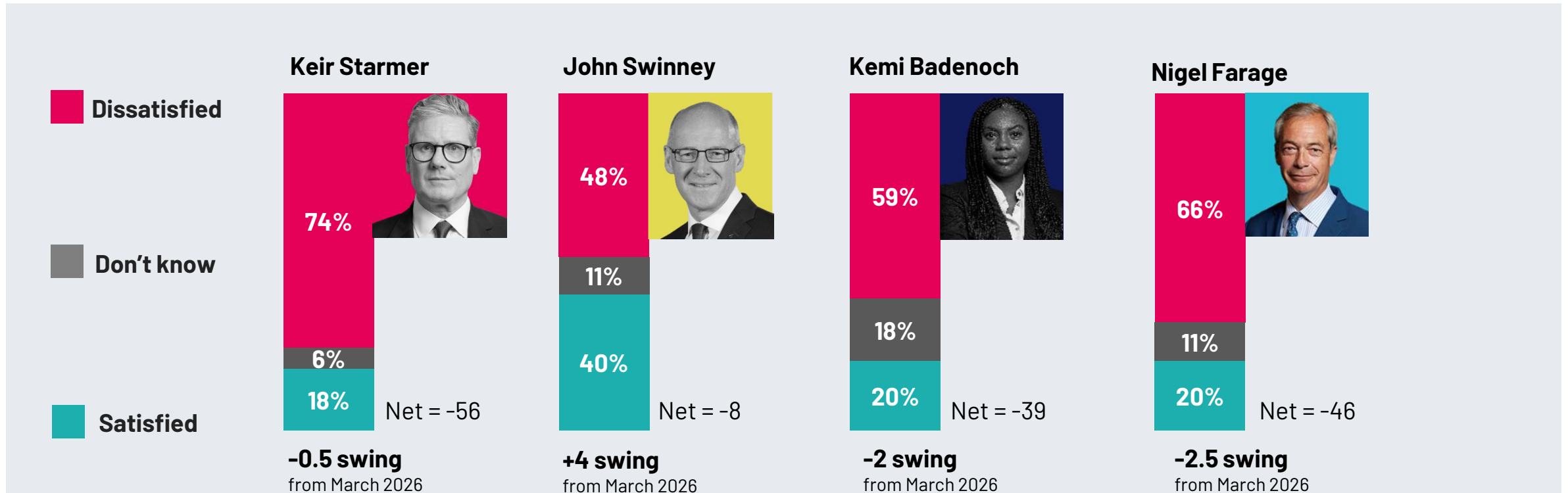


Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor

Satisfaction with leaders and opposition: April 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: 1,038 Scottish adults 16+, 26 March – 31 March 2026

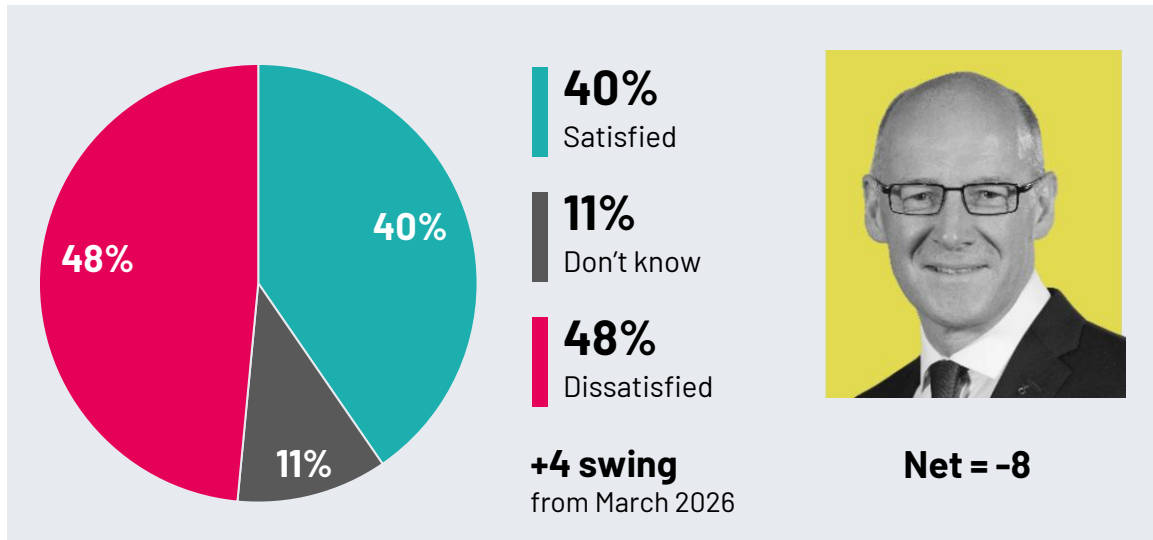
Source: Ipsos | Scottish Political Monitor

John Swinney: Satisfaction

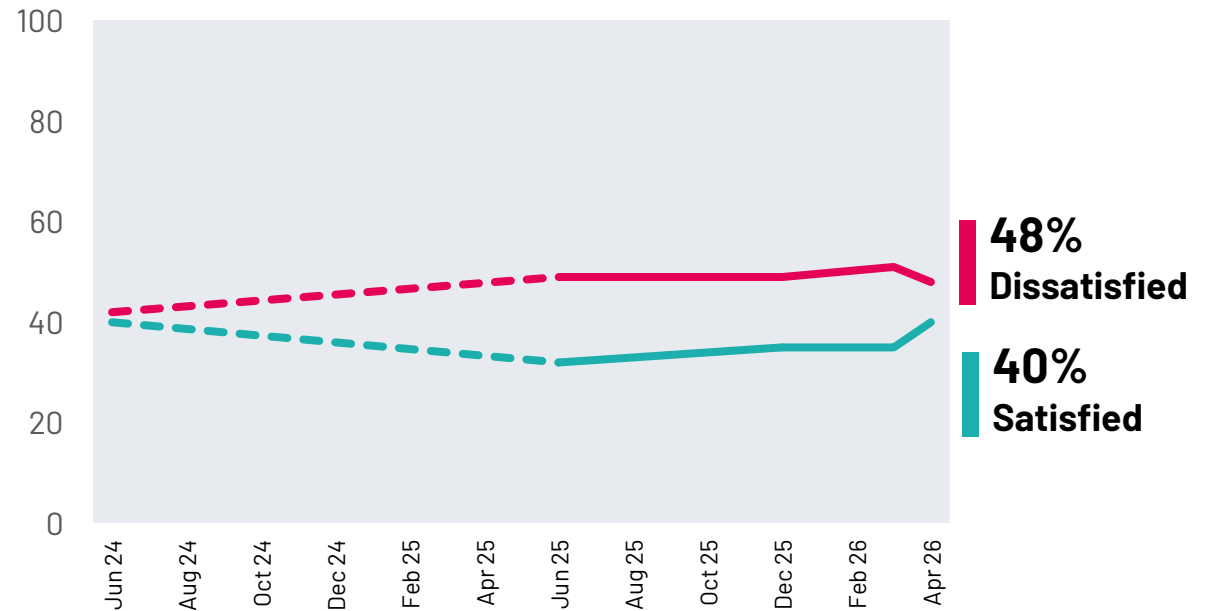
Are you satisfied or dissatisfied with the way John Swinney is doing his job as First Minister?

April 2026

Among all



June 2024 – April 2026



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

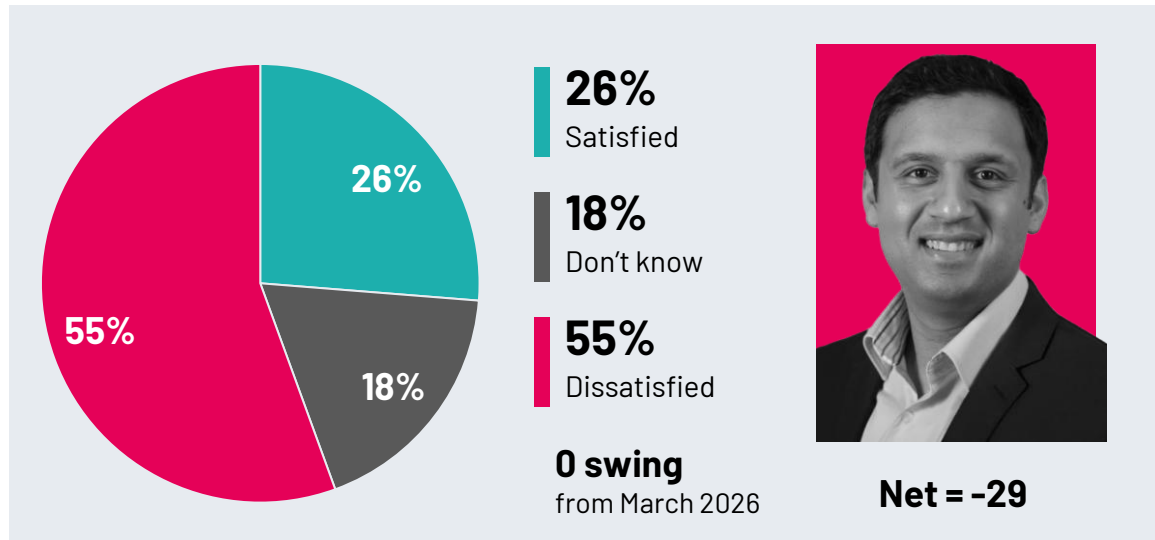
Source: Ipsos | Scottish Political Monitor

Anas Sarwar: Satisfaction

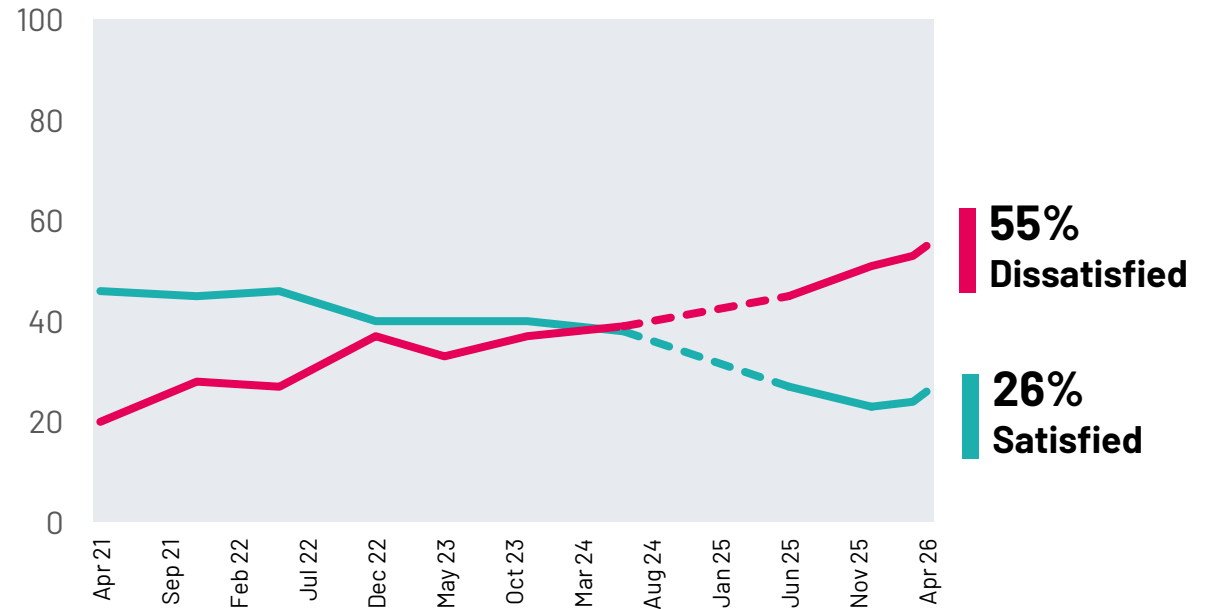
Are you satisfied or dissatisfied with the way Anas Sarwar is doing his job as Leader of the Scottish Labour Party?

April 2026

Among all



April 2021 – April 2026



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

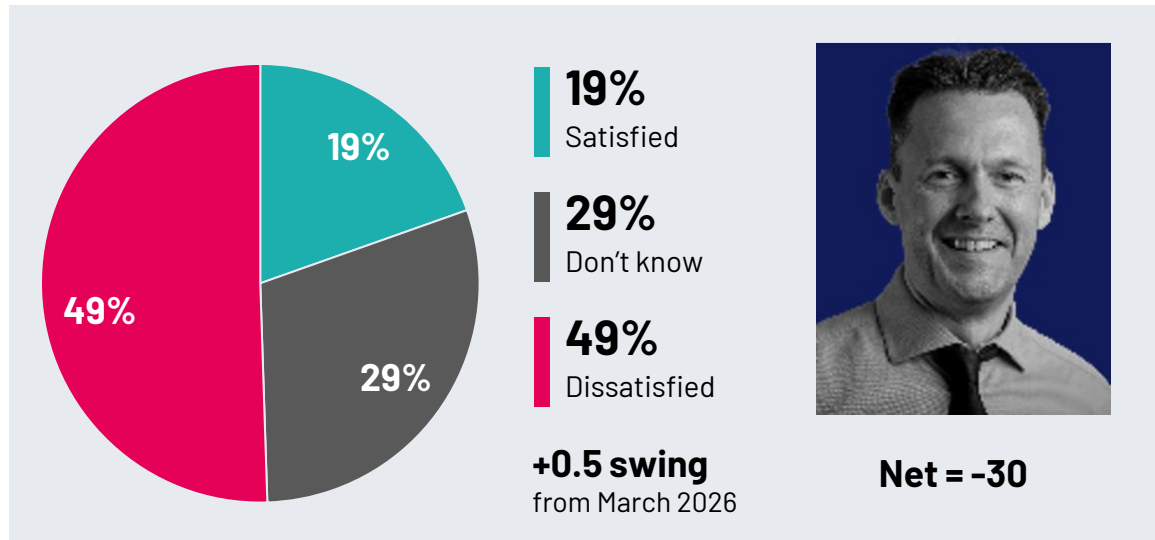
Source: Ipsos | Scottish Political Monitor

Russell Findlay: Satisfaction

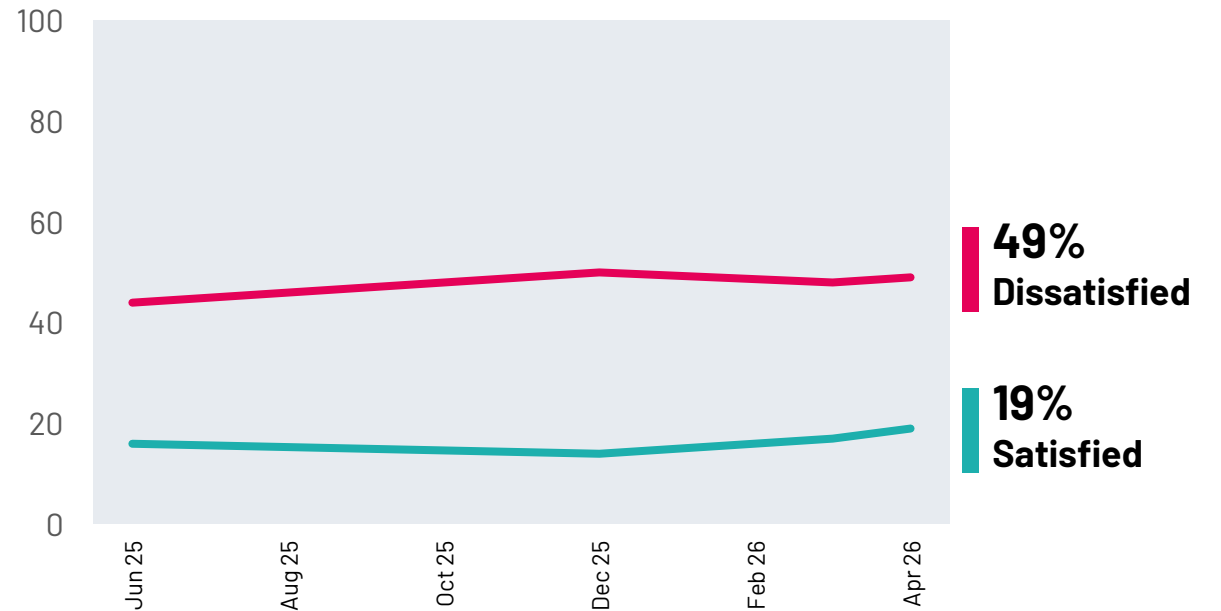
Are you satisfied or dissatisfied with the way Russell Findlay is doing his job as leader of the Scottish Conservative Party?

April 2026

Among all



June 2025 – April 2026



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

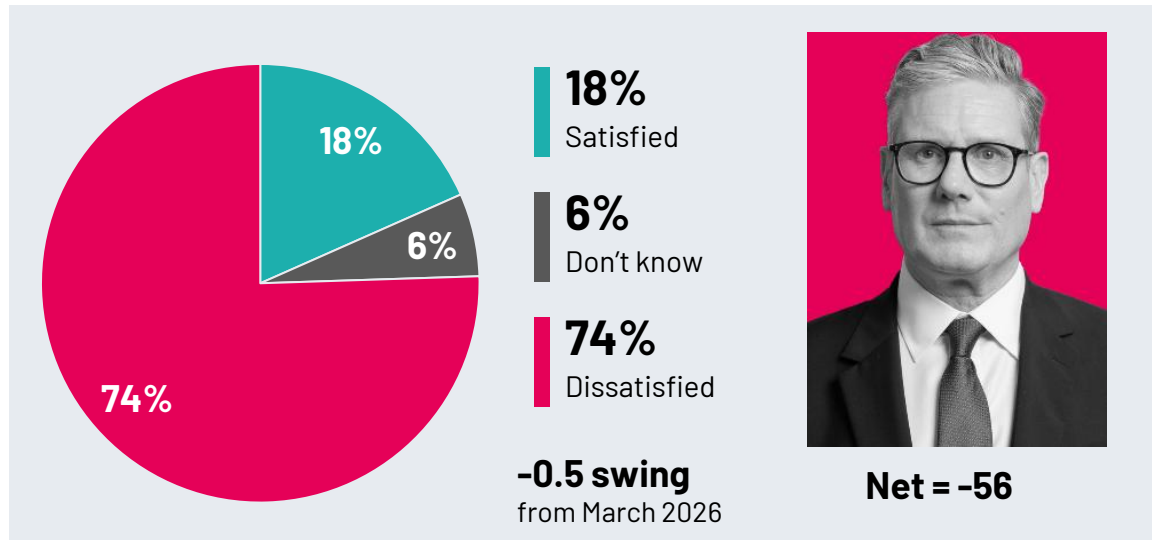
Source: Ipsos | Scottish Political Monitor

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?

April 2026

Among all



October 2020 – April 2026



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

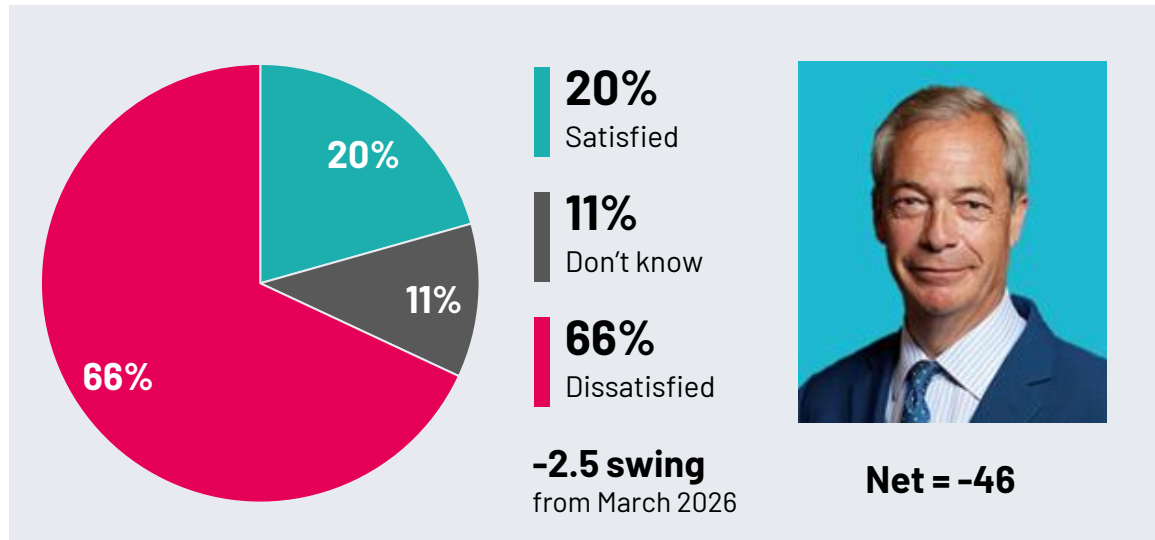
Source: Ipsos | Scottish Political Monitor

Nigel Farage: Satisfaction

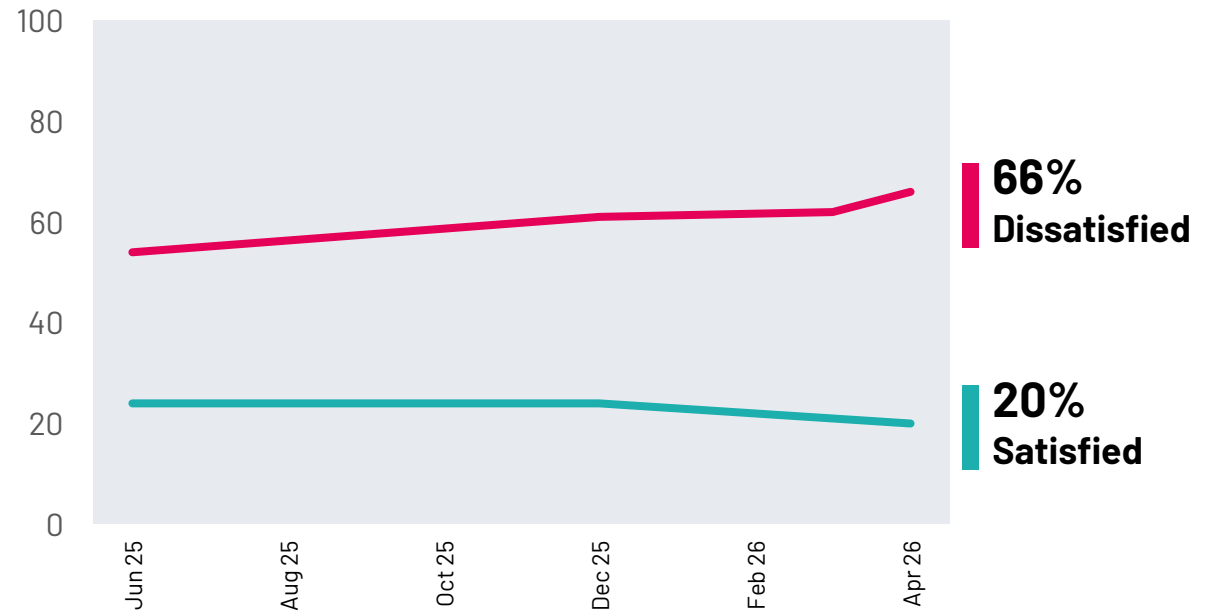
Are you satisfied or dissatisfied with the way Nigel Farage is doing his job as leader of Reform UK?

April 2026

Among all



June 2025 – April 2026



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor

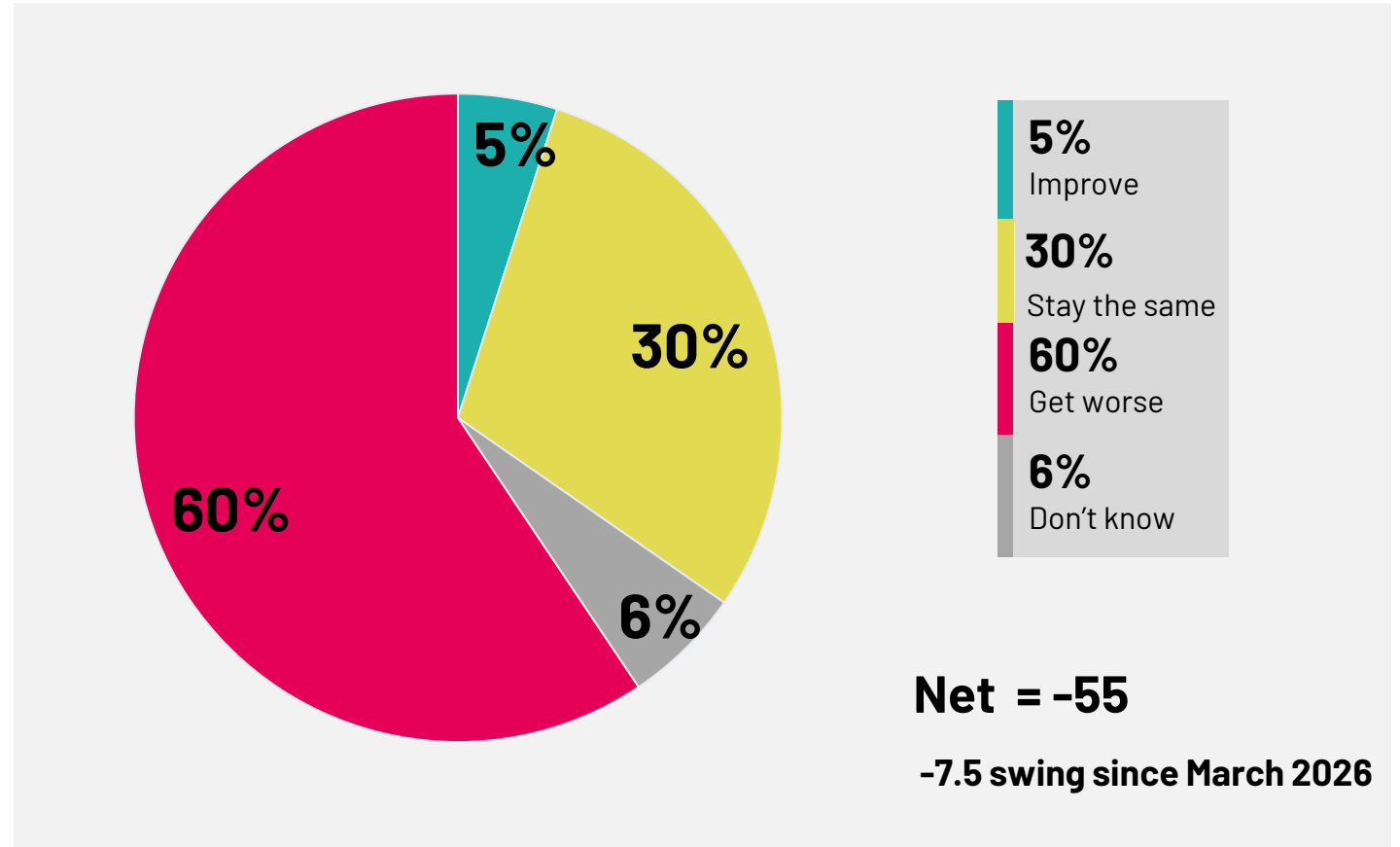
THE ECONOMY



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?

April 2026



Base: 1,038 Scottish adults 16+, 26 March – 31 March 2026

Source: Ipsos | Scottish Political Monitor

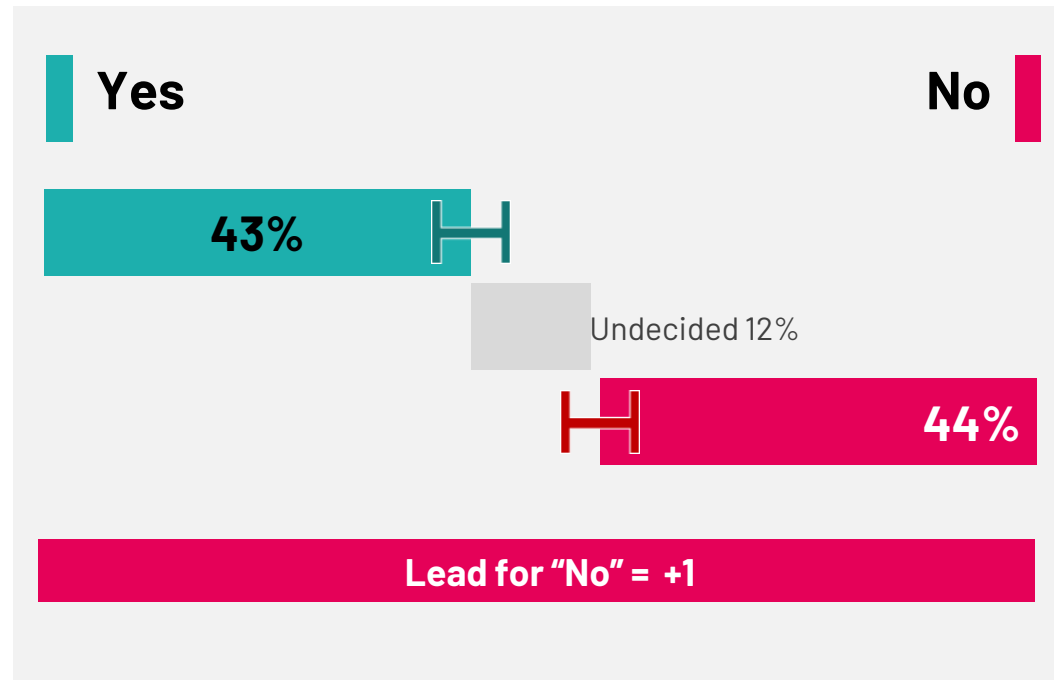
VIEWS ON INDEPENDENCE



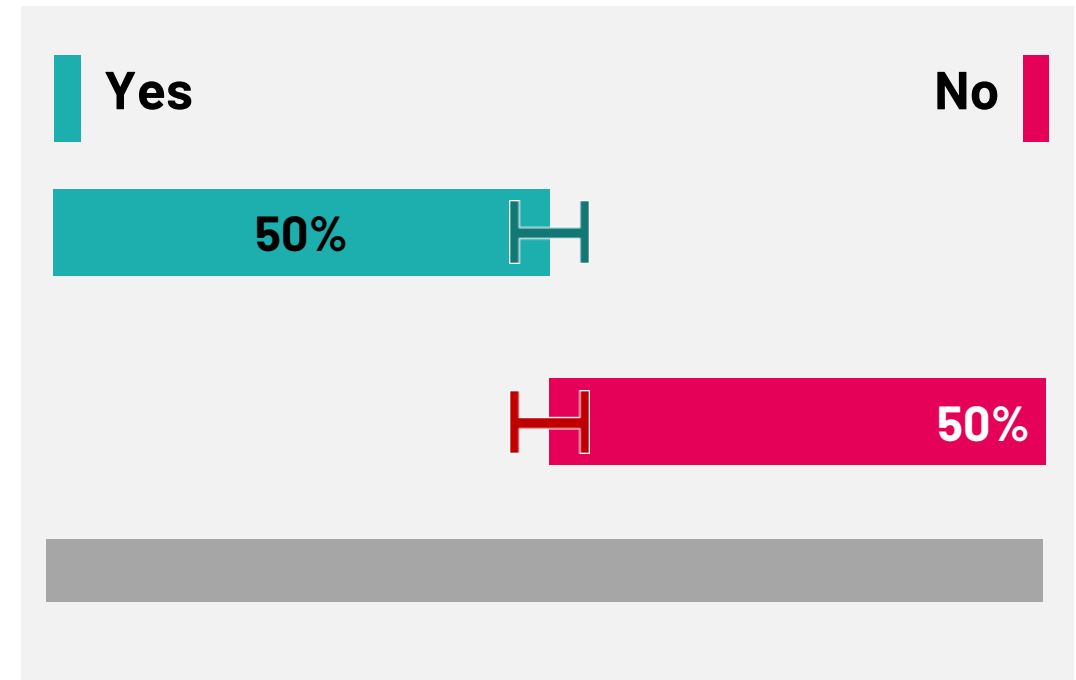
Support for Scottish independence: April 2026

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



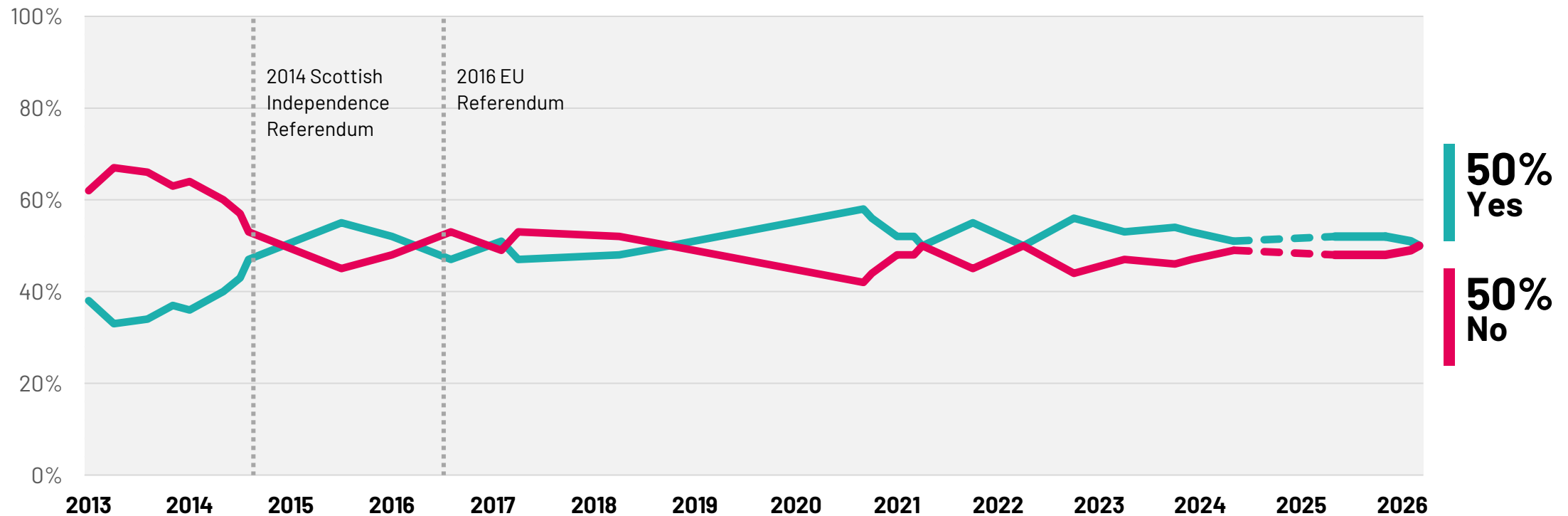
Base: 937 Scottish adults aged 16+ who are at least 9/10 likely to vote in a Scottish independence referendum; 831 Scottish adults 16+ who are at least 9/10 likely to vote in a Scottish independence referendum and expressing a voting intention, 26 March – 31 March 2026. Margin of error is displayed at +/- 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 – April 2026

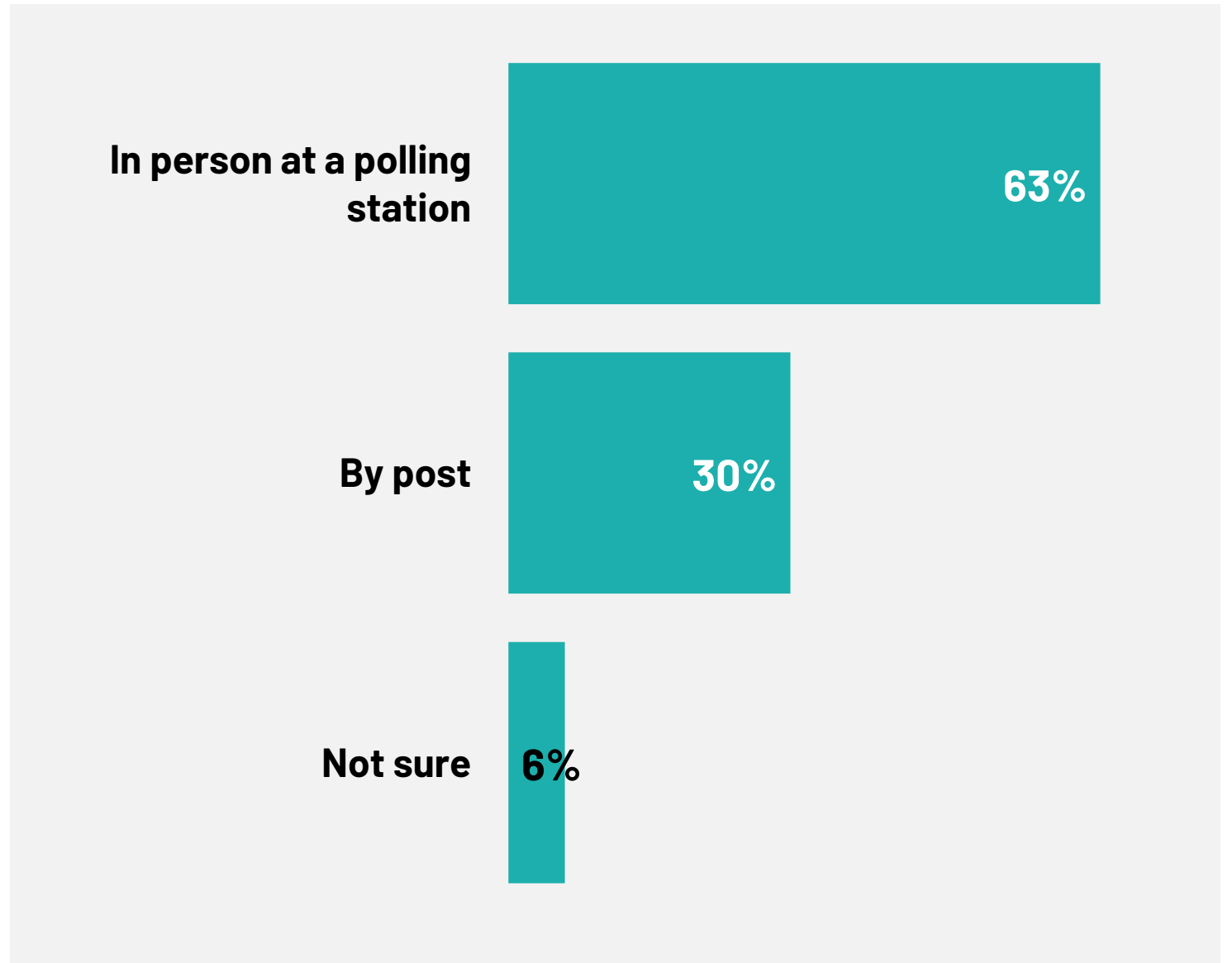


Base: c. 1,000 Scottish adults aged 16+ per wave. Based on all likely to vote, excluding undecideds/don't knows

Source: Ipsos | Scottish Political Monitor

Voting in person or by post?

Do you plan to vote in the Scottish Parliament elections on 6th May in person at a polling station, or by post?



Base: 999 Scottish adults aged 16+ giving a voting intention for Holyrood constituency vote; 26 March – 31 March 2026

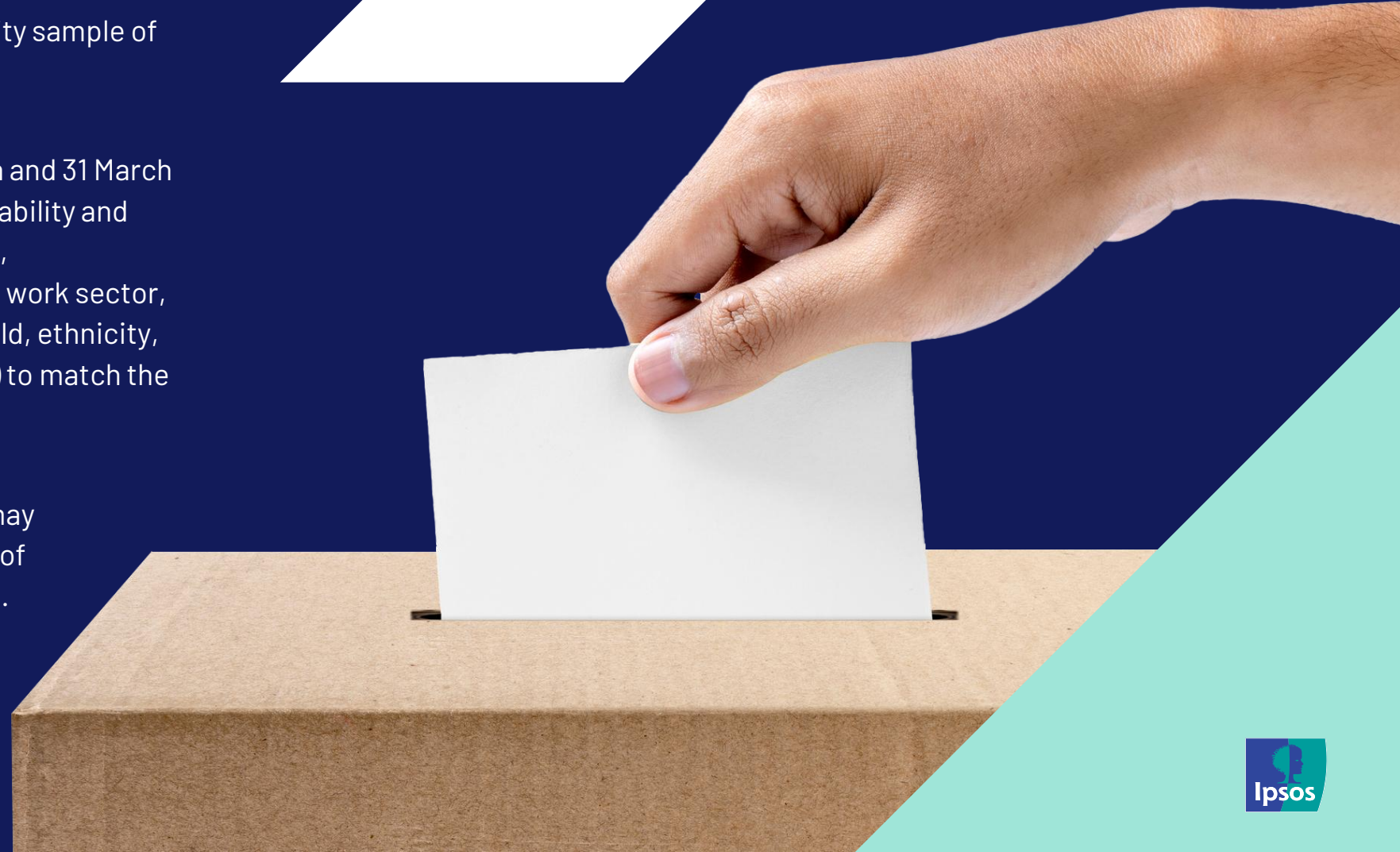
Source: Ipsos | Scottish Political Monitor

TECHNICAL NOTE

Ipsos interviewed a representative probability sample of 1,038 adults aged 16+ across Scotland.

Data was collected online between 26 March and 31 March 2026. Data were weighted by selection probability and then by age, sex, Scottish Parliament region, qualifications, social grade, work status and work sector, area deprivation, number of cars in household, ethnicity, and newspaper readership (print and digital) to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent.



Detailed Technical Note

We interviewed a representative probability sample of 1,038 adults aged 16+ across Scotland, via the Ipsos UK KnowledgePanel. **Data was collected online between 26 March and 31 March 2026**. A sample of 2,135 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 both this survey and in our previous survey in March, 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 in March suggested that prompting for the Scottish Green Party on the regional list makes little difference (around 1 percentage point) to the published Green figure, and we will continue to carry out further analysis on this.

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.



Ipsos Scottish Political Monitor, April 2026

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

Research Manager, Ipsos Scotland
Sally.Abernethy@ipsos.com

Alex Walker

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