

**YouGov / Persuasion UK
Survey Results**

Sample Size: 1546 adults in Scotland (16+)
Fieldwork: 30th March - 12th April 2026

	VI: Holyrood						VI: Westminster						Vote in 2024 GE						Vote in 2019 GE				
	Scottish Conservative and Unionist	Scottish Labour	Scottish Liberal Democrat	SNP	Scottish Greens	Reform UK	Con	Lab	Lib Dem	SNP	Reform UK	Green	Con	Lab	Lib Dem	SNP	Reform UK	Green	Con	Lab	Lib Dem	SNP	
Weighted Sample	1546	105	163	141	375	147	184	103	188	118	361	201	161	139	406	116	362	75	54	281	251	103	499
Unweighted Sample	1546	105	163	141	375	147	184	103	188	118	361	201	161	139	406	116	362	75	54	281	251	103	499
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Relative to other issues, on a scale of 0 to 10, how important are the below issues to you?

Scottish independence / place in the UK Union (for or against)

0 - This is not at all important to me	15	19	19	20	1	3	28	24	17	20	1	28	3	27	18	21	3	32	6	26	18	17	6
1	3	6	4	4	0	0	4	5	4	3	0	4	1	1	4	3	1	3	0	4	4	4	2
2	4	8	6	7	2	2	5	8	6	7	2	4	2	8	5	4	2	8	6	7	6	6	3
3	5	5	8	6	2	4	4	5	8	7	1	5	5	3	7	9	1	5	7	4	8	6	3
4	4	4	1	6	2	9	3	5	3	3	1	3	8	3	4	4	2	4	11	2	6	3	2
5	13	10	12	12	8	18	14	6	13	13	9	14	19	13	14	10	9	17	17	12	15	12	10
6	7	5	8	9	8	10	5	4	8	11	7	5	8	3	9	14	6	4	9	3	9	17	7
7	10	10	9	13	9	14	11	9	13	11	8	10	14	8	12	14	10	7	13	9	10	11	11
8	12	13	16	9	16	16	5	15	13	8	15	5	15	12	12	7	15	4	11	12	11	6	13
9	7	7	4	6	10	8	6	7	2	9	11	6	7	9	3	6	10	4	2	6	4	11	8
10 - This is the most important issue to me	18	13	13	9	42	12	14	14	10	8	42	14	14	12	10	9	39	11	15	14	10	9	31
Don't know	4	1	2	0	2	3	1	0	3	0	2	1	4	1	2	0	2	1	4	1	2	0	3

Britain's relationship with the EU

0 - This is not at all important to me	5	7	2	2	2	0	14	6	2	3	2	14	0	9	3	3	2	19	2	10	3	5	3
1	1	3	0	0	0	0	4	2	0	0	0	4	0	1	1	0	1	5	0	2	0	0	1
2	2	2	1	1	1	0	8	4	1	1	1	7	0	4	2	3	0	13	0	6	2	0	1
3	2	4	2	1	1	1	4	4	3	1	1	3	2	2	2	2	1	3	2	5	2	0	1
4	3	5	4	2	2	1	3	5	4	3	1	3	1	4	3	2	2	5	9	5	4	4	2
5	14	23	12	17	7	10	23	21	10	12	9	24	12	22	14	20	9	21	9	24	12	17	11
6	11	10	13	6	11	7	13	14	10	8	11	11	8	12	14	9	8	7	7	9	14	13	8
7	17	20	14	18	15	27	14	17	15	17	17	15	25	19	16	20	19	12	17	15	19	18	16
8	19	10	23	21	25	29	7	11	27	23	23	5	25	10	22	17	25	4	24	11	22	19	24
9	9	9	14	17	12	9	3	9	14	16	13	2	9	8	10	11	11	1	13	5	10	12	11
10 - This is the most important issue to me	14	9	15	15	22	14	7	8	14	18	20	7	15	8	12	14	20	9	13	8	13	13	20
Don't know	3	0	1	0	1	2	1	0	1	0	1	1	2	1	1	0	1	0	4	1	0	0	1

YouGov / Persuasion UK Survey Results

Sample Size: 1546 adults in Scotland (16+)
Fieldwork: 30th March - 12th April 2026

	Vote in 2021 Holyrood:					2016 EU Ref		Indy Ref		Gender		Age				Region in Scotland							Socio-economic Classification				
	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	Higher	Intermediate	Routine	
Weighted Sample	1546	231	230	96	510	800	375	502	609	698	848	191	493	424	438	235	156	213	146	170	200	255	171	603	317	402	
Unweighted Sample	1546	231	230	96	510	800	375	502	609	698	848	191	493	424	438	235	156	213	146	170	200	255	171	603	317	402	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Relative to other issues, on a scale of 0 to 10, how important are the below issues to you?

Scottish independence / place in the UK Union (for or against)

0 - This is not at all important to me	15	26	20	24	5	13	25	7	22	14	15	6	10	18	20	18	11	15	20	16	13	13	11	12	17	19
1	3	3	3	5	1	2	3	2	3	2	3	2	1	2	5	4	3	4	1	1	4	1	1	3	1	3
2	4	5	7	4	3	4	5	2	5	4	4	5	3	4	5	5	4	4	3	5	6	3	4	5	3	4
3	5	4	7	7	3	5	5	3	5	5	4	5	6	4	3	4	3	5	5	2	7	6	4	6	4	3
4	4	3	5	3	3	4	3	3	4	3	4	5	5	4	2	3	4	4	4	4	2	4	3	4	4	3
5	13	16	10	9	10	11	14	9	13	11	14	12	14	12	12	14	13	14	12	11	10	13	13	11	16	12
6	7	2	10	13	8	8	3	5	8	6	8	8	9	6	5	5	9	7	6	9	7	7	8	7	4	8
7	10	8	11	6	11	11	9	11	9	10	11	12	11	9	10	8	10	13	12	10	10	11	9	10	8	11
8	12	11	10	6	14	13	8	14	10	12	12	12	13	12	11	12	12	13	11	12	13	11	12	12	12	11
9	7	8	3	11	8	7	7	9	6	7	7	7	7	6	7	6	6	8	4	8	7	9	6	8	6	5
10 - This is the most important issue to me	18	14	11	9	32	20	16	32	11	24	13	19	15	21	18	17	22	10	17	21	18	19	23	19	22	15
Don't know	4	1	2	1	3	2	3	3	2	2	5	7	5	2	2	4	3	3	4	2	5	2	5	2	2	5

Britain's relationship with the EU

0 - This is not at all important to me	5	10	4	4	3	2	13	6	5	6	4	4	4	7	6	6	6	6	5	6	5	4	5	3	6	8
1	1	3	0	0	1	0	3	2	1	1	1	1	1	1	2	1	2	0	1	1	1	1	1	1	1	1
2	2	4	3	0	1	1	5	2	2	3	2	1	2	3	3	3	3	2	3	1	3	1	3	1	3	2
3	2	3	2	3	1	2	4	1	2	2	2	1	2	2	2	3	3	2	1	2	1	2	2	1	3	2
4	3	5	4	2	2	3	5	3	3	3	3	3	2	4	3	2	3	4	2	4	4	4	3	3	3	4
5	14	23	13	19	10	11	22	11	18	15	14	11	13	16	16	12	18	17	14	14	14	9	19	11	17	18
6	11	10	14	8	8	10	10	8	13	11	10	10	13	9	9	14	6	11	11	11	11	12	7	9	12	13
7	17	18	17	16	16	18	13	16	16	15	18	22	16	15	17	17	15	19	20	15	19	15	15	19	17	11
8	19	12	21	14	23	23	13	21	17	18	19	17	22	18	16	17	18	19	14	22	16	23	19	22	15	15
9	9	7	9	13	11	11	5	10	9	10	9	10	8	9	11	8	11	8	14	9	6	12	7	12	7	7
10 - This is the most important issue to me	14	6	13	22	21	17	7	17	11	14	14	14	14	15	13	12	13	8	11	14	18	18	16	16	14	12
Don't know	3	0	0	0	2	2	1	2	1	1	4	6	4	1	1	4	1	2	3	2	4	1	5	1	2	3

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Unweighted Sample	1546	105	163	141	375	147	184	103	188	118	361	201	161	139	406	116	362	75	54	281	251	103	499
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how persuadable in your opinion?

Scottish independence / place in the UK Union (for or against)

0 - I am not at all persuadable to a different view on this matter	42	62	45	38	50	16	54	64	40	39	51	54	19	66	41	44	48	48	19	65	37	46	42
1	7	10	7	5	10	8	8	11	7	4	10	7	8	5	5	4	11	11	9	8	7	5	9
2	7	8	3	9	5	14	7	7	6	7	5	6	12	6	7	8	6	8	11	6	6	7	7
3	6	5	9	6	5	12	4	6	7	4	5	5	12	4	9	7	5	8	6	5	6	5	7
4	5	1	3	8	5	5	1	2	4	7	5	1	9	2	5	3	5	5	11	2	7	2	5
5	12	10	10	12	9	16	11	5	11	14	9	11	14	9	13	10	9	4	9	6	14	15	9
6	6	4	8	6	5	11	7	3	8	8	5	7	10	4	5	9	5	5	17	3	7	8	6
7	4	2	5	7	3	5	2	2	7	7	2	1	5	1	6	5	2	1	6	1	6	8	4
8	2	0	2	3	3	3	2	0	2	3	3	1	2	0	1	3	4	1	0	1	2	4	3
9	1	0	1	1	1	2	1	0	1	1	1	0	1	0	1	0	1	1	4	0	2	1	1
10 - I am very persuadable to a different view on this matter	3	0	2	5	2	3	2	0	2	6	2	2	5	1	3	3	2	5	4	0	3	0	3
Don't know	5	0	4	1	1	4	2	1	5	1	1	2	4	1	4	3	2	1	6	1	4	1	4

Britain's relationship with the EU

0 - I am not at all persuadable to a different view on this matter	31	32	30	31	41	28	32	30	30	31	40	32	28	28	27	35	38	37	33	31	24	39	37
1	7	6	7	7	9	8	6	7	6	6	8	7	9	4	6	5	9	13	6	6	7	6	8
2	10	7	11	11	13	14	7	5	14	9	12	7	14	8	11	6	10	8	11	6	10	13	10
3	8	11	7	9	7	14	9	11	7	10	8	8	14	6	9	9	10	9	13	8	10	9	10
4	6	4	9	6	5	6	5	3	7	5	5	4	8	5	7	7	6	4	7	5	8	3	5
5	15	17	16	9	12	12	18	18	13	11	12	18	11	17	16	15	13	11	7	20	13	14	13
6	7	13	6	4	4	6	10	11	5	5	5	10	5	13	7	7	4	5	6	9	8	7	4
7	5	4	4	9	3	4	5	8	5	6	3	5	3	7	5	7	3	3	7	6	5	3	3
8	3	4	5	6	3	1	3	5	5	8	2	3	1	3	5	5	3	4	0	4	6	6	3
9	1	0	0	1	1	1	0	0	0	1	1	0	1	1	1	0	1	0	2	0	1	0	1
10 - I am very persuadable to a different view on this matter	2	1	2	4	2	1	2	1	2	6	2	1	2	5	3	0	2	4	2	2	3	1	2
Don't know	5	1	3	2	1	3	3	2	4	3	2	3	4	3	4	4	2	1	6	2	4	1	3

In deciding how to vote in the Scottish Parliament elections, what is the biggest factor?

It is mostly about electing the best government for Scotland at Holyrood	58	61	67	51	71	66	57	62	65	51	71	56	65	61	61	44	68	60	59	58	63	54	63
It is mostly about electing the best representatives for my local area	17	24	17	36	8	13	16	22	20	36	7	16	14	21	19	37	9	17	15	21	21	31	12
It is mostly about sending a message to the UK government in Westminster	11	10	7	4	17	13	18	10	7	4	17	18	11	5	9	11	17	16	9	8	7	8	16
None of these	6	4	7	5	2	2	5	4	5	6	2	5	2	8	6	3	3	4	6	9	4	4	3
Don't know	8	2	2	4	3	6	4	2	3	3	3	5	7	5	6	5	4	3	11	5	5	3	6

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	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	Higher	Intermediate	Routine	
Weighted Sample	1546	231	230	96	510	800	375	502	609	698	848	191	493	424	438	235	156	213	146	170	200	255	171	603	317	402	
Unweighted Sample	1546	231	230	96	510	800	375	502	609	698	848	191	493	424	438	235	156	213	146	170	200	255	171	603	317	402	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And how persuadable in your opinion?

Scottish independence / place in the UK Union (for or against)

0 - I am not at all persuadable to a different view on this matter	42	65	45	45	42	46	51	47	51	45	40	22	33	48	56	42	44	42	40	48	43	39	42	43	47	42
1	7	10	6	6	9	9	6	8	8	7	7	5	6	8	8	6	7	6	11	5	5	9	10	9	5	8
2	7	6	6	6	7	6	7	7	5	6	7	8	6	8	6	7	9	8	7	5	8	6	4	7	6	4
3	6	3	7	5	6	6	6	6	6	6	6	9	6	7	5	4	5	8	5	5	7	10	7	5	9	5
4	5	1	4	3	5	4	4	4	3	4	5	8	6	3	4	4	4	4	3	6	5	6	4	5	3	4
5	12	7	14	17	9	11	10	8	12	11	12	15	14	12	8	16	10	11	15	12	12	9	12	11	13	11
6	6	3	7	5	6	6	4	4	5	6	6	8	8	6	3	6	4	6	7	5	5	7	5	5	3	7
7	4	1	5	2	4	5	1	4	4	4	4	5	5	3	4	4	8	3	3	4	4	5	2	5	3	3
8	2	0	2	3	3	2	2	2	1	3	2	4	3	2	2	1	3	2	1	4	5	2	2	2	2	2
9	1	0	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	0	1	1	0	1	1	1
10 - I am very persuadable to a different view on this matter	3	0	3	3	3	2	4	4	1	3	2	5	3	2	2	1	4	2	1	2	4	2	6	3	2	3
Don't know	5	2	3	2	3	4	4	4	4	3	7	10	8	3	3	7	3	5	8	3	5	5	6	3	6	8

Britain's relationship with the EU

0 - I am not at all persuadable to a different view on this matter	31	32	30	36	37	34	33	38	30	33	30	21	30	36	33	29	36	25	29	31	30	36	33	33	33	29
1	7	8	5	4	8	8	5	8	6	7	7	7	5	8	7	6	4	7	8	4	8	10	7	8	6	6
2	10	7	7	11	10	10	6	11	8	10	9	17	10	7	9	8	12	7	10	11	11	9	12	9	9	6
3	8	6	8	6	10	8	9	9	8	9	8	9	8	9	8	10	8	9	7	10	6	9	8	8	9	8
4	6	4	7	1	7	5	6	4	6	5	7	7	7	4	6	5	7	5	7	6	5	8	5	6	5	6
5	15	17	19	17	11	13	19	14	17	14	15	11	15	15	16	16	12	19	12	15	17	13	12	14	17	15
6	7	10	8	8	4	6	7	3	8	7	7	7	6	8	5	9	4	10	5	8	8	5	3	6	4	9
7	5	6	6	3	3	5	3	4	6	4	5	4	4	4	6	5	7	3	8	6	5	3	2	5	4	5
8	3	5	4	6	3	4	4	2	5	4	3	3	2	4	4	3	3	5	4	4	4	1	4	3	3	4
9	1	0	0	1	1	1	1	1	0	1	1	0	1	0	1	1	0	1	0	1	1	1	0	1	1	0
10 - I am very persuadable to a different view on this matter	2	3	2	3	3	2	3	3	2	3	2	3	3	2	3	2	4	1	1	2	4	1	5	3	3	3
Don't know	5	2	3	2	3	4	4	5	4	4	7	10	9	2	3	6	3	7	10	2	4	4	8	2	6	8

In deciding how to vote in the Scottish Parliament elections, what is the biggest factor?

It is mostly about electing the best government for Scotland at Holyrood	58	57	63	50	65	63	53	63	58	59	57	57	53	59	63	51	58	61	58	57	55	64	58	63	52	52
It is mostly about electing the best representatives for my local area	17	23	20	32	11	16	23	11	22	15	18	13	16	18	19	17	24	18	16	16	18	13	15	17	20	18
It is mostly about sending a message to the UK government in Westminster	11	7	7	10	14	10	11	15	8	13	9	14	13	10	9	14	8	5	12	13	10	13	13	10	13	10
None of these	6	9	7	4	3	5	7	4	6	7	5	4	6	7	5	8	4	8	5	5	9	5	4	5	8	6
Don't know	8	4	3	3	6	7	5	7	6	6	10	13	11	6	5	11	5	9	10	8	10	5	9	5	7	13

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Unweighted Sample	1546	105	163	141	375	147	184	103	188	118	361	201	161	139	406	116	362	75	54	281	251	103	499
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may know, as part of its commitment to tackling climate change, the UK Labour government has pledged to not allow licenses for future oil and gas drilling in the North Sea, although existing projects will continue. Overall, do you think this policy is the right thing to do at this time or the wrong thing to do?

Right thing to do at this time	30	10	40	37	39	66	2	10	45	38	37	2	68	11	31	30	40	0	72	10	35	35	36
Wrong thing to do at this time	48	79	38	47	40	15	89	79	35	45	41	89	16	83	49	53	40	93	9	81	43	46	43
Neither	6	1	5	5	7	5	4	2	5	4	7	3	4	4	5	6	6	4	4	4	5	8	6
Don't know	16	10	17	11	14	14	5	10	15	13	15	5	12	2	16	10	14	3	15	5	16	12	15

And how important, if at all, is the issue of North Sea oil licenses to your vote at the 2026 Holyrood elections?

It is one of the most important issues shaping my vote	13	26	7	11	10	9	31	24	5	8	10	32	9	24	11	8	10	33	13	22	13	15	10
It is important but not one of my top issues	55	58	56	62	58	59	57	59	59	62	57	55	60	65	56	66	58	60	59	63	53	57	59
It is not important to me at all	18	10	23	20	22	18	8	13	24	22	22	7	18	7	20	19	21	5	13	9	20	18	19
Don't know	14	6	13	7	9	14	5	4	11	8	11	6	12	4	13	7	10	1	15	6	15	10	12

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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Fieldwork: 30th March - 12th April 2026

	Vote in 2021 Holyrood:					2016 EU Ref			Indy Ref		Gender		Age				Region in Scotland							Socio-economic Classification			
	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	Higher	Intermediate	Routine	
Weighted Sample	1546	231	230	96	510	800	375	502	609	698	848	191	493	424	438	235	156	213	146	170	200	255	171	603	317	402	
Unweighted Sample	1546	231	230	96	510	800	375	502	609	698	848	191	493	424	438	235	156	213	146	170	200	255	171	603	317	402	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

As you may know, as part of its commitment to tackling climate change, the UK Labour government has pledged to not allow licenses for future oil and gas drilling in the North Sea, although existing projects will continue. Overall, do you think this policy is the right thing to do at this time or the wrong thing to do?

Right thing to do at this time	30	11	29	35	38	36	13	34	22	31	30	48	36	24	22	20	31	27	26	29	28	44	37	34	24	23
Wrong thing to do at this time	48	81	50	53	42	43	76	46	60	56	41	20	35	58	64	61	49	48	44	54	51	37	37	47	52	55
Neither	6	3	6	5	6	6	3	7	5	5	6	7	6	5	6	7	4	7	9	5	6	4	5	6	6	5
Don't know	16	5	16	6	14	15	8	14	13	8	22	25	23	12	8	12	15	17	21	13	16	14	21	13	17	17

And how important, if at all, is the issue of North Sea oil licenses to your vote at the 2026 Holyrood elections?

It is one of the most important issues shaping my vote	13	24	13	13	10	11	22	11	17	16	10	8	13	12	17	24	16	9	12	10	15	7	11	12	16	14
It is important but not one of my top issues	55	61	56	68	58	57	58	59	55	55	55	51	48	60	61	52	61	59	53	55	53	58	51	60	52	53
It is not important to me at all	18	9	19	14	20	20	10	20	16	20	16	19	21	17	14	11	15	17	18	21	15	22	22	18	18	15
Don't know	14	5	12	6	11	13	9	11	13	8	19	22	18	11	9	13	8	15	17	14	18	13	16	10	14	18

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.