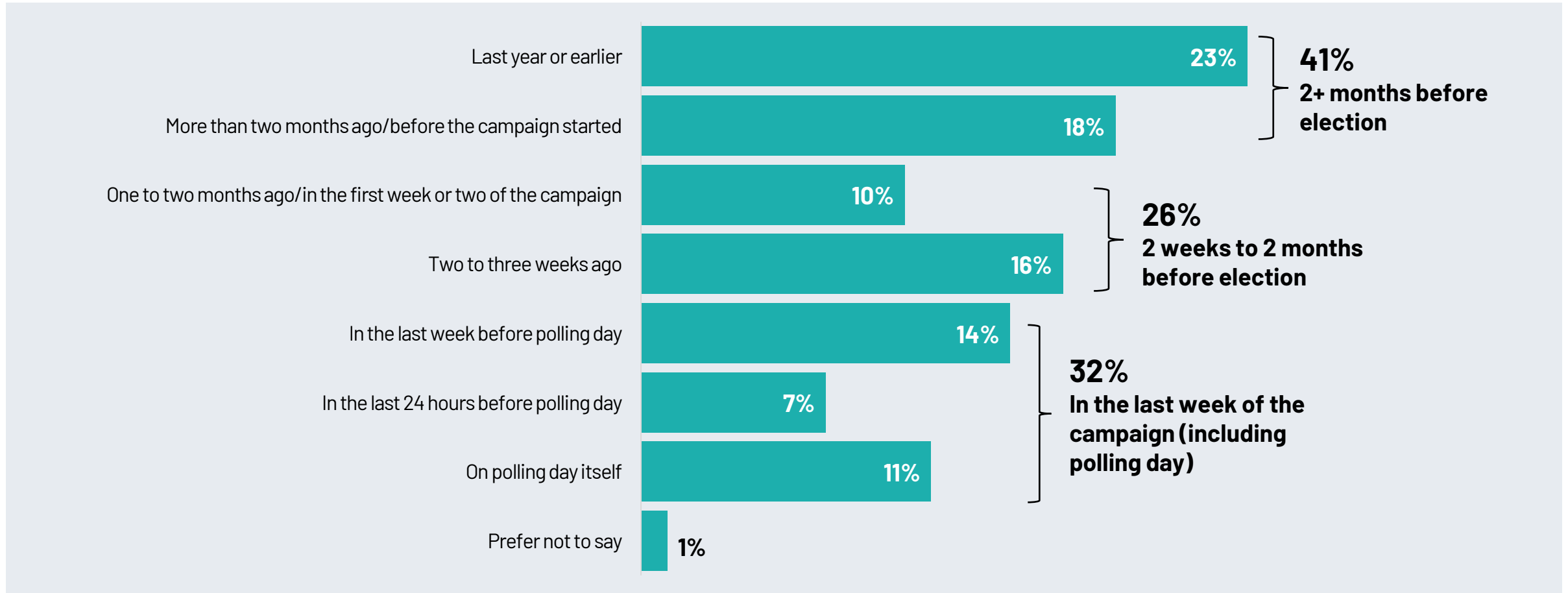


IPSOS SCOTTISH POLITICAL MONITOR

Post-Election May 2026

When voters decided on who to vote for

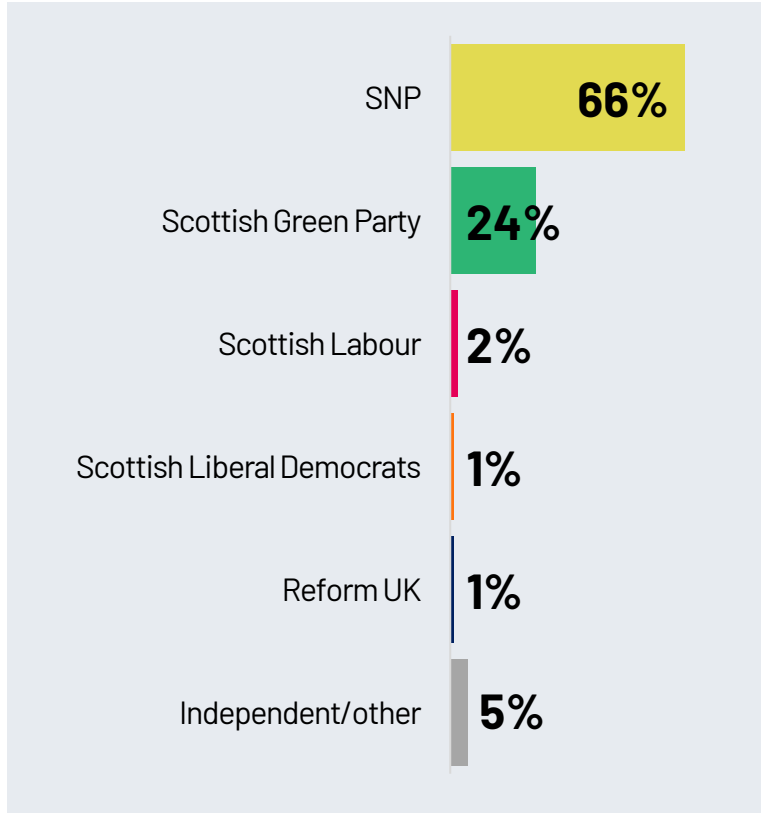
When did you decide which party / candidate you would vote for?



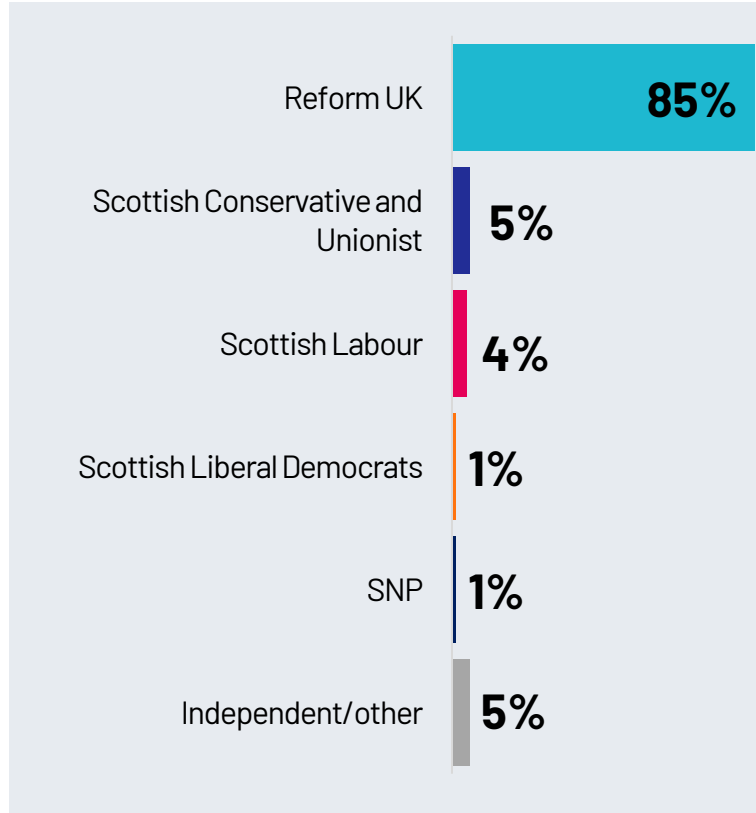
Base: 2,809 Scottish adults aged 16+ who voted in the 2026 Scottish Parliament elections, fieldwork 8th May – 13th May 2026

Switching between constituency and list votes

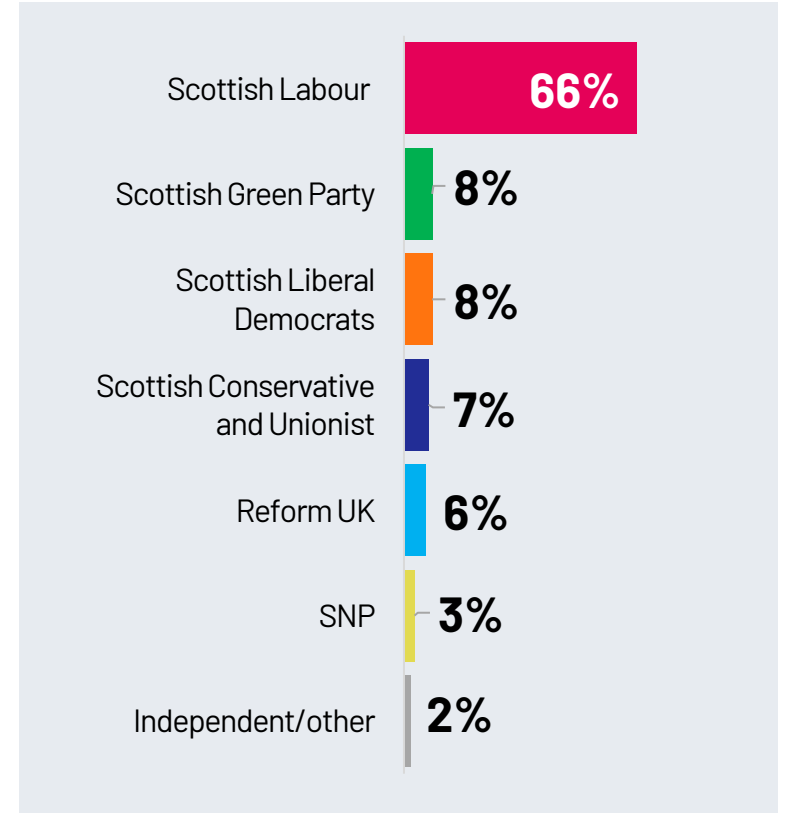
List vote: SNP constituency voters



List vote: Reform UK constituency voters



List vote: Labour constituency voters:



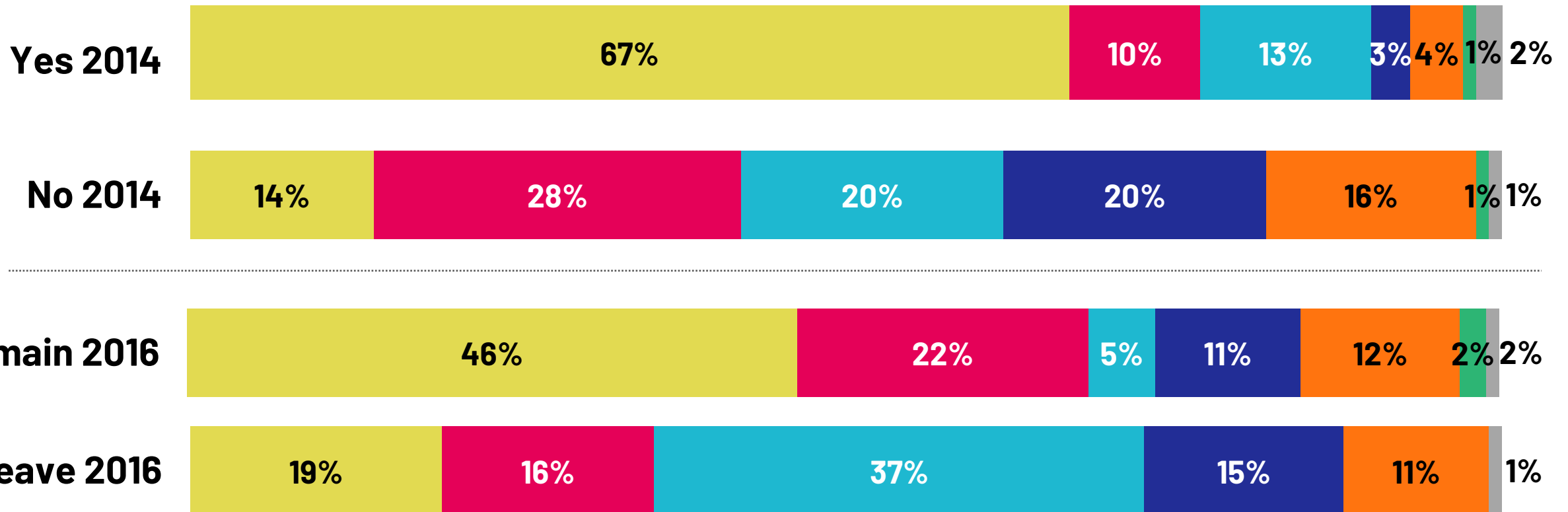
Base: 2,809 Scottish adults aged 16+ who voted in the 2026 Scottish Parliament elections, fieldwork 8th May – 13th May 2026.
 SNP constituency voters (596), Reform UK constituency voters (246) Labour constituency voters (300)

Source: Ipsos | Scottish Political Monitor

2026 Constituency vote by 2014 and 2016 referendum votes

How did you vote on your first vote, for a member to represent your constituency? (All who voted)

■ SNP
 ■ Labour
 ■ Reform UK
 ■ Conservative
 ■ Liberal Democrat
 ■ Green
 ■ Independent/other

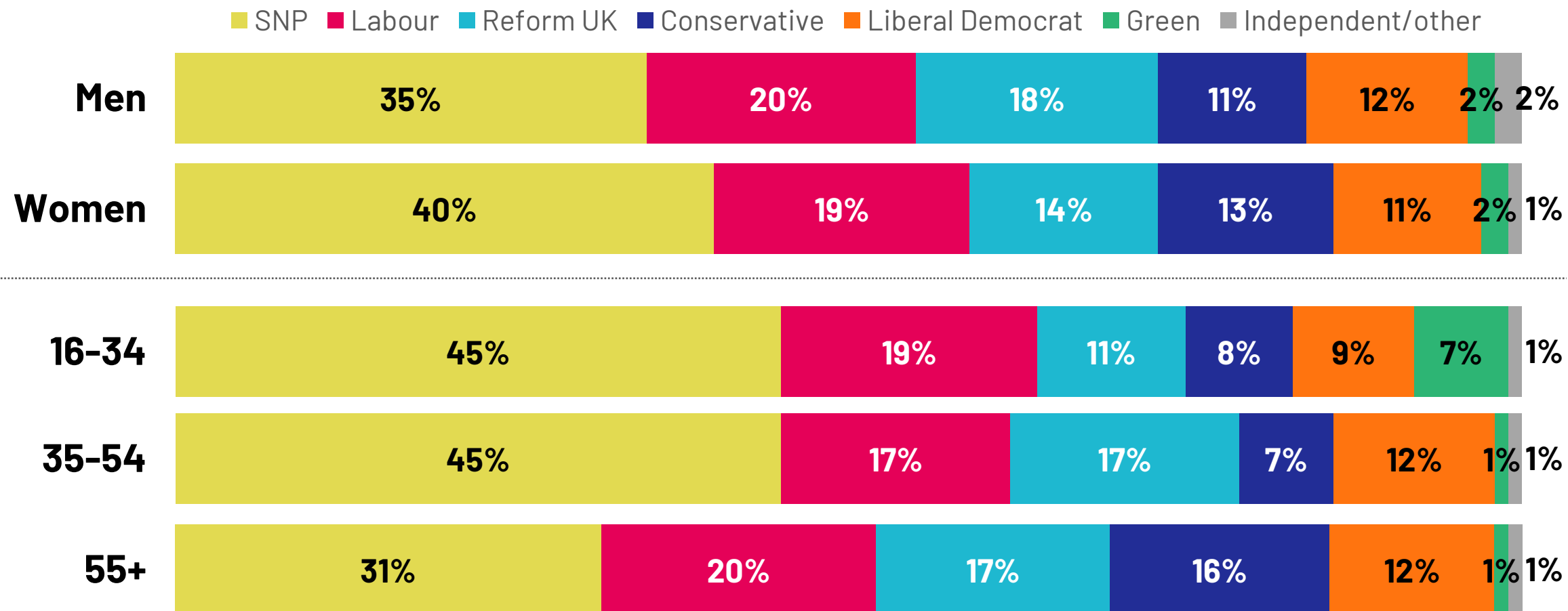


Base: 2,809 Scottish adults aged 16+ who voted for an MSP for their constituency. Weighted bases: Yes (514), No (635), Remain (808), Leave (382)

Source: Ipsos | Scottish Political Monitor

2026 Constituency vote by age and gender

How did you vote on your first vote, for a member to represent your constituency? (All who voted)

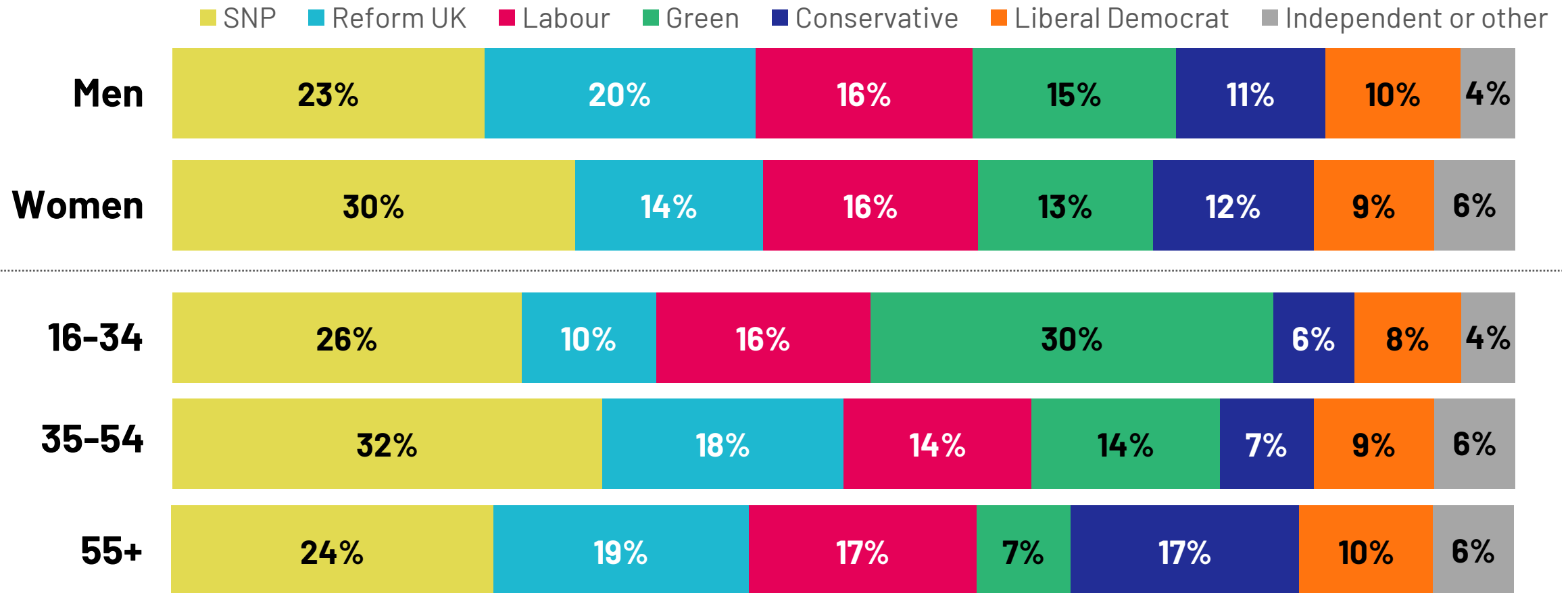


Base: 2,809 Scottish adults aged 16+ who voted for an MSP for their constituency. Weighted bases: Men (721) Women (814), 16-34 (334), 35-54 (454), 55+ (774).

Source: Ipsos | Scottish Political Monitor

2026 Regional list vote by age and gender

How did you vote on your second vote, for a list of candidates to represent your region? (All who voted)



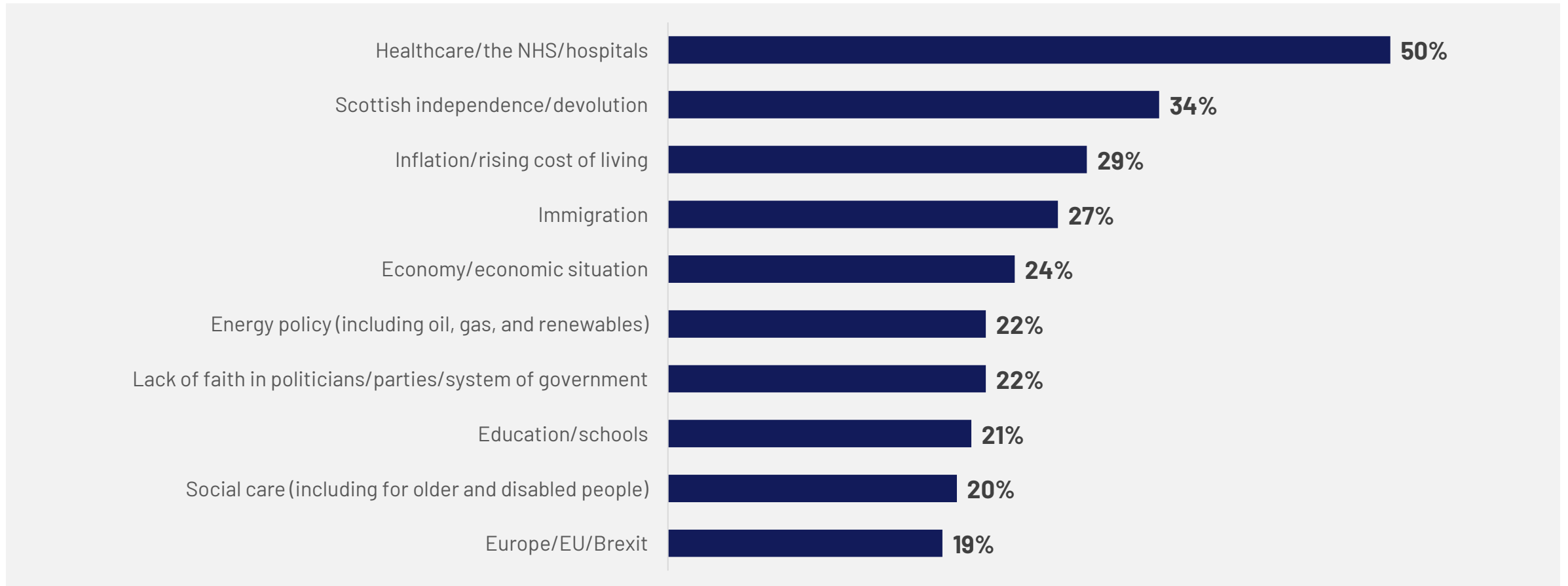
Base: 2,809 Scottish adults aged 16+ who voted for an MSP for their region. Weighted bases: Men (721) Women (814), 16-34 (334), 35-54 (454), 55+ (774)

Source: Ipsos | Scottish Political Monitor

Top issues in deciding which party to vote for

Which, if any, of the following issues were the most important to you in helping you decide which party to vote for?
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: 2,809 Scottish adults aged 16+ who voted in 2026 Scottish Parliament elections, fieldwork 8th May – 13th May 2026

Source: Ipsos | Scottish Political Monitor

Top issues in deciding which party to vote for

Which, if any, of the following issues were the most important to you in helping you decide which party to vote for?

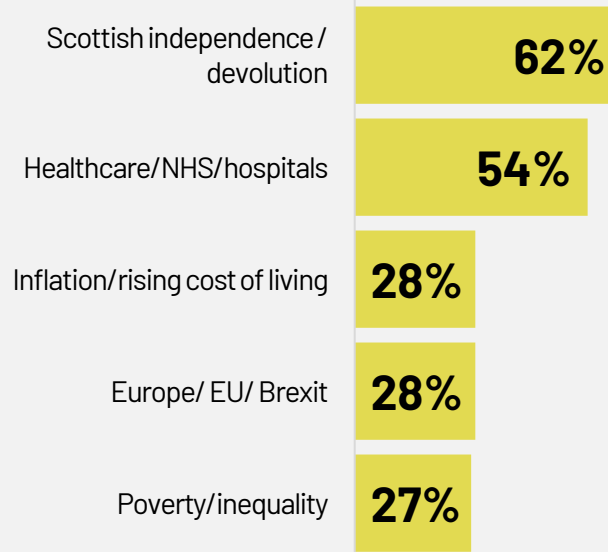
Please select up to five.

Top five issues by party support

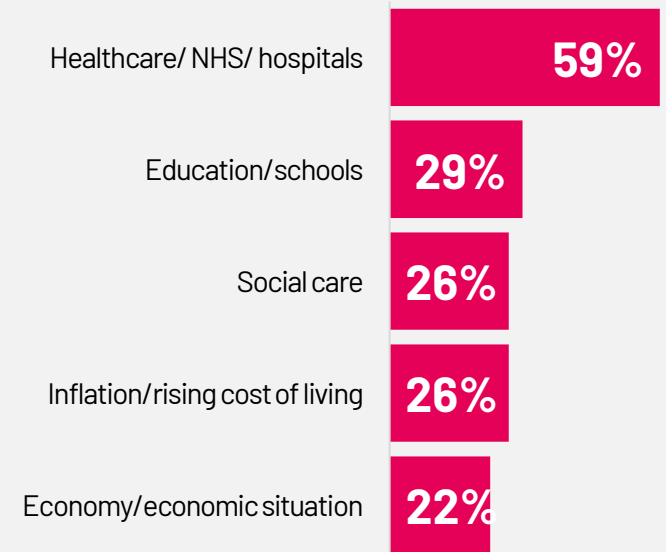
Base: Those who voted for the following parties at the May 2026 Scottish Parliament election on their constituency vote: SNP (596), Labour (300), Reform UK (246), Conservative (185). Fieldwork 8-13th May 2026.

Source: Ipsos | Scottish Political Monitor

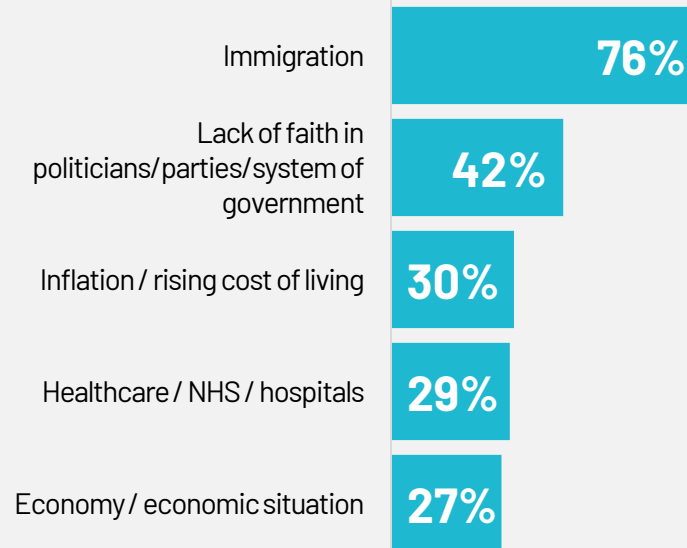
Among SNP voters



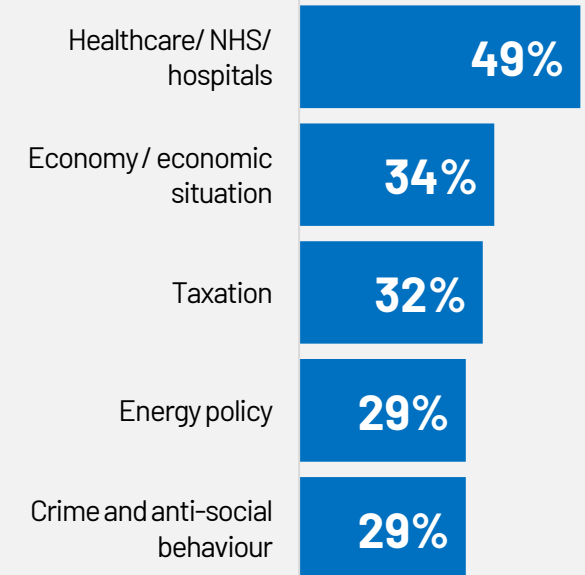
Among Labour voters



Among Reform UK voters



Among Conservative voters



Top issues in deciding which party to vote for

Which, if any, of the following issues were the most important to you in helping you decide which party to vote for?

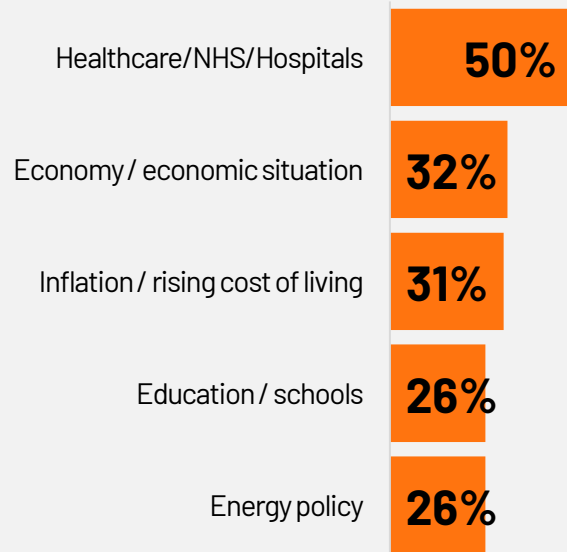
Please select up to five.

Top five issues by party support

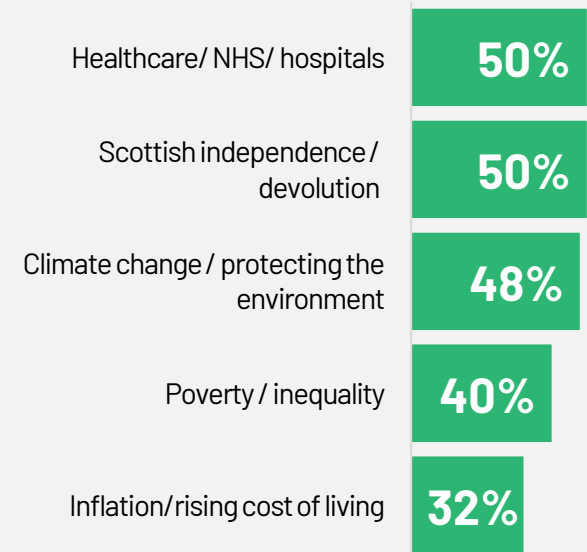
Base: Those who voted for the Liberal Democrats at the May 2026 Scottish Parliament election on their constituency vote (178) and those who voted for the Scottish Green Party on their regional list vote (218). Fieldwork 8-13th May 2026.

Source: Ipsos | Scottish Political Monitor

Among Liberal Democrat voters



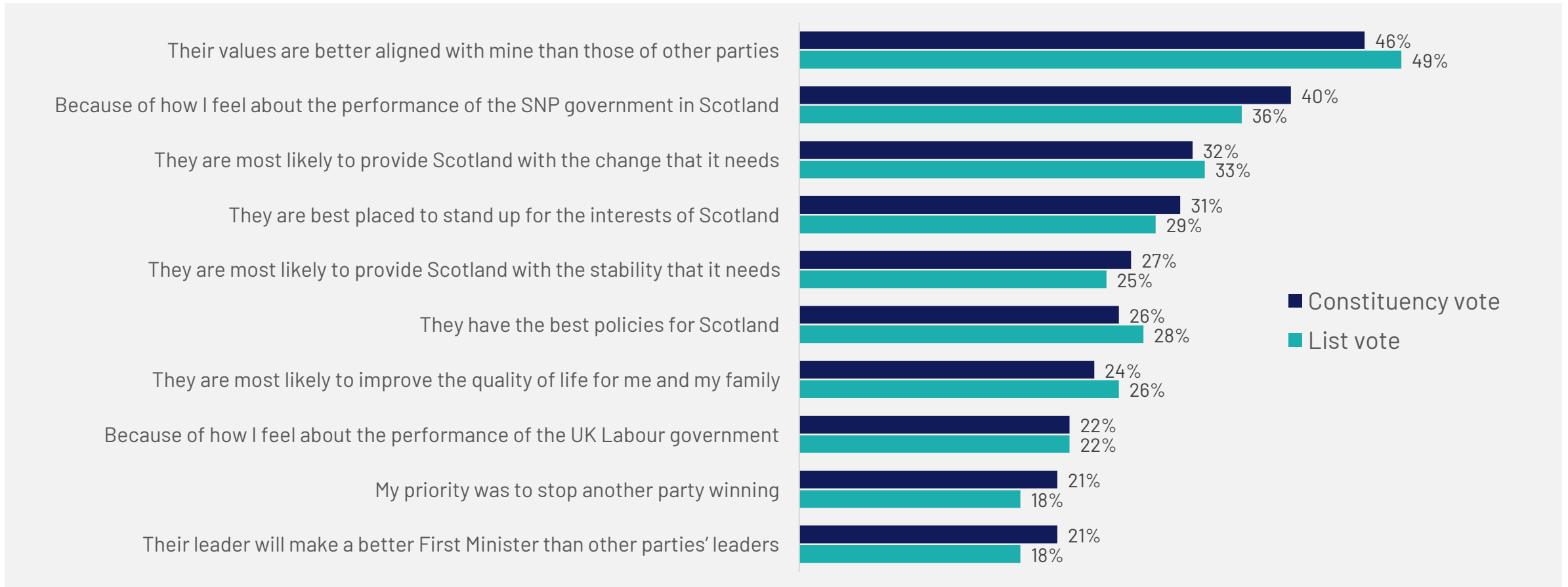
Among Green (regional list) voters



Reasons for voting for selected party: Constituency and List vote

You said you voted for [PARTY/CANDIDATE NAME]. What were your most important reasons for voting for this party/candidate?

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



Base: 2,809 Scottish adults aged 16+ who used their constituency vote in the 2026 Scottish Parliament elections; 2,809 Scottish adults aged 16+ who used their regional list vote in the 2026 Scottish Parliament elections, fieldwork 8th May – 13th May 2026

Source: Ipsos | Scottish Political Monitor

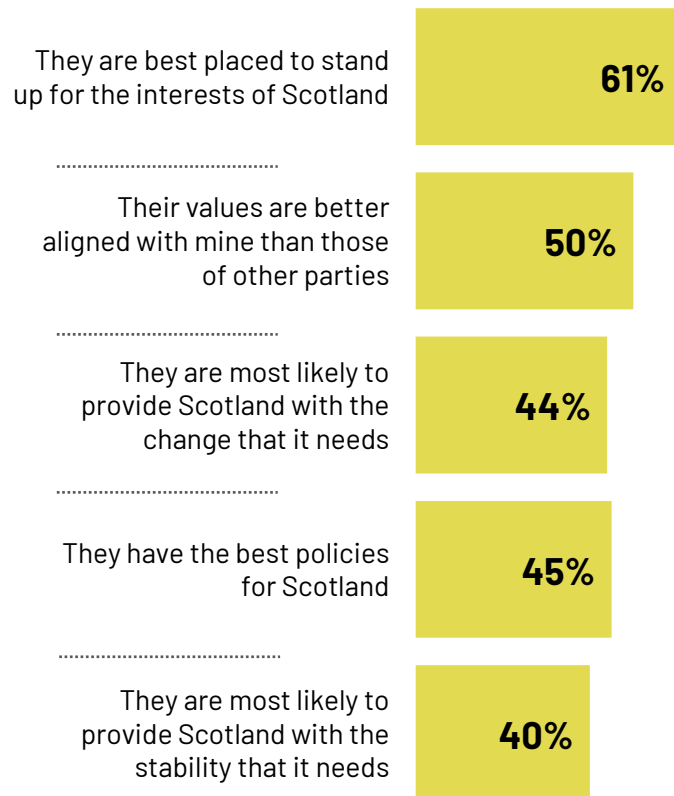


Reasons for voting for selected party: Constituency vote

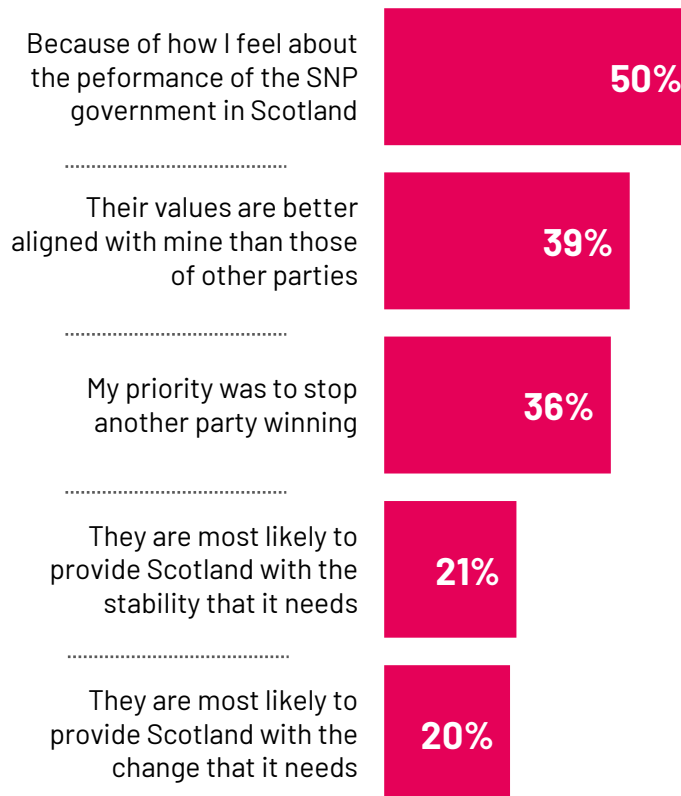
Thinking again about your first vote, for a member to represent your constituency. You said you voted for [PARTY/CANDIDATE NAME]. What were your most important reasons for voting for this party/candidate?

Top 5 reasons for having voted for..

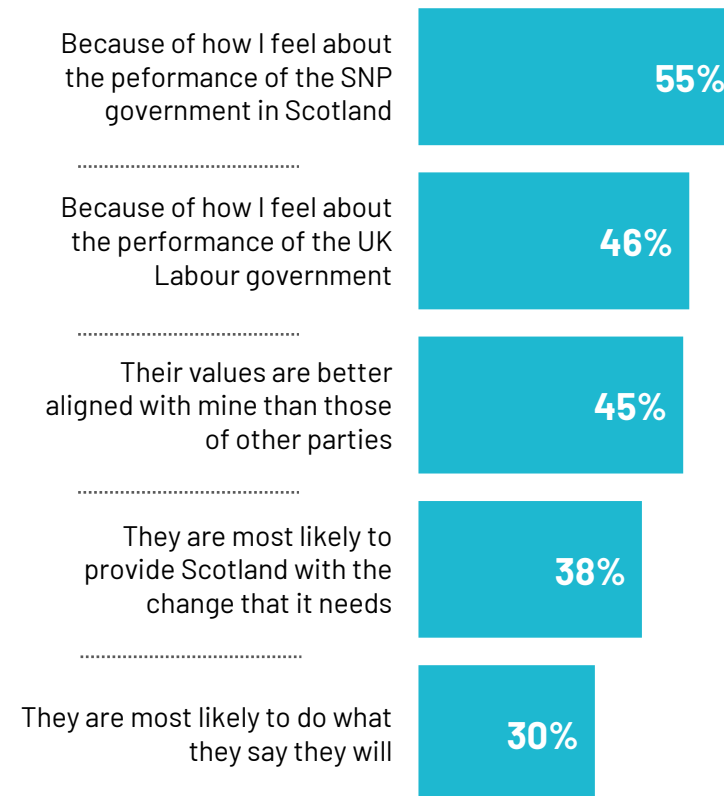
The SNP



Scottish Labour



Reform UK



Base: 2,809 Scottish adults aged 16+ who used their constituency vote in 2026 Scottish Parliament elections, fieldwork 8th May – 13th May 2026, including those who voted for the following parties at the May 2026 Scottish Parliament election on their constituency vote: SNP (596), Labour (300), Reform UK (246).

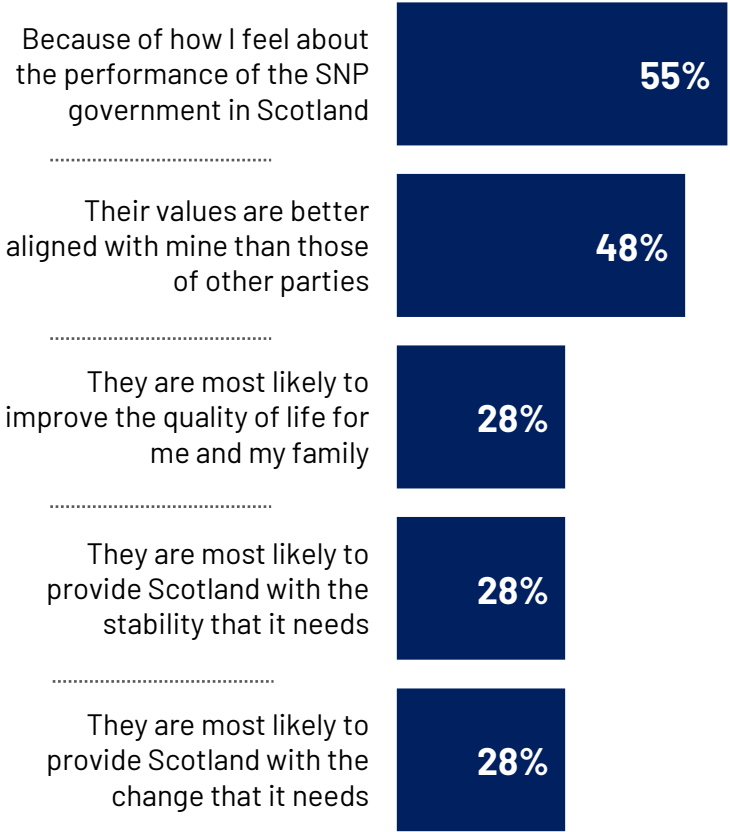
Source: Ipsos | Scottish Political Monitor

Reasons for voting for selected party: Constituency vote

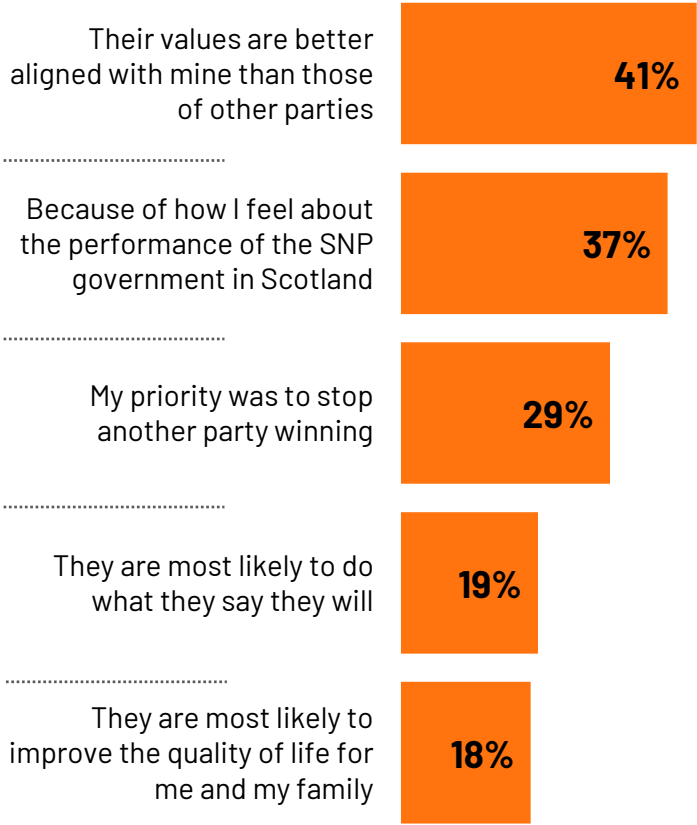
Thinking again about your first vote, for a member to represent your constituency. You said you voted for [PARTY/CANDIDATE NAME]. What were your most important reasons for voting for this party/candidate?

Top 5 reasons for having voted for...

The Scottish Conservatives



The Scottish Liberal Democrats



Base: 2,809 Scottish adults aged 16+ who used their constituency vote in the 2026 Scottish Parliament elections, 8th May – 13th May 2026, including those who voted for the following parties at the May 2026 Scottish Parliament election on their constituency vote: Conservative (185), Liberal Democrat (178).

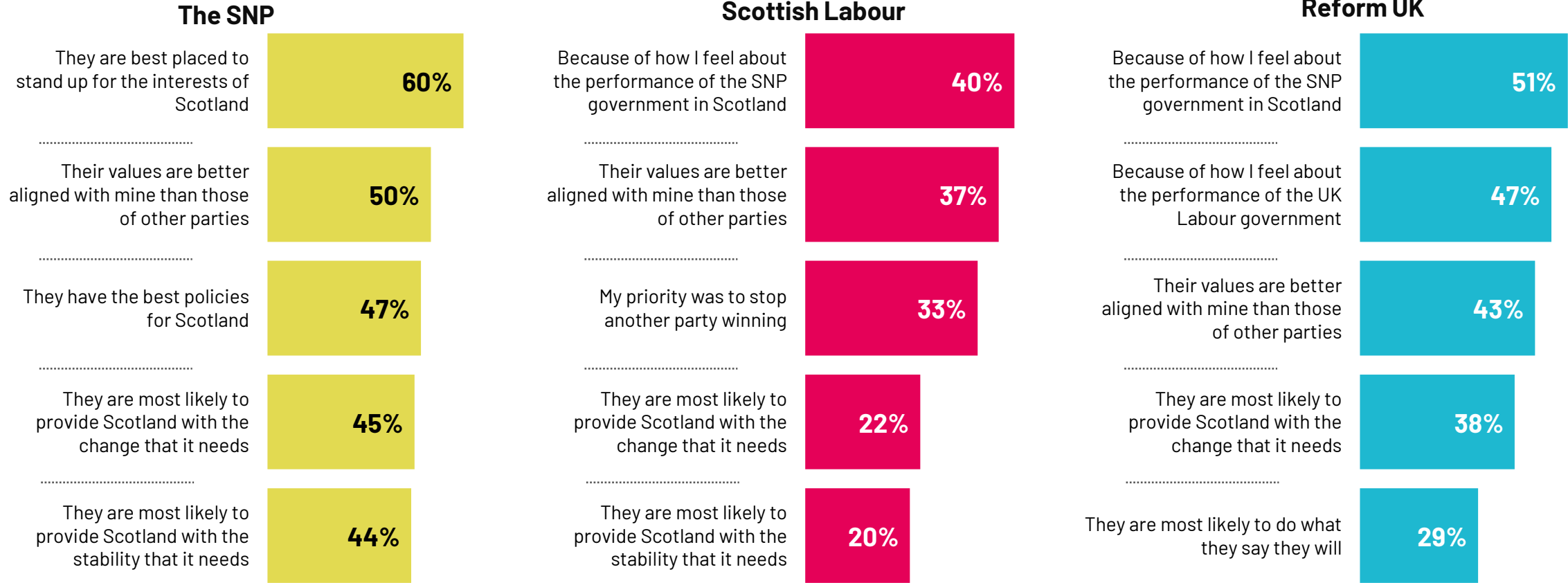
Source: Ipsos | Scottish Political Monitor



Reasons for voting for selected party: Regional List vote

Now thinking about your second vote, for the regional list. You said you voted for [PARTY/CANDIDATE NAME]. What were your most important reasons for voting for this party/candidate?

Top 5 reasons for having voted for..



Base: 2,809 Scottish adults aged 16+ who voted in 2026 Scottish Parliament elections, fieldwork 8th May – 13th May 2026, including those who voted for the following parties at the May 2026 Scottish Parliament election on their regional list vote: SNP (424), Labour (250), Reform UK (260).

Source: Ipsos | Scottish Political Monitor

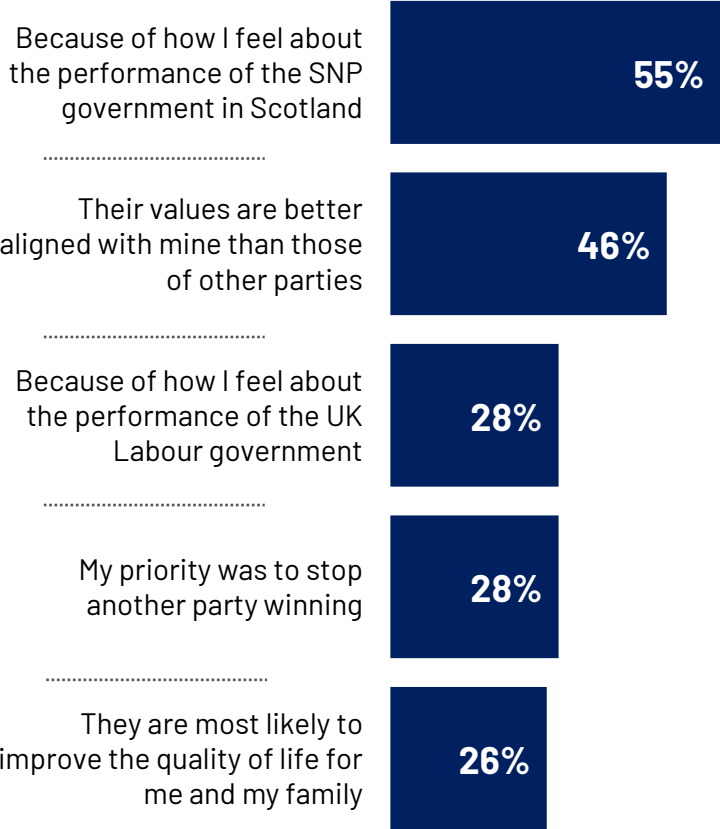


Reasons for voting for selected party: Regional List vote

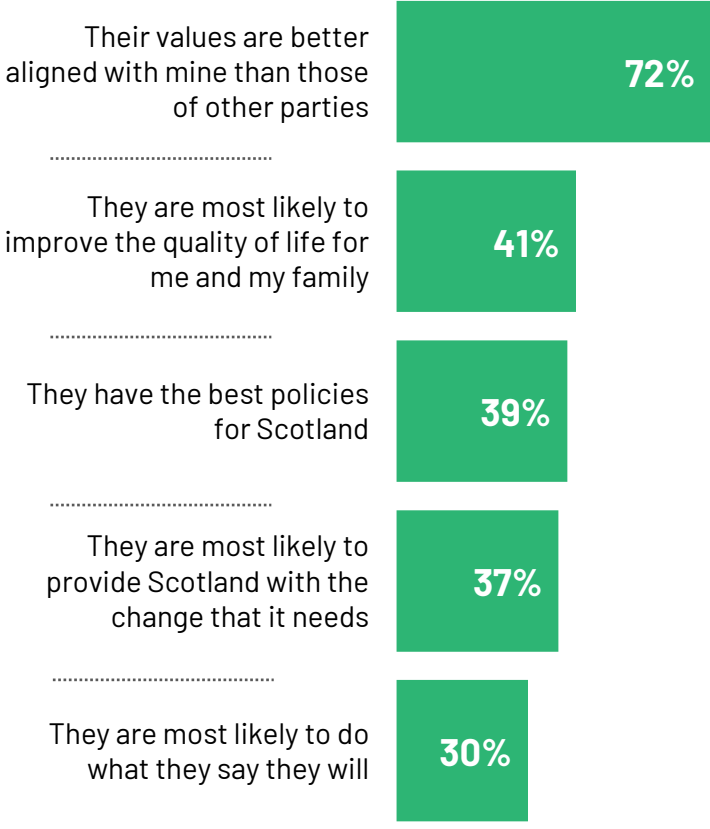
Thinking again about your first vote, for a member to represent your constituency. You said you voted for [PARTY/CANDIDATE NAME]. What were your most important reasons for voting for this party/candidate?

Top 5 reasons for having voted for...

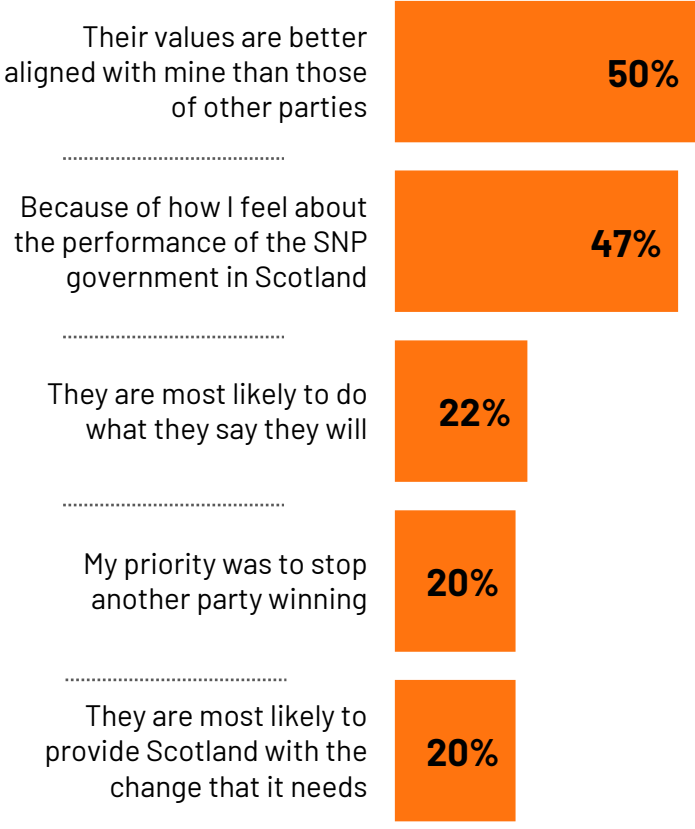
The Scottish Conservatives



The Scottish Greens



The Scottish Liberal Democrats



Base: 2,809 Scottish adults aged 16+ who used their list vote in the 2026 Scottish Parliament elections, 8th May – 13th May 2026, including those who voted for the following parties at the May 2026 Scottish Parliament election on their regional list vote: Conservative (185), Greens (218), Liberal Democrat (146).

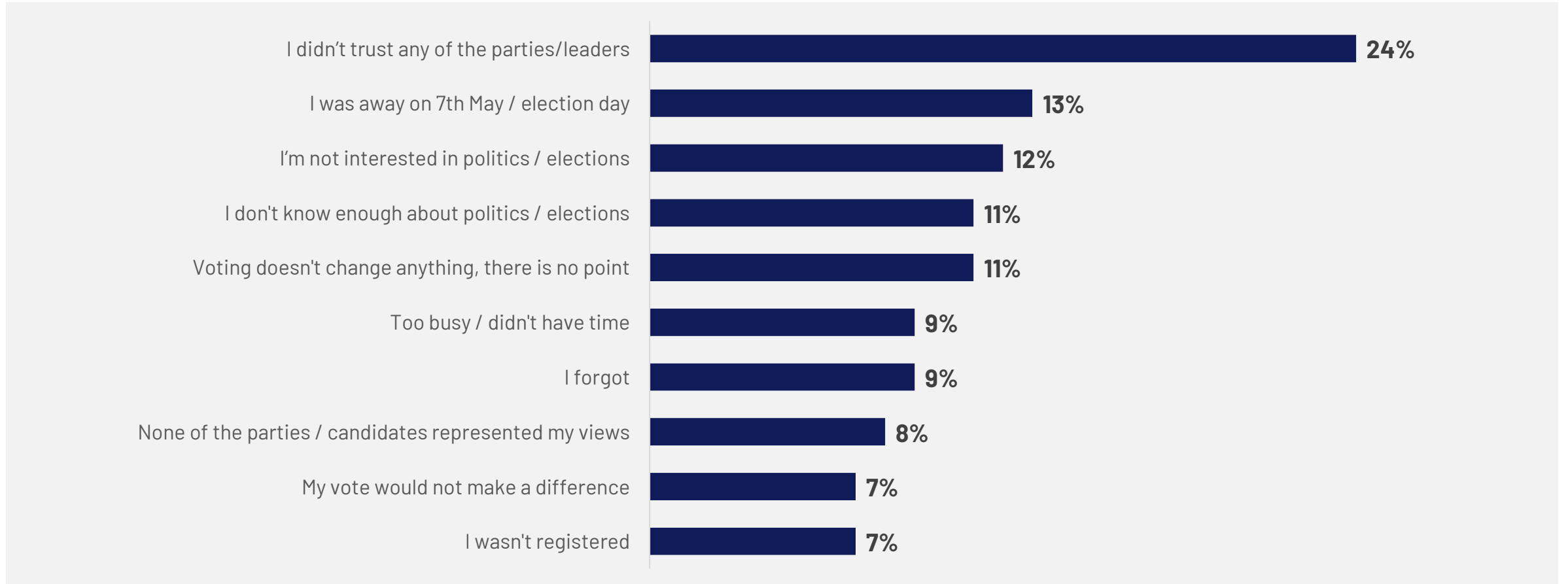
Source: Ipsos | Scottish Political Monitor



Reasons for not voting

People have many reasons for not voting in elections. Why did you not vote in the 7th May Scottish Parliament election?
Please select all that apply

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



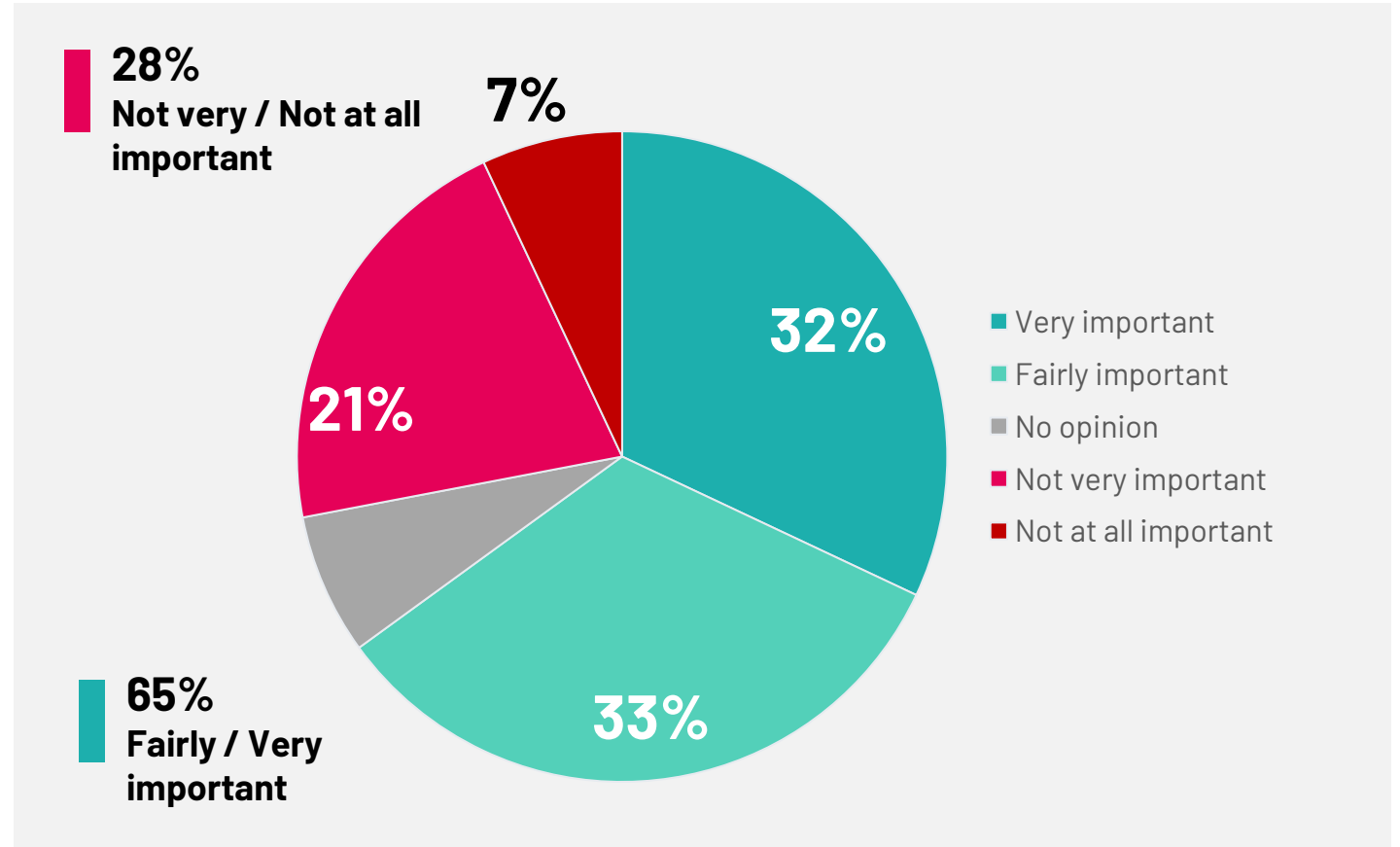
Base: 353 Scottish adults aged 16+ who did not vote in 2026 Scottish Parliament elections, fieldwork 8th May- 13th May 2026

Source: Ipsos | Scottish Political Monitor

How important is it who won the Scottish Parliament election?

How important was it to you personally which party won the recent Scottish Parliament election?

May 2026



Base: 3,162 Scottish adults aged 16+ (includes voters and non-voters), 8th May – 13th May 2026

Source: Ipsos | Scottish Political Monitor

TECHNICAL NOTE

Ipsos interviewed a representative probability sample of 3,361 adults aged 16+ across Scotland.

Data was collected online 8th – 13th May 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. Data were also weighted to match the turnout and results of the 2026 Holyrood election.

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 3,361 adults aged 16+ across Scotland, via the Ipsos UK KnowledgePanel. **Data was collected online between 8th-13th May 2026**. A sample of 7,672 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 three 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.
- The proportions of voters for each party and non-voters were weighted to the actual results, both on constituency and regional list, within each region.

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, Post-Election May 2026

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