



# Persuasion UK

**May 2026 elections analysis: England,  
Scotland and Wales**

*\*Put in slideshow to read all graphs clearly\**

May 2026



## Top lines

- **The common thread in this election was the collapse of the Labour vote** and to a lesser extent the **consolidation of Reform**. Even if Reform face more opposition than last year, the fragmentation and lack of co-ordination of the anti-Reform vote in England remains a significant advantage for the party and puts them on course for power nationally.
- **Across the UK, the Labour 2024 vote primarily stayed at home or voted for another party.** Unlike their right leaning equivalents, most Labour left defectors remain open to returning to Labour at the next general election. However, at the moment there is a values based disconnect: they report no clear sense of what the party stand for and report a general sense of the government, fairly or not, as being “Tory lite” or more right wing than they expected. For the wider population, though, it is issues of competence, cost of living and migration that damage the party brand.
- **Plaid Cymru coalesced a energised anti-Reform tactical vote in Wales.** This was a significant factor in their victory and Reform’s fall in the polls in Wales since November last year; as big if not bigger than as any factor related to Welsh Labour or Plaid themselves.
- **The SNP benefited from a large chunk of Labour 2024 switchers amid dissatisfaction with UK Labour.** That said, voters in Scotland had a particularly low sense of what Scottish Labour stood for during the campaign. The salience of pro-EU attitudes to the SNP vote remains underrated, and is in fact more important to SNP/Labour switchers than their position on Scottish independence.
- Anger over **immigration/asylum and a frustrated desire to try someone new** remain the two big recruiting sergeants for Reform. Concerns over **competence and governing experience** linger among their (mostly Conservative) target voters, while **ideological extremes and their proximity to Trump** damage them with the wider population.



## **Section 1: England / London**

- 1.1 Voters flows and basics
- 1.2 Labour
- 1.3 Reform
- 1.4 Greens
- 1.5 Next general election

## **Section 2: Scotland**

- 2.1 Voter flows and basics
- 2.2 Scottish Labour
- 2.3 SNP
- 2.4 Reform
- 2.5 Scotland's constitutional future
- 2.6 North Sea oil
- 2.7 Next general election

## **Section 3: Wales**

- 3.1 Voters flows and top lines
- 3.2 Plaid Cymru
- 3.3 Welsh Labour
- 3.4 Reform UK
- 3.5 Next general election

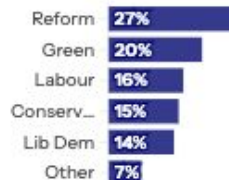


- This analysis is based on polling in the final week of the campaign in England, Scotland and Wales, including the days leading up to polling day itself.
- It was conducted by YouGov for Persuasion UK.
  - Fieldwork 22 April – 5 May 2026.
  - Sample sizes: 2,153 in England (incl. London), 1,556 in Wales, 1,603 in Scotland. Data weighted to be representative of each nation.
- Baseline polling was also conducted in all nations in early April 2026, as well as focus groups in Wales and Scotland, to inform final polling. Thanks to Chris Clarke and Julia Pitman for their help with this.

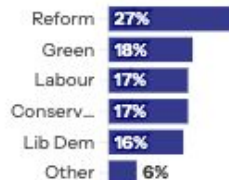


## Sample audit: Persuasion UK/YouGov sample vs actual results

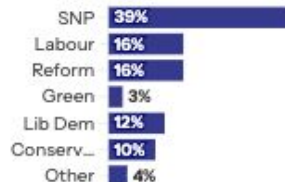
### Persuasion/YouGov: England



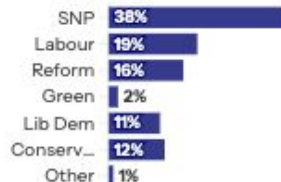
### Result: England (PNS)



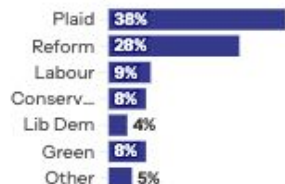
### Persuasion/YouGov: Scotland (constituency vote)



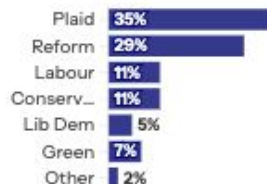
### Result: Scotland (constituency vote)



### Persuasion/YouGov: Wales



### Result: Wales



Persuasion/YouGov final figures obtained via voting intention question plus basic turnout filter (excluding those <9/10 in stated likelihood to vote)



# Headlines

## Labour defection: national or local factors?

"You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?"

### England

Mostly unhappy with Labour nationally / Keir Starmer

40%

Mostly unhappy with local Labour Party

8%

Equal mix of the two

23%

None of the above

22%

Don't know

7%

### Scotland

Mostly unhappy with Labour nationally / Keir Starmer

43%

Mostly unhappy with Scottish Labour/Anas Sarwar

8%

Equal mix of the two

21%

None of the above

21%

Don't know

8%

### Wales

Mostly unhappy with Labour nationally / Keir Starmer

30%

Mostly unhappy with Welsh Labour / Eluned Morgan

18%

Equal mix of the two

30%

None of the above

16%

Don't know

7%

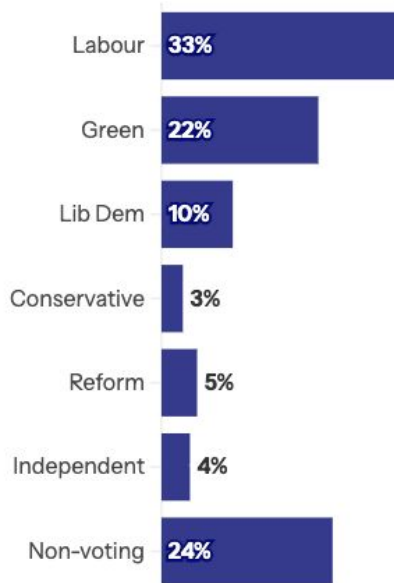
YouGov for Persuasion UK, 24th April-5th May 2026, 1,603 Scottish adults; n=2153 English voters - only respondents with local elections being held in their area; 1,556 Welsh adults.

Asked only of 2024 Labour voters who do not currently intend to vote Labour in 2026 local elections.

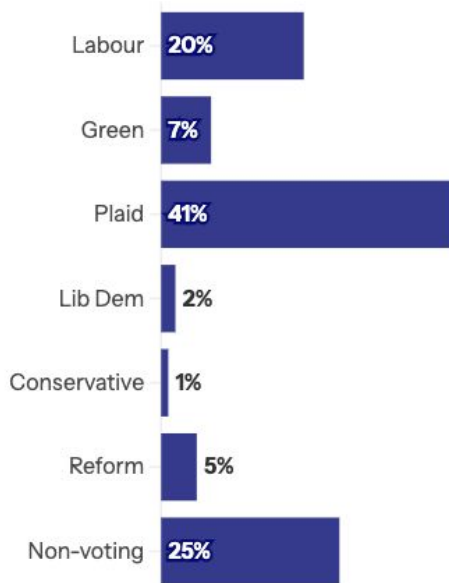


## Destination of 2024 Labour vote at May 2026 elections: English council elections, Welsh Senedd, Scottish Parliament

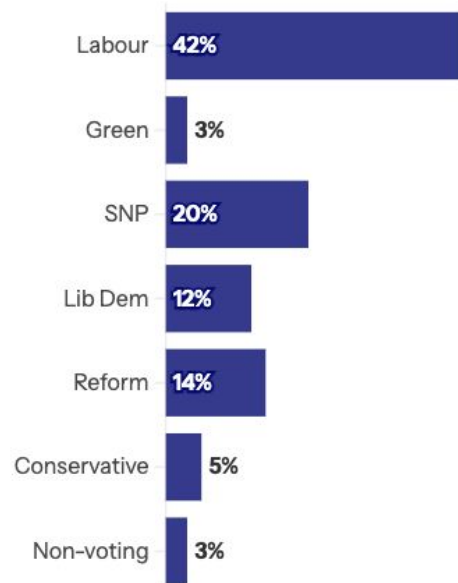
### England



### Wales



### Scotland



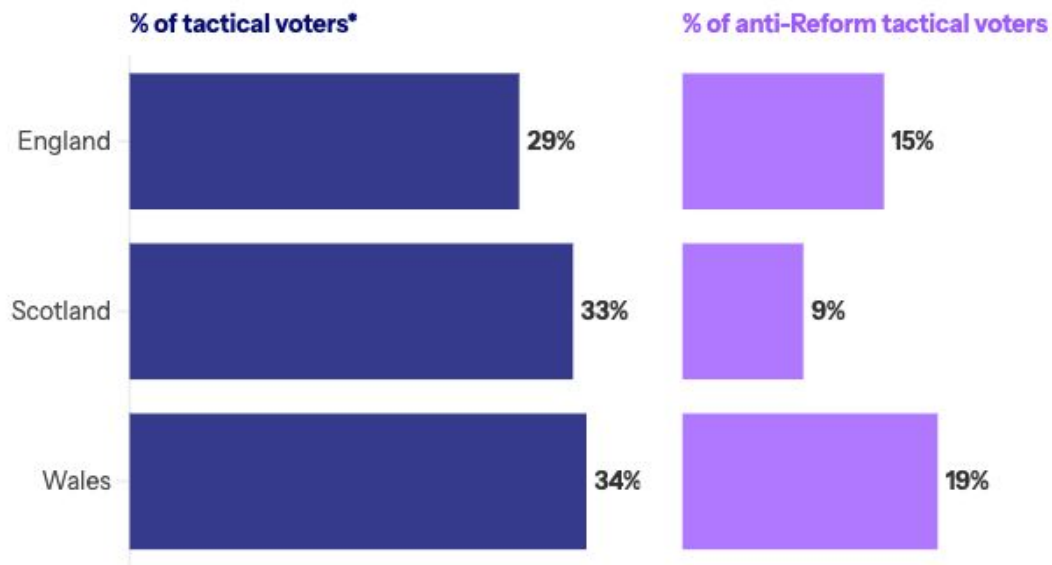
YouGov for Persuasion UK. Fieldwork 22 April – 5 May 2026. Sample sizes: 2,153 in England (incl. London), 1,556 in Wales, 1,603 in Scotland. Data weighted to be representative of each nation. Excludes don't knows.

Non-voting - those explicitly saying they will not vote and/or those putting themselves <9/10 on likelihood to vote scale.



## % of tactical voters and tactical anti-Reform voters in each nation

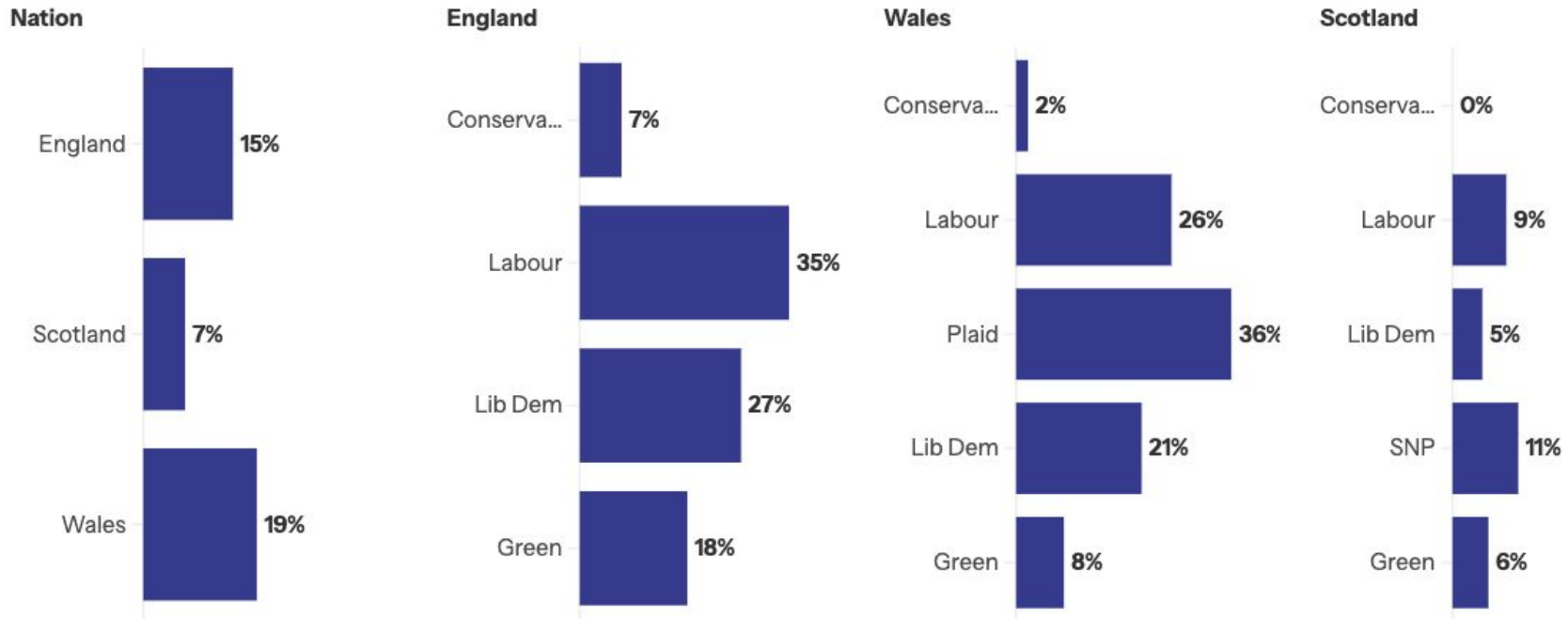
Welsh Senedd voters were more likely to be voting either partially or entirely tactically. This is especially true of Labour 2024 to Plaid 2026 switchers, as we will see later in the analysis.



Definitions: all those with a voting intent were asked: "You previously told us that you plan to vote for X. Is this more because you want to stop a particular party winning in your constituency or because you believe in what X are standing for? They were given a 10 point scale: 0 - More because I want to stop a particular party winning in my area / 10 - More because I believe in what X are standing for Don't know". Someone was deemed a tactical voter if they put themselves at 0-5. They were then asked a follow up: "Which party are you most trying to stop winning in your area?"

## % of voters who are (in part or in whole) anti-Reform tactical voters

Plaid voters were more likely to be voting tactically against Reform



Definitions: all those with a voting intent were asked: "You previously told us that you plan to vote for X. Is this more because you want to stop a particular party winning in your constituency or because you believe in what X are standing for? They were given a 10 point scale: 0 - More because I want to stop a particular party winning in my area / 10 - More because I believe in what X are standing for Don't know". Someone was deemed a tactical voter if they put themselves at 0-5. They were then asked a follow up: "Which party are you most trying to stop winning in your area?"

# Willingness of different May 2026 defector groups to return to Labour at next election

"On a scale of 1-10, how willing are you to vote for these parties at the next UK-wide general election?" - a voter was coded as willing to vote Labour if they scored at 6 or above out of 10.

- % still open to returning to Labour at next general election
- % not open to returning to Labour at next general election

## England

Labour 24 defectors to left (Green, Lib Dem)



## Scotland

Labour 24 defectors to left (SNP, Green, Lib Dem)



## Wales

Labour 24 defectors to left (Plaid, Green, Lib Dem)



Labour 24 defectors to right (Reform, Con)



Labour 24 defectors to right (Reform, Con)



Labour 24 defectors to right (Reform, Con)



YouGov for Persuasion UK. Fieldwork 22 April – 5 May 2026. Sample sizes: 2,153 in England (incl. London), 1,556 in Wales, 1,603 in Scotland. Data weighted to be representative of each nation.



# 1. England / London

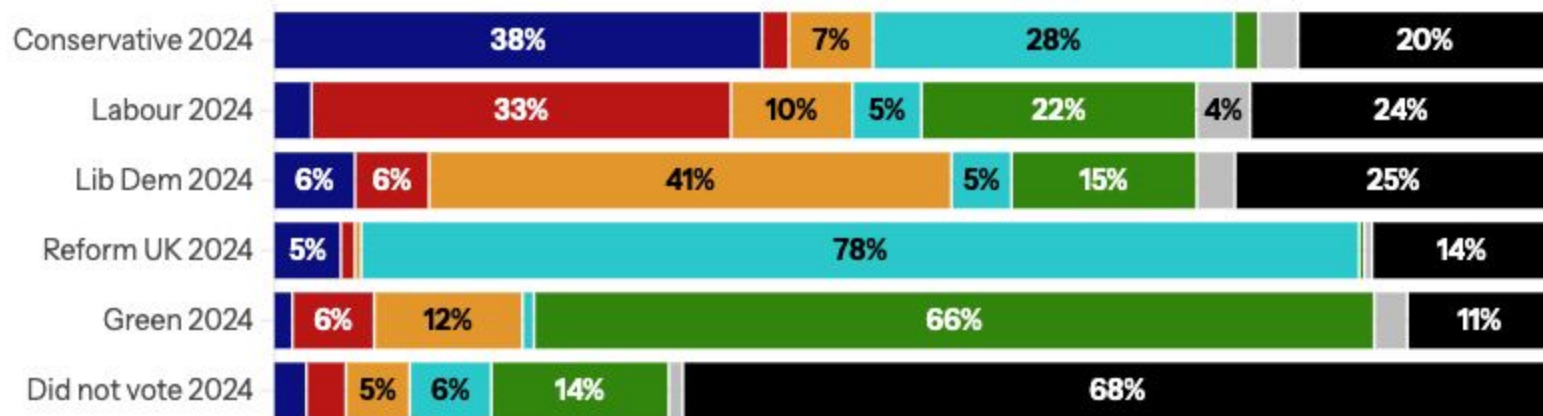
Local authority elections



# 1. England / London

## 1.1 Voter flows

## England: General election 2024 → Local Election 2026 voter flows



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.

Non voter 2026 = those who explicitly say they don't intend to vote and/or those putting themselves at <9/10 in likelihood to vote. Excludes don't knows.

## London: General election 2024 → Local election 2026 voter flows

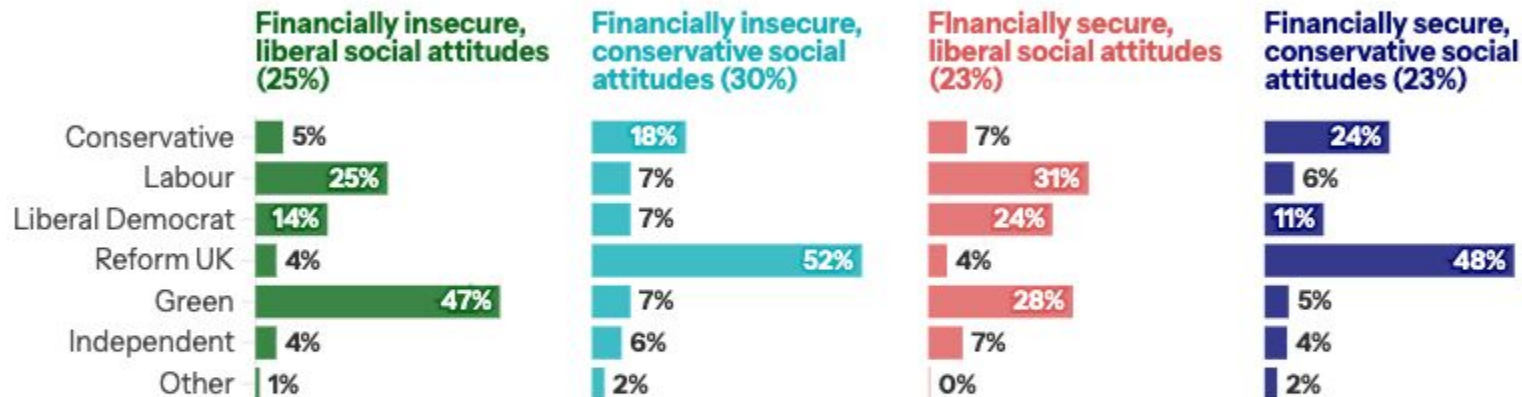


YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.

Non voter 2026 = those who explicitly say they don't intend to vote and/or those putting themselves at <9/10 in likelihood to vote. Excludes don't knows.

## England 2026 local election vote: financial security x social liberalism

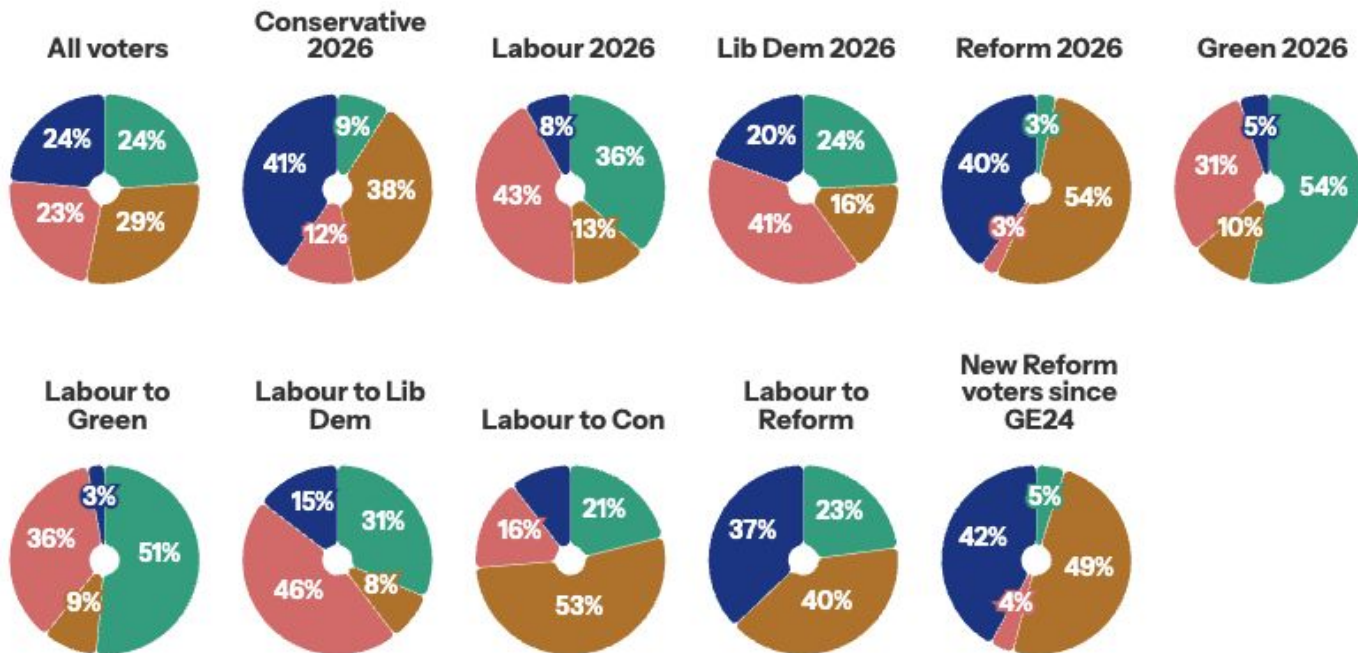
The Greens and Reform dominate among the financially insecure, sorted by social attitudes. Labour leads with financially secure liberals and the residual Conservative vote is more likely to be found among the financially secure social conservatives.



Financially secure = I am very comfortable financial/I am relatively comfortable financially.  
Financially insecure = I do not often have money for luxuries, but can normally comfortably cover the essentials/ I can only just afford my costs and often struggle to make ends meet/I cannot afford my costs, and often have to go without essentials like food and heating. Socially liberal = <5/10 on 1-10 scale of positivity to immigration, 10 most negative. Socially conservative = >5/10. Sample excludes those not providing information on their financial status and/or those putting themselves at 5/10 (~10% in total).



- Financially insecure, liberal social attitudes
- Financially insecure, conservative social attitudes
- Financially secure, liberal social attitudes
- Financially secure, conservative social attitudes

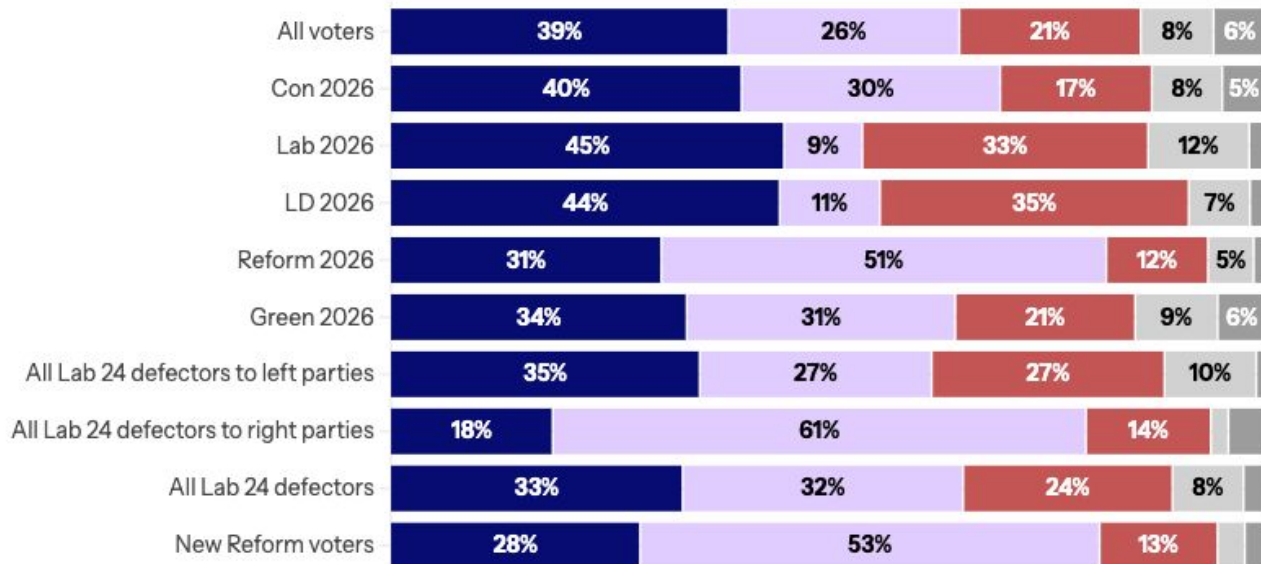




## Motivations to vote - England

"And if you do vote in the local elections on 7th May, will you be..."

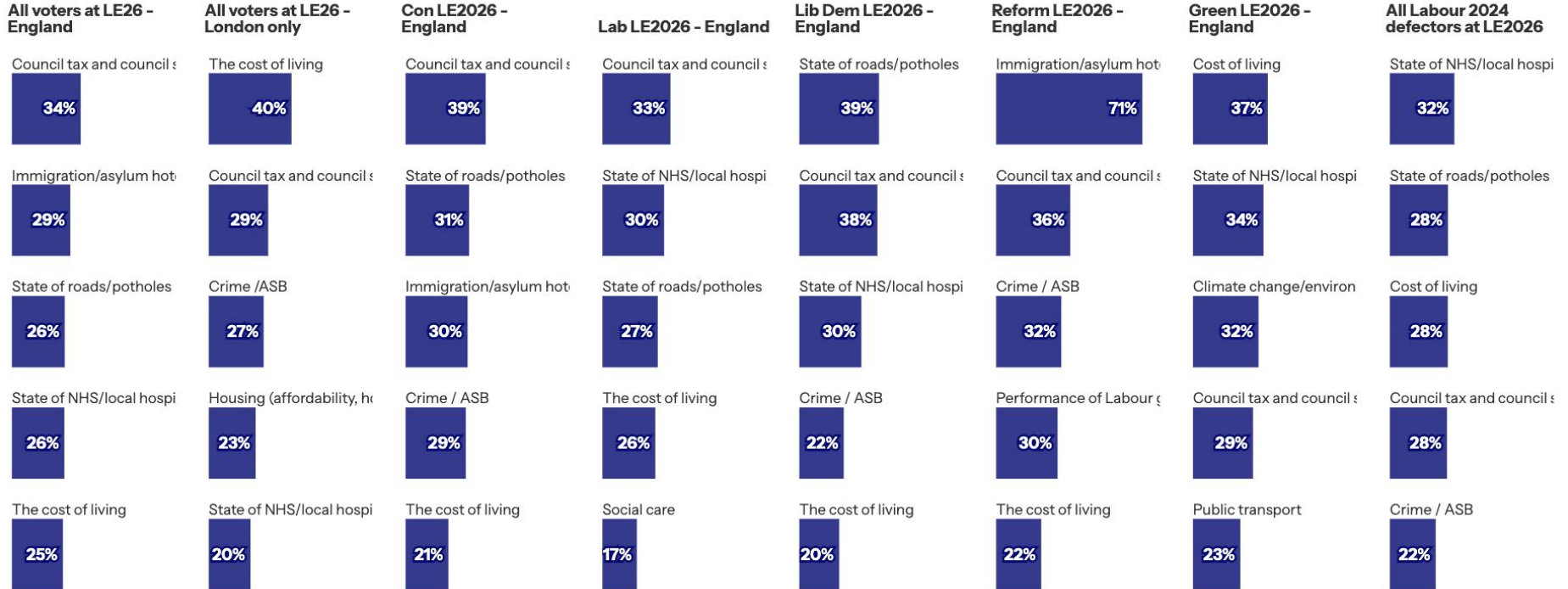
- Mostly on issues under control of local council
- Mostly to send a signal to UK government
- Mostly to stop another party winning in my area
- None of these
- Don't know



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.  
Graph excludes those answering 'n/a - i don't plan to vote'

## Top 5 local issues facing each voter group coming into election

"Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options." Respondents saw list of up to 20 options - for ease of visualisation we are showing the top 5 from each voter category.



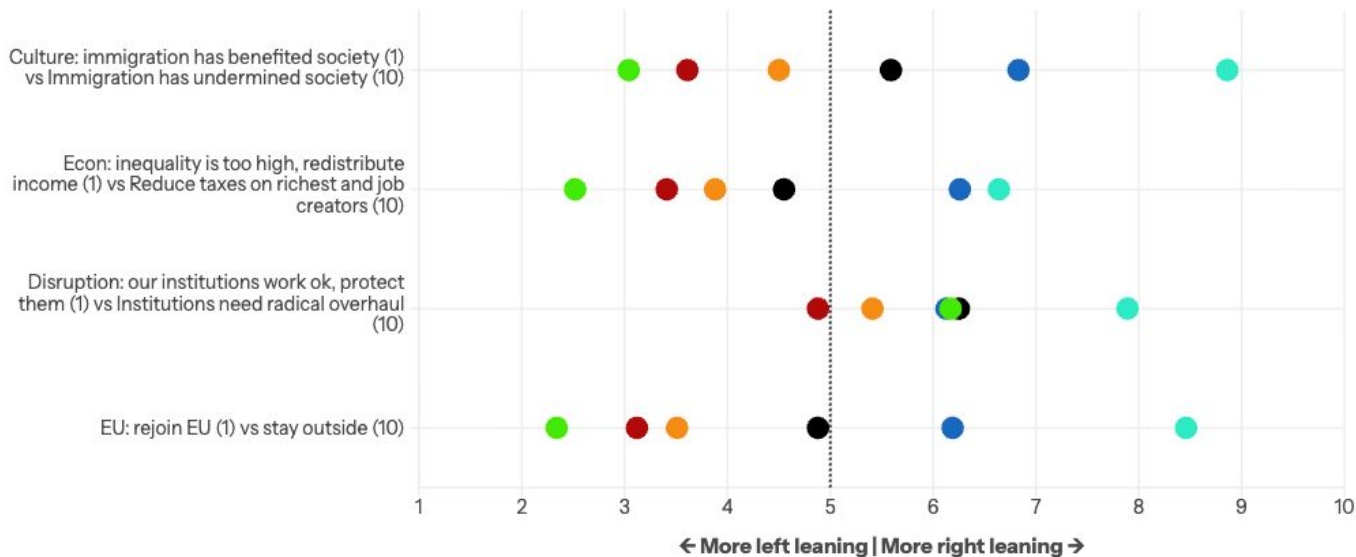


## England: values of each LE2026 voter group

Respondents were asked to place themselves on a scale of 1-10 on four key issues, the dots below represent the average score of each group

### Group

- All voters (England LE2026)
- Con LE26
- Lab LE26
- Lib Dem LE26
- Reform LE26
- Green LE26

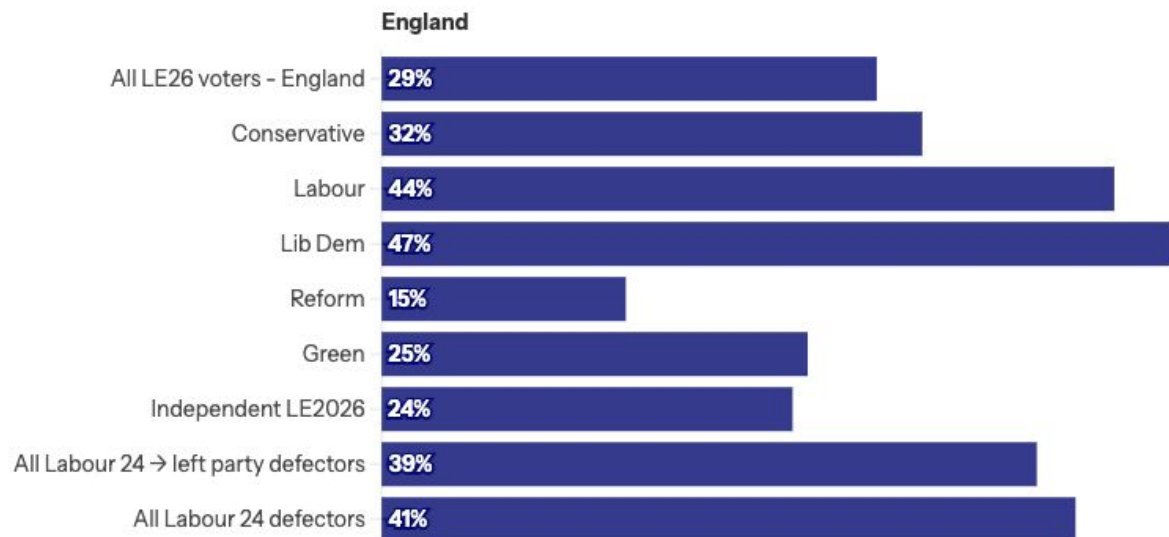




## % of those saying tactical voting (wanting to vote for a party best placed to stop another party winning) had some part in their vote choice

Voters were asked on a scale of 1-10 how much their vote was about stopping another party (1), and how much it was about them believing in the party they voted for (10). The % below are those who put themselves at 1-6 on this scale.

In England, Labour and Lib Dem voters were more likely to be voting tactically.



"You previously told us that you plan to vote for X. Is this more because you want to stop a particular party winning in your area or because you believe in what X are standing for? 1 - More because I want to stop a particular party winning in my area / 10 - More because I believe in what X are standing for. / Don't know"

YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.

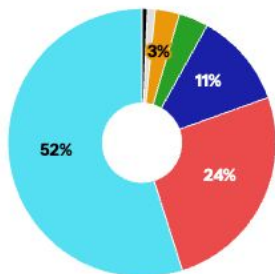


## Who were tactical voters trying to stop most?

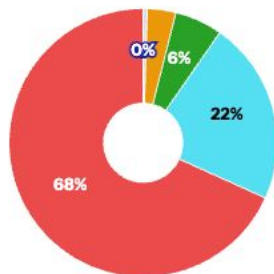
Figures below show that within the 29% of voters in England who voted partly or entirely tactically, most were trying to stop Reform winning in their area

■ Conservative ■ Labour ■ Lib Dem ■ Reform UK ■ Green ■ Independent ■ Some other party

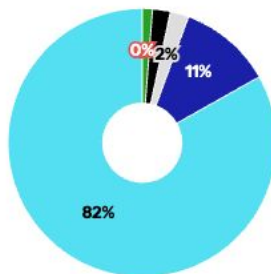
All tactical voters



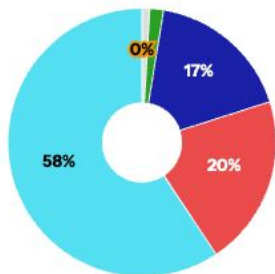
Con 26 tactical voters



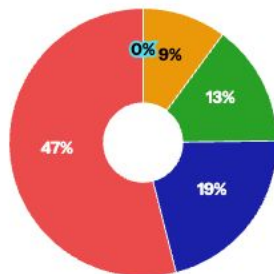
Lab 2026 tactical voters



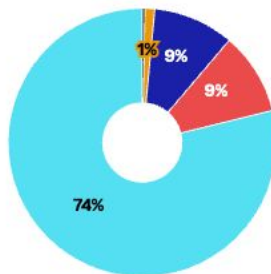
LD 26 tactical voters



Reform 26 tactical voters



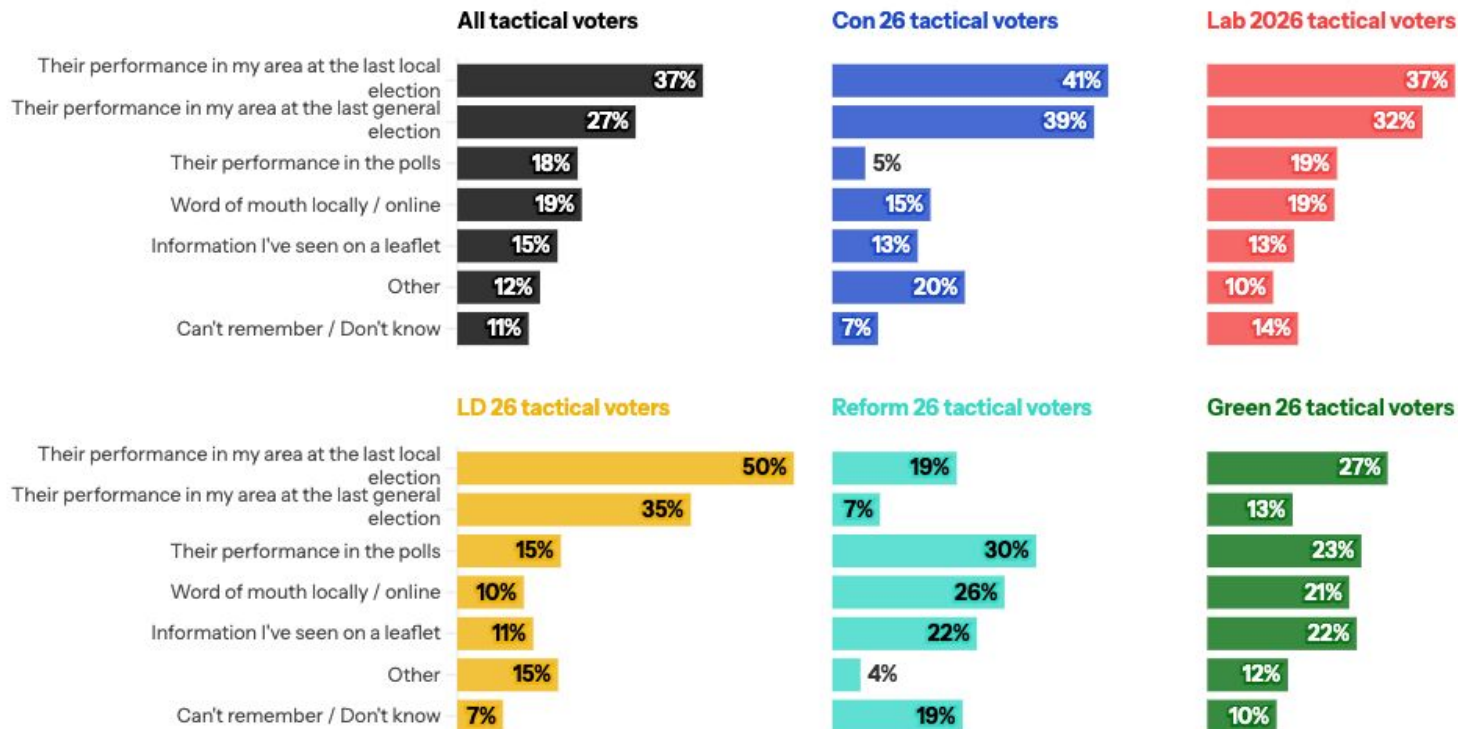
Green 26 tactical voters





## Where tactical voters get information on who is best placed to beat their least favourite party?

"You have told us that you are intending to vote X, in part tactically to stop Y. What source of information has been most important to you in suggesting that X are best placed locally to beat Y in your area? Choose up to 2."



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.



# 1. England / London

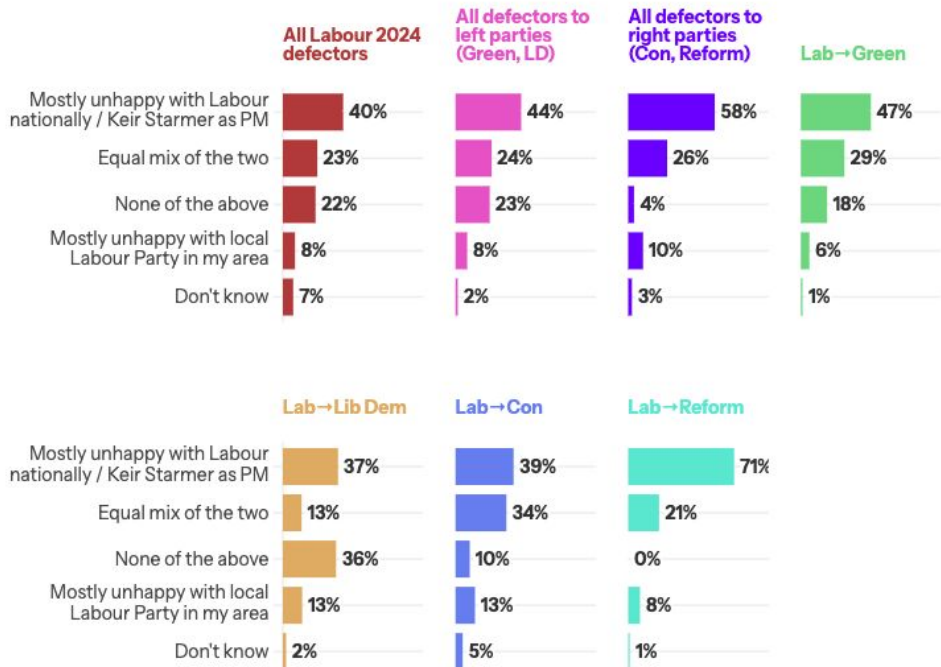
## 1.2 Labour



## Labour defection: national or local factors? (England LE26)

Most English defector groups are driven by dissatisfaction with Labour nationally rather than locally

"You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?"



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area. Asked only of 2024 Labour voters who do not currently intend to vote Labour in 2026 local elections.



## Stated reasons NOT to vote Labour - LE26 voters in England

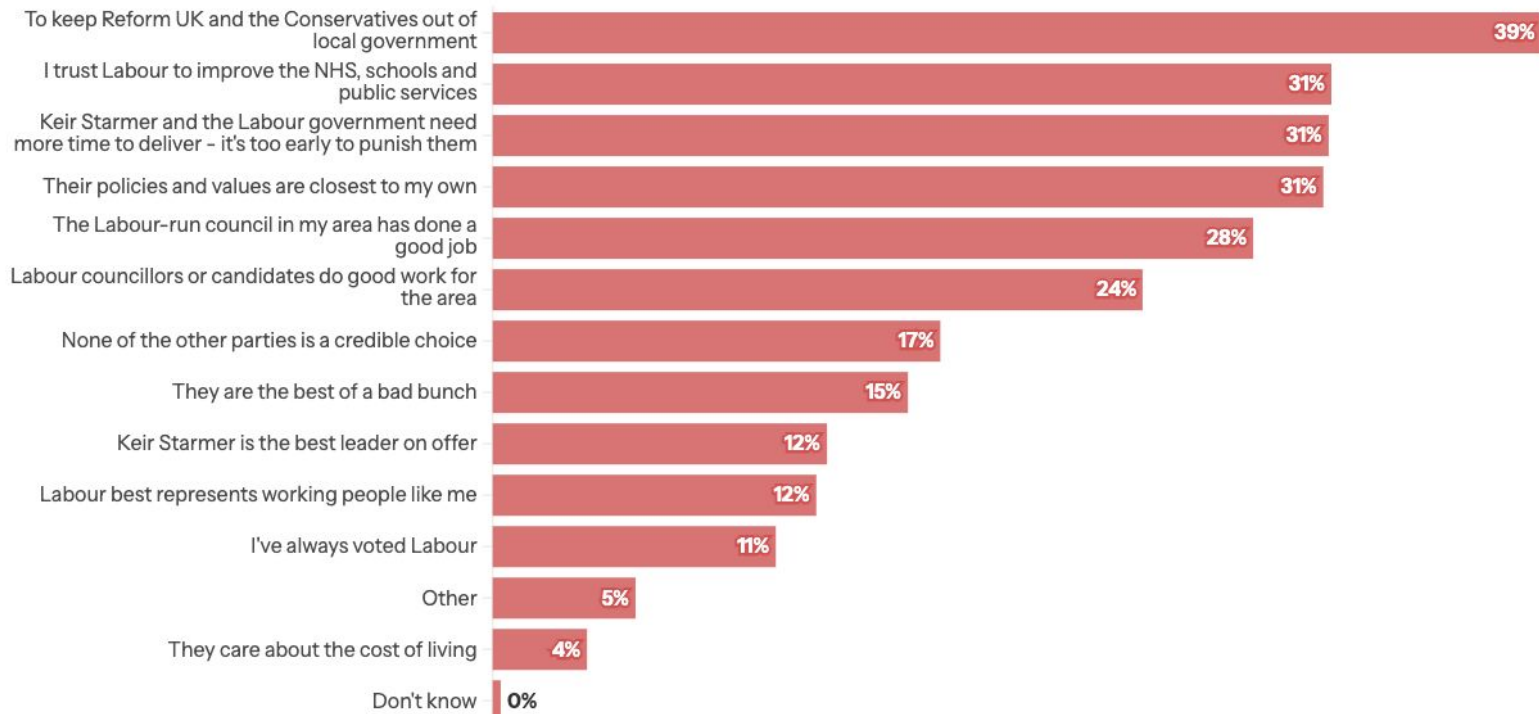
Labour switchers, esp left switchers, tend to cite Labour as being "Tory lite", Labour right switchers cite u-turns and immigration/small boats. For the non-Labour population at large, it's competence, cost of living and migration.

"Below are some reasons some people have given us for why they do not intend to vote for Labour at the local elections this year. Please pick up to five reasons which are closest to your own."



## Stated reasons to vote Labour [Lab 26 voters only]

"You said you plan to vote Labour at the local elections. Below are some reasons people have given us for voting Labour. Please pick up to three reasons closest to your own."



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area. Response options built on open response and focus group insight in preliminary work.



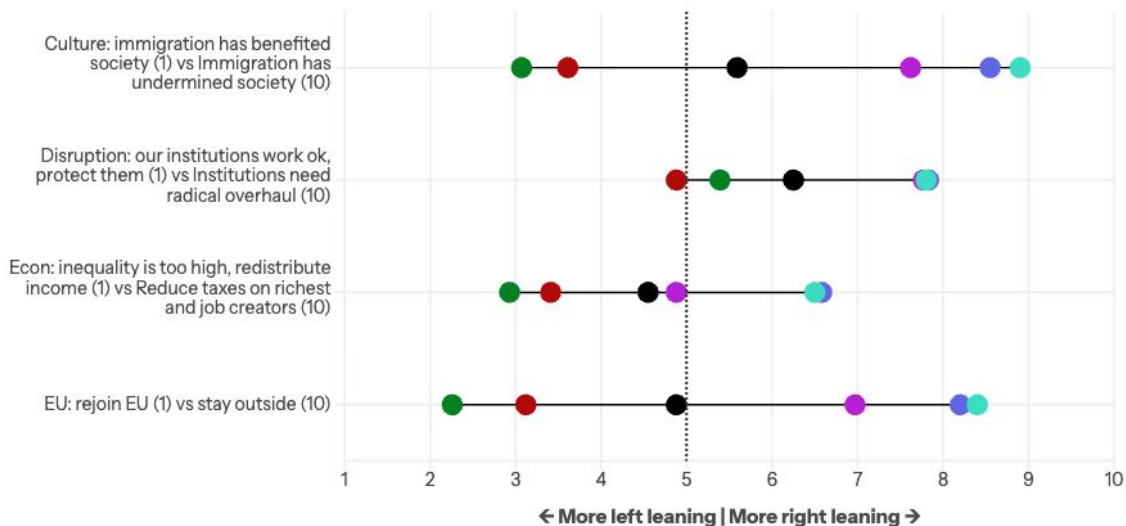
## England: values of each LE2026 SWING group (Lab + Reform)

Respondents were asked to place themselves on a scale of 1-10 on four key issues, the dots below represent the average score of each group

The Labour base is split on cultured but fairly united on economics. The Reform coalition is fairly together on most topics but Lab/Reform voters are more economically to the left.

### Group

- All voters (England LE2026)
- Lab base (LE26)
- Labour defectors to left (Green, LD)
- Labour defectors to Reform
- All new Reform voters since GE24
- Reform base (GE24)



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.



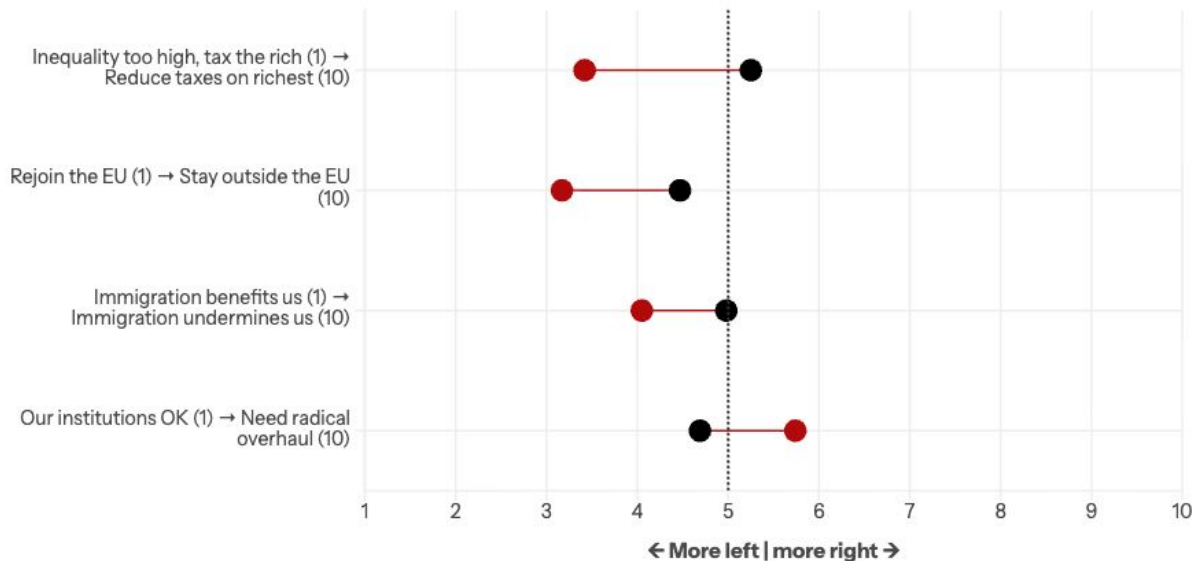
## England: where Labour defectors place themselves, where they place Labour

Respondents were asked to place themselves and where they perceive Labour to be on a scale of 1-10 on four key issues, the dots below represent the average score of each group

The biggest perceived difference between where Labour defectors place their own values and where they place Labour's is on economic egalitarianism - they perceive the party to be to the right of them, and to the right of centre, on these questions.

### Group

- Where Labour defectors place themselves
- Where Labour defectors place Labour



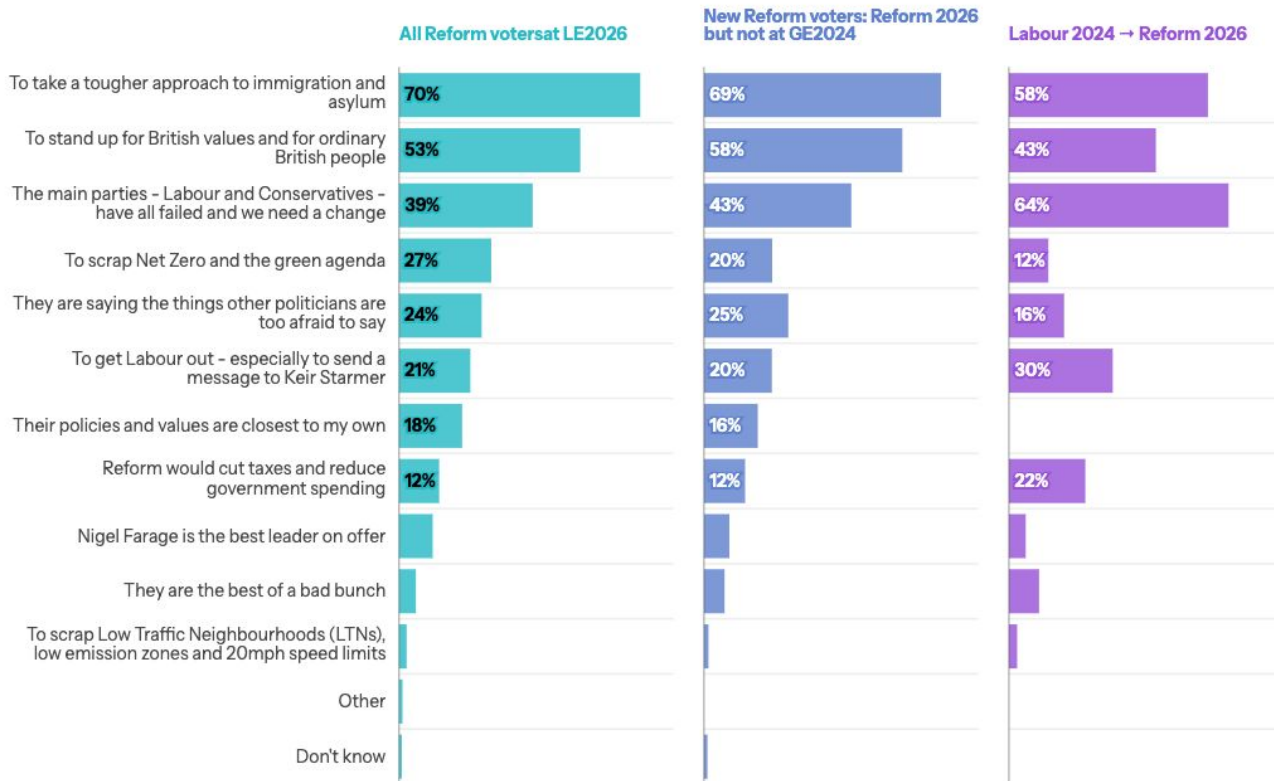


# 1. England / London

## 1.3 Reform

## Stated reasons for voting Reform [Reform 2026 voters only]

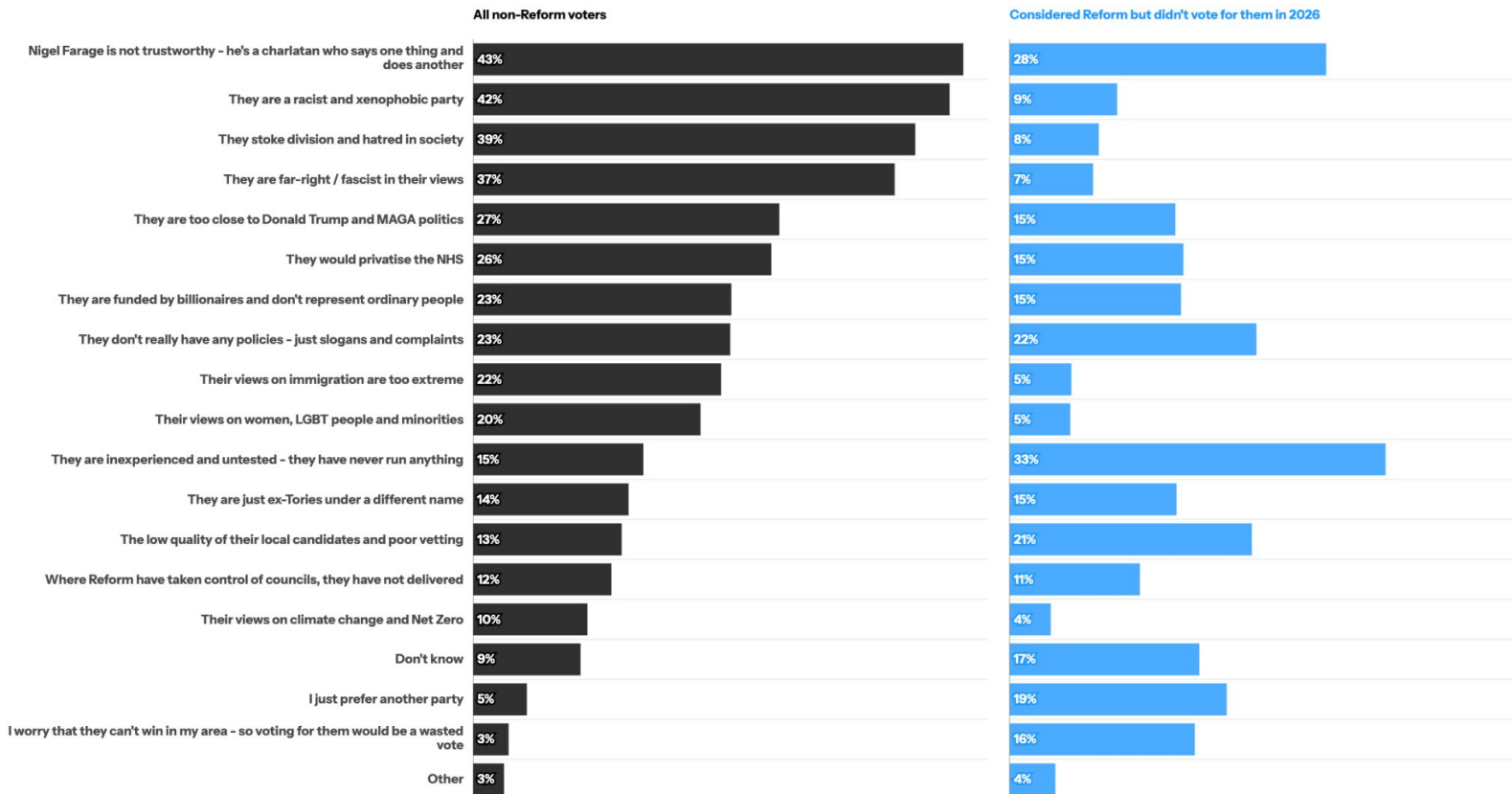
"You said you plan to vote Reform at the local elections. Below are some reasons people have given us for voting Reform. Please pick up to three reasons closest to your own."



## Reasons NOT to vote Reform UK

For target voters, concerns over Farage and inexperience dominate. For the wider population, it's Farage also but worries about racism and Trump.

"Below are some reasons some people have given us for why they do not intend to vote for the Greens at the local elections this year. Please pick up to five reasons which are closest to your own."



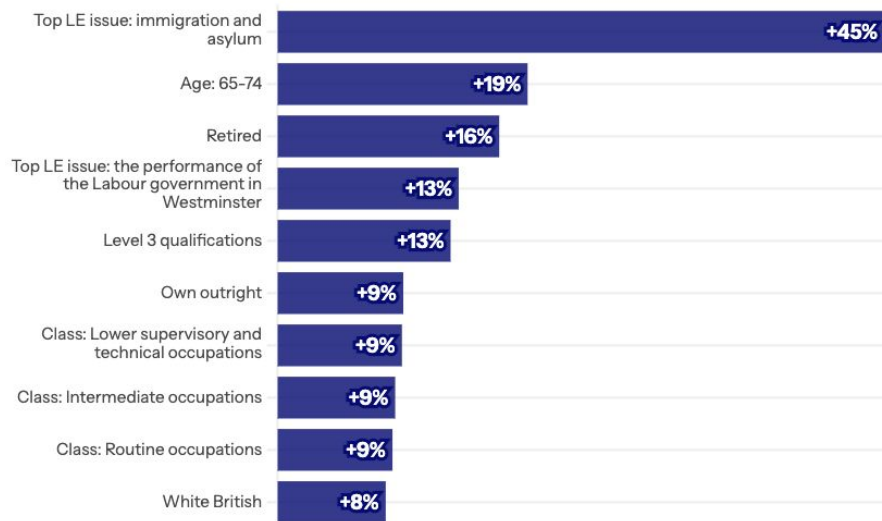


## Top demographic and issue differences between Con-to-Reform switchers and loyal Con LE26 voters (percentage point)

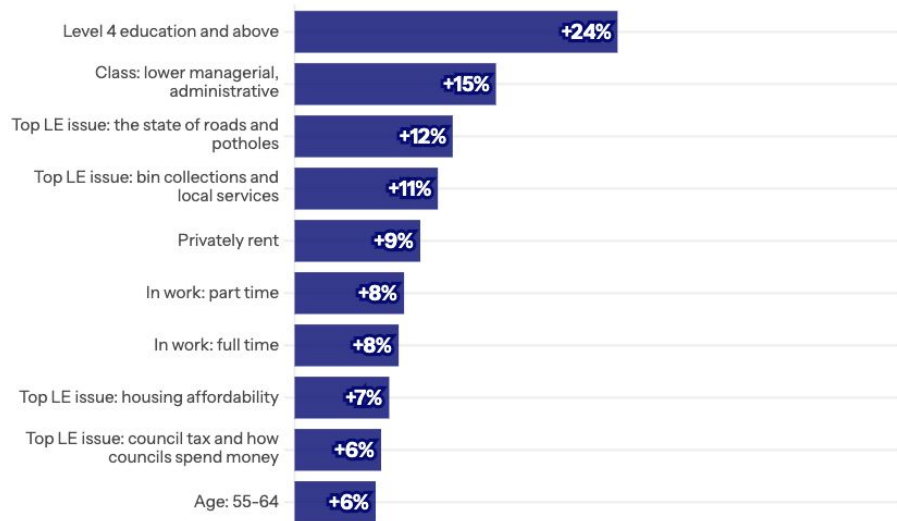
*This works by comparing Con-to-Reform switchers and Con 26 voters across demographics and issue priorities and looking at the differences. The figures below are relative not absolute.*

Con to Reform switchers are much more likely to prioritise the issue of immigration and asylum than Con LE26 voters, whereas Con LE26 voters tend to be slightly higher educated than Con defectors and in this election were more concerned with local services

### Con 24 to Reform switchers - top distinguishing features vs loyal Con LE26 voters



### Loyal Con 26 voters - top distinguishing features vs Con 24 to Reform switchers





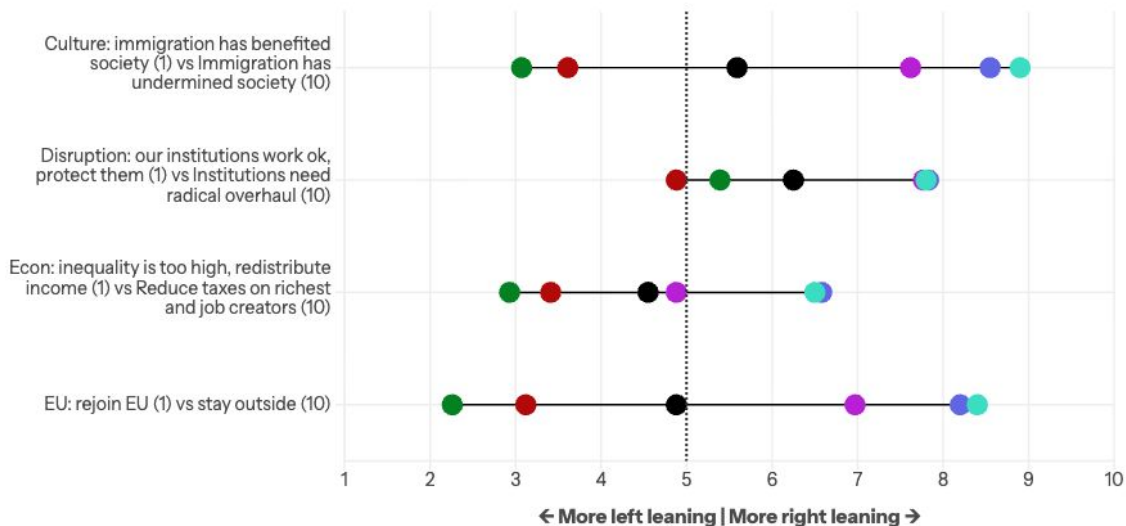
## England: values of each LE2026 SWING group (Lab + Reform)

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The Labour base is split on cultured but fairly united on economics. The Reform coalition is fairly together on most topics but Lab/Reform voters are more economically to the left.

### Group

- All voters (England LE2026)
- Lab base (LE26)
- Labour defectors to left (Green, LD)
- Labour defectors to Reform
- All new Reform voters since GE24
- Reform base (GE24)



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.

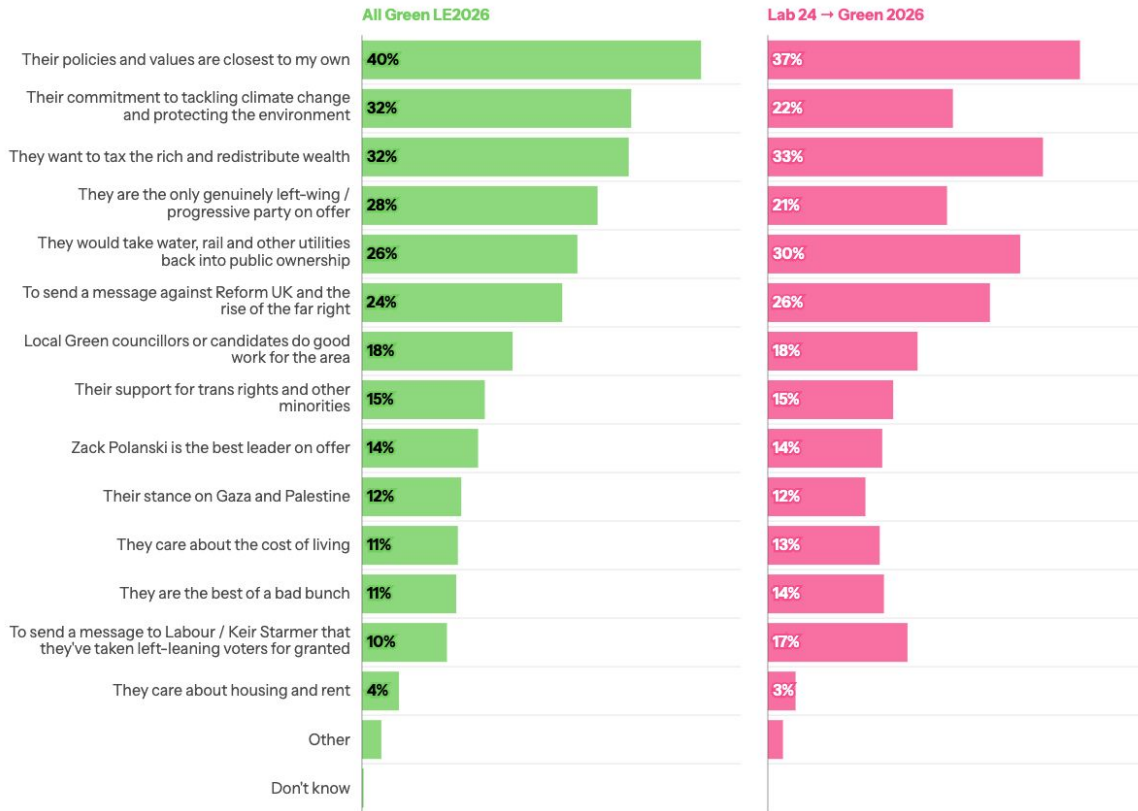


# 1. England / London

1.4 Greens

## Stated reasons for voting Green [Green 2026 voters only]

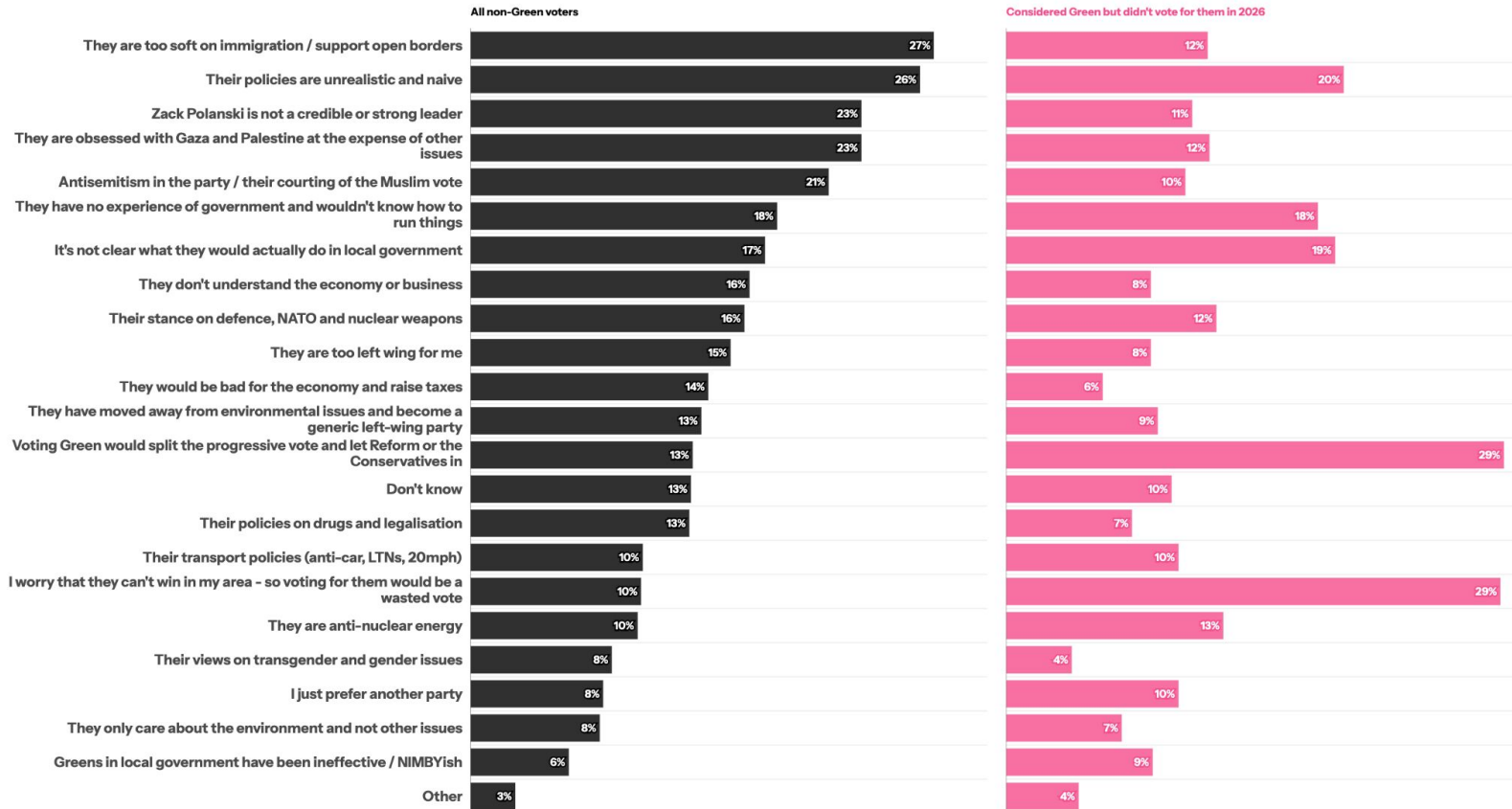
"You said you plan to vote Green at the local elections. Below are some reasons people have given us for voting Green. Please pick up to three reasons closest to your own."



## Stated reasons NOT to vote Green

For target voters, concerns about splitting the anti-Reform vote predominate. For voters at large, it's migration, 'naivety' and Polanski.

*"Below are some reasons some people have given us for why they do not intend to vote for the Greens at the local elections this year. Please pick up to five reasons which are closest to your own."*



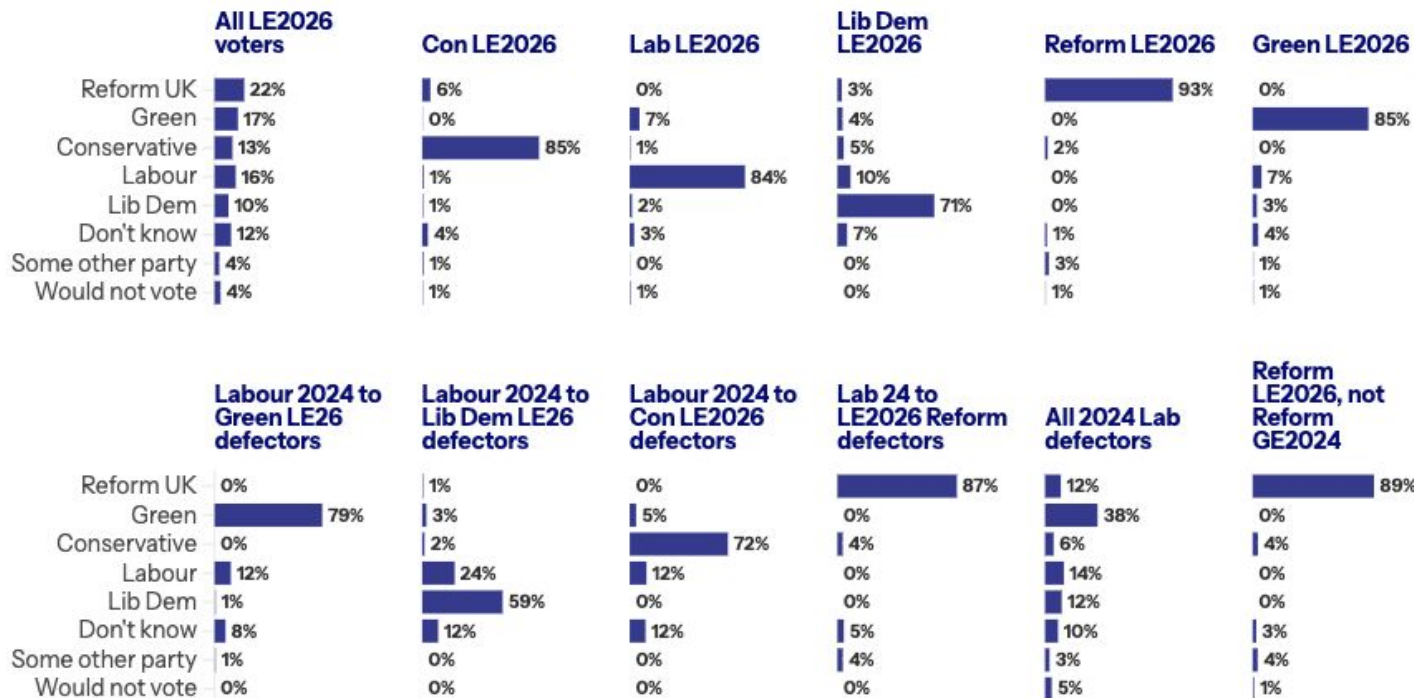


# 1. England / London

1.5 Next general election

## Current general election voting intent of different local election 2026 voter groups - England

"If there was a general election tomorrow, how would you vote?"



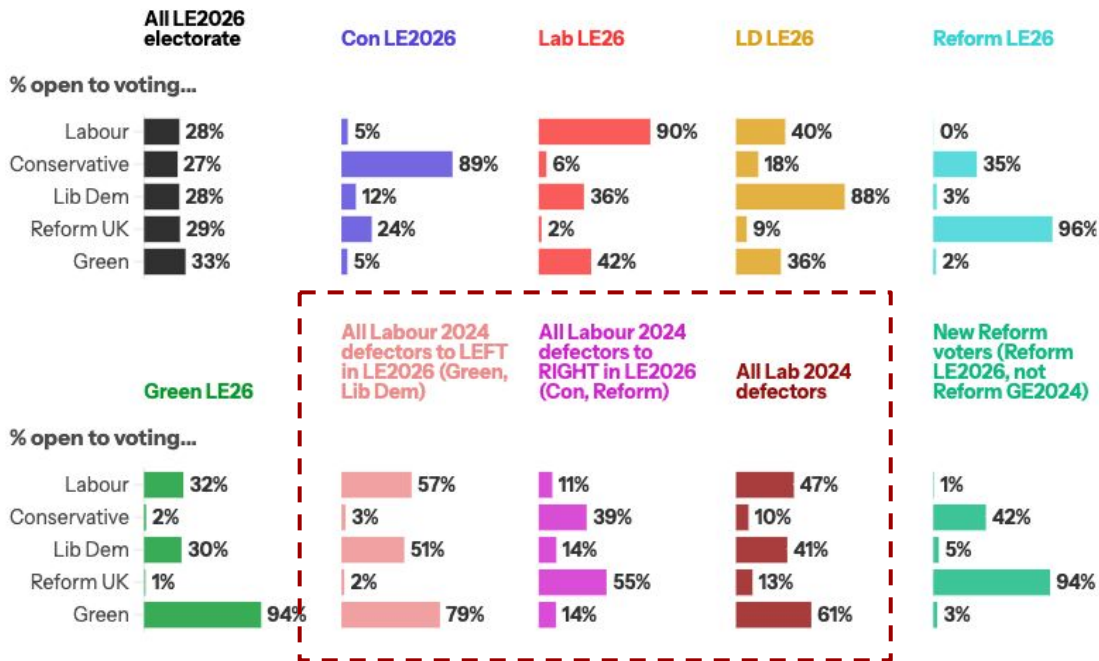
YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.



## Consideration sets: what % of each voter group are open to voting for each party at the next General Election?

Labour defectors to the left are far more open to returning than Labour defectors to the right, whilst about a third of the Reform vote is open to the Conservatives. The Labour base remains vulnerable to greater defection to the left.

"How willing are you to vote for these parties at the next UK-wide general election, on a scale of 1-10?" - a respondent is counted as willing to vote for a party if they put themselves at 6 or above out of 10

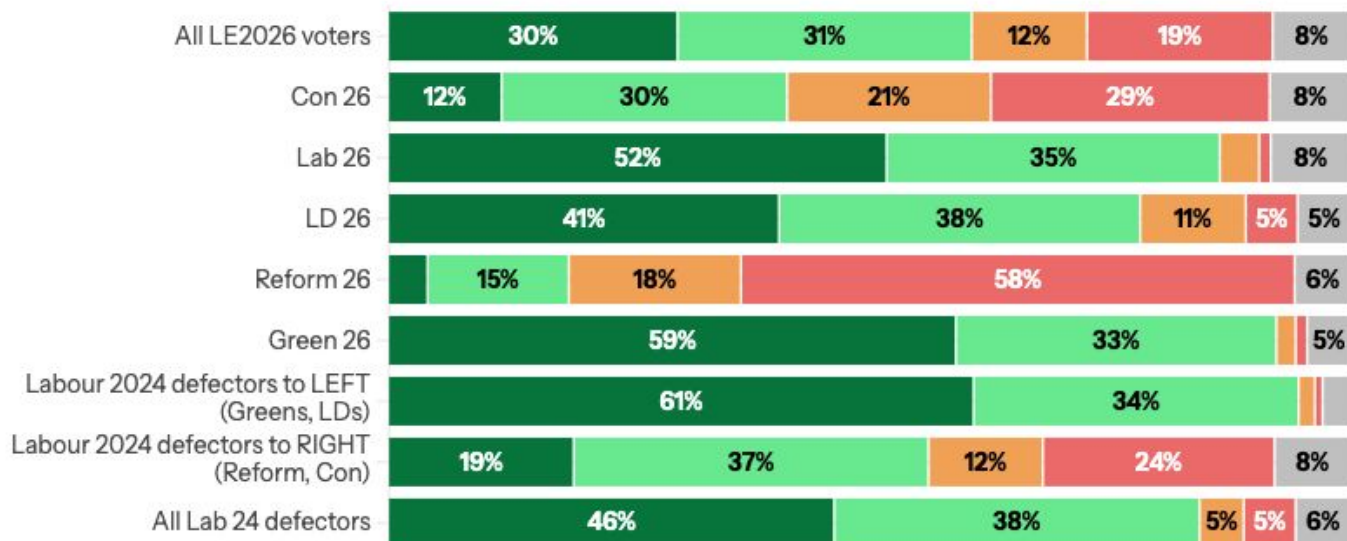




## Support for Net Zero 2050

"The Net Zero target is a target set by the government to reach zero greenhouse gas emissions by 2050 at the latest, balancing any carbon emissions that are produced with carbon-reducing measures, in order to reduce the risks from climate change. Do you support or oppose the UK's target of becoming Net Zero by 2050?"

Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know



YouGov for Persuasion UK, 22nd April-5th May 2026, n=2153 English voters - only respondents with local elections being held in their area.



## 2. Scotland

Scottish parliament elections



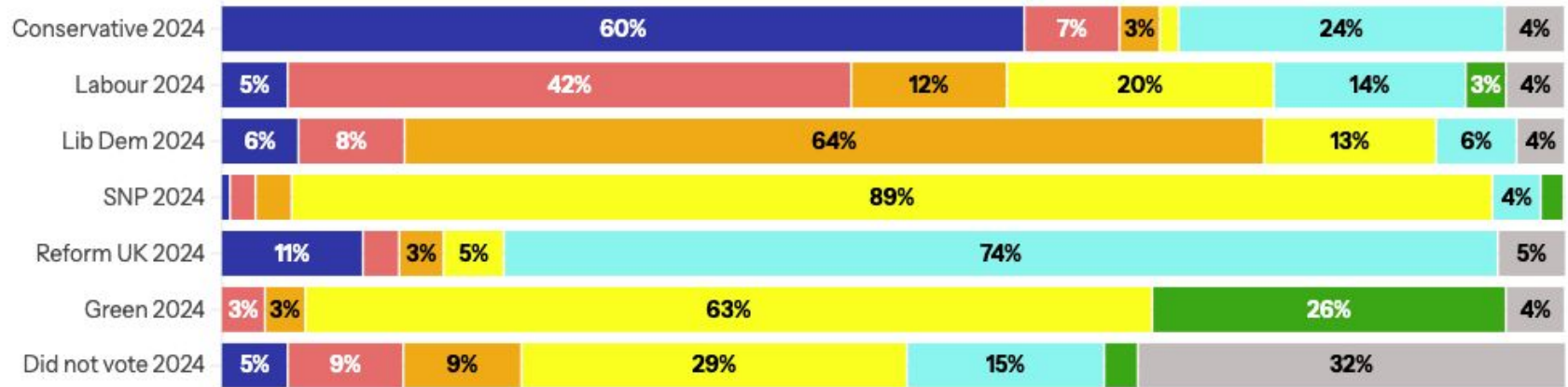
## 2. Scotland

### 2.1 Voter flows and basics



## General election 2024 → Holyrood 2026 voter flows

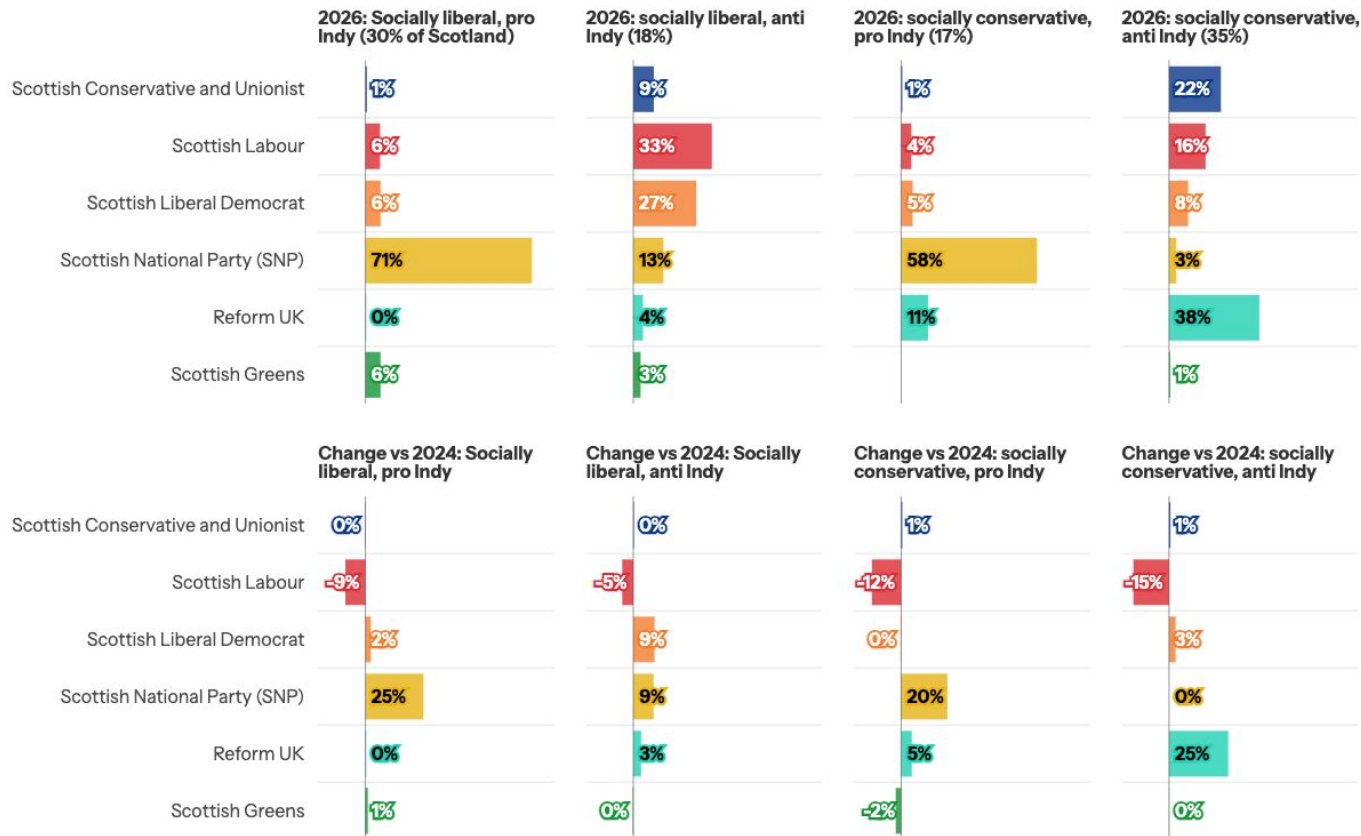
- Conservative 2026
- Labour 2026
- Lib Dem 2026
- SNP 2026
- Reform UK 2026
- Green 2026
- Non voter 2026



YouGov for Persuasion UK, 24th April-5th May 2026, 1,603 Scottish adults.



## 2026 Scottish constituency vote by lib-con/indy blocs - and change in share vs GE2024

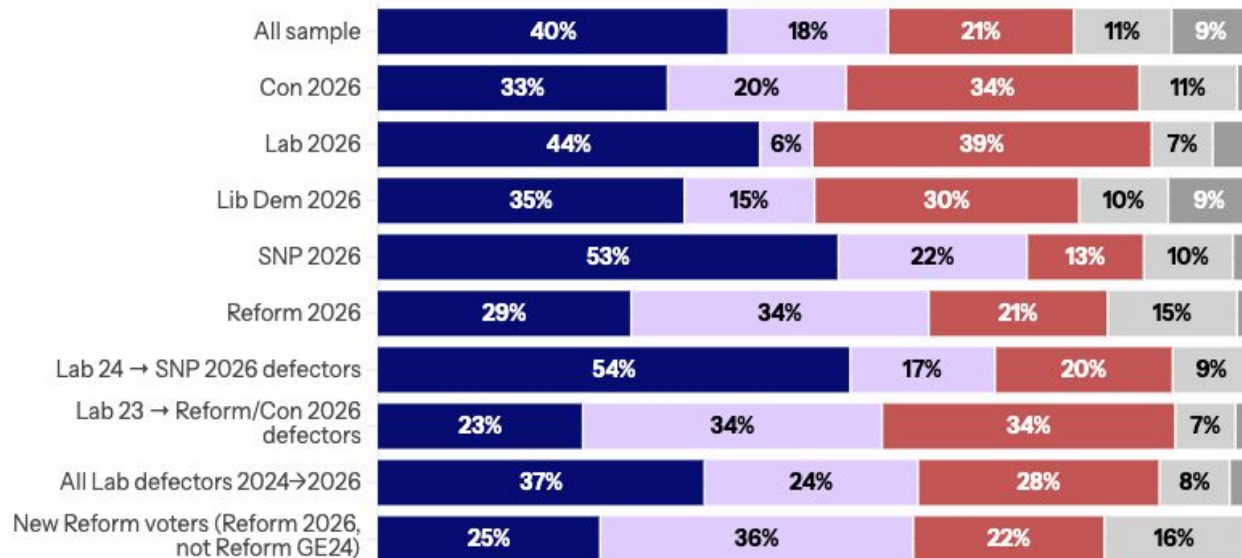


Social conservatism defined as positive or negative attitudes to immigration. Independence attitudes determined by answer to current intention in a second Indy referendum, or among don't knows where they put themselves on a 1-10 scale on that question.

## Motivations to vote - Scotland

"And if you do vote in the local elections on 7th May, will you be..."

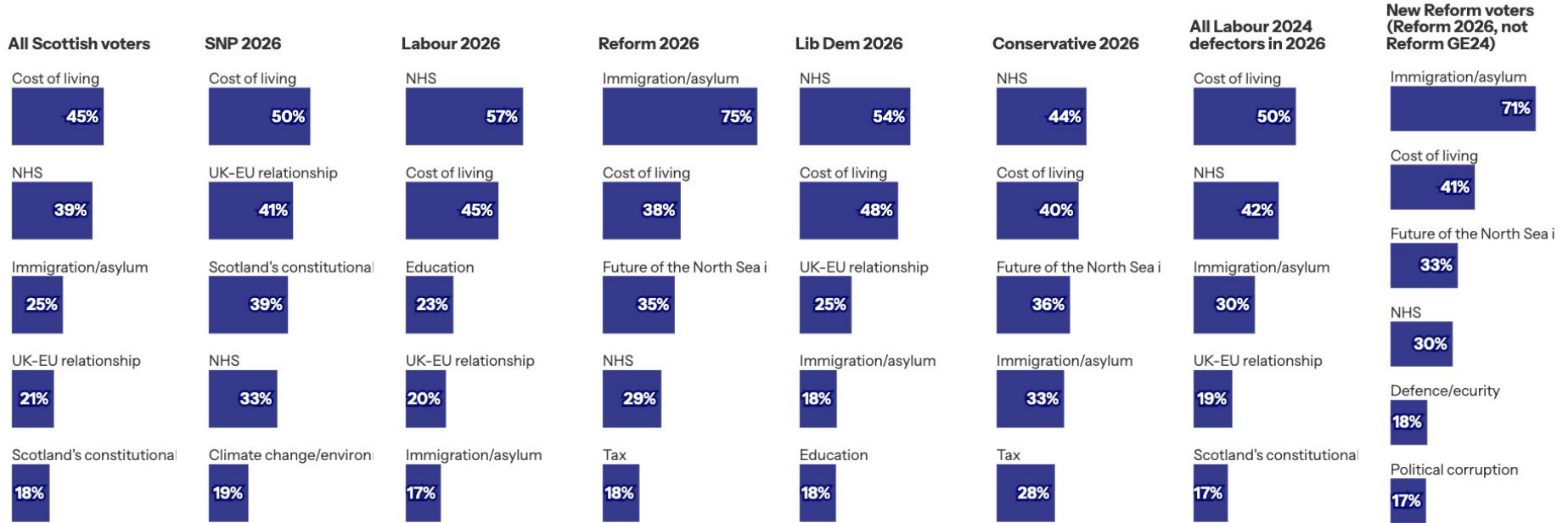
- Mostly on issues under control of Scottish parliament
- Mostly to send a signal to UK government
- Mostly to stop another party winning in my area
- None of these
- Don't know



YouGov for Persuasion UK, 24th April-5th May 2026, 1,603 Scottish adults.  
Graph excludes those answering 'n/a - i don't plan to vote'

## Top 5 local issues facing each voter group coming into election (Scotland)

"Which of the following, if any, are MOST likely to shape your vote at the local elections, if you do vote? Please select up to three options." Respondents saw list of up to 20 options - for ease of visualisation we are showing the top 5 from each voter category.

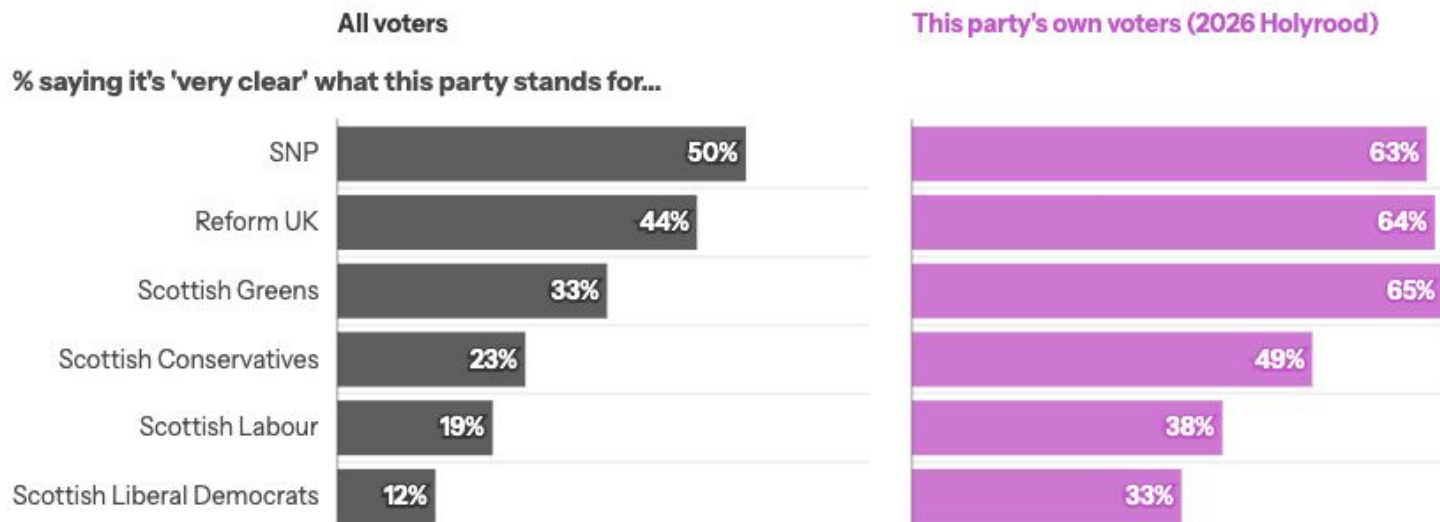




## % of all voters - and a party's 2026 voters - who say they have a 'very clear' idea what this party stands for

*"Regardless of whether you like them or intend to vote for them, do you have a clear sense of what these political parties stand for or not?"*

Voters are least clear on what Scottish Labour and Scottish Liberal Democrats stand for - they also have the lowest % of their own voters who say this is very clear

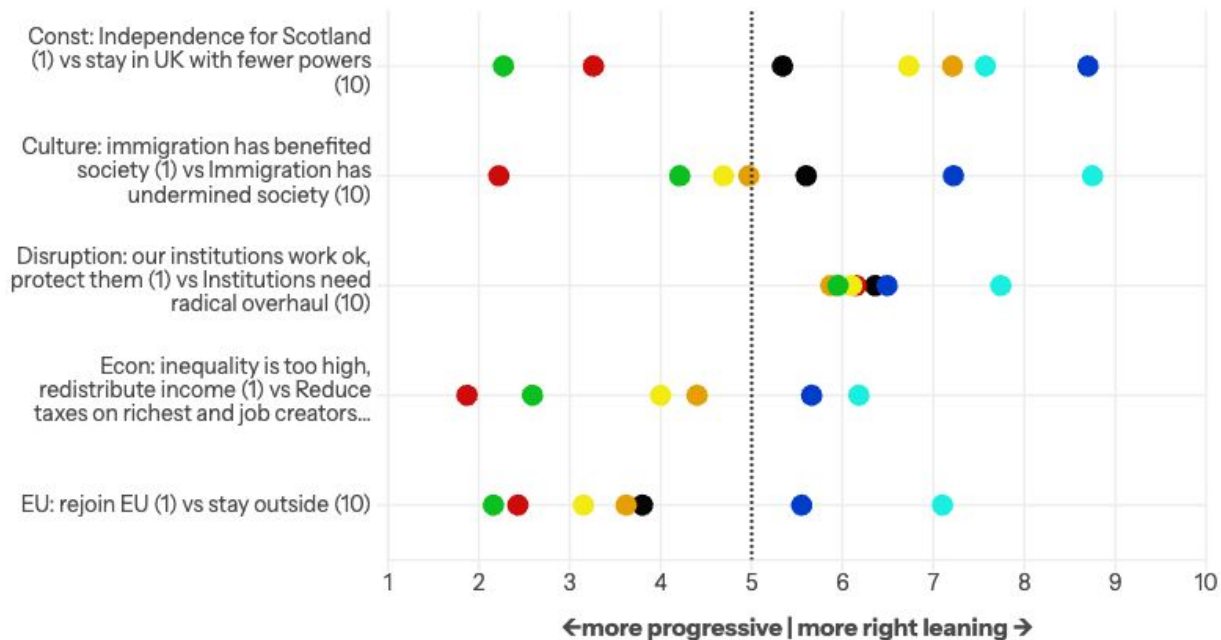




## Values of each 2026 voter group

Respondents were asked to place themselves on a scale of 1-10 on five key issues, the dots below represent the average score of each group

● All voters ● Con 2026 ● Green ● Lab 2026 ● Lib Dem 2026 ● Reform 2026 ● SNP 2026





## 2. Scotland

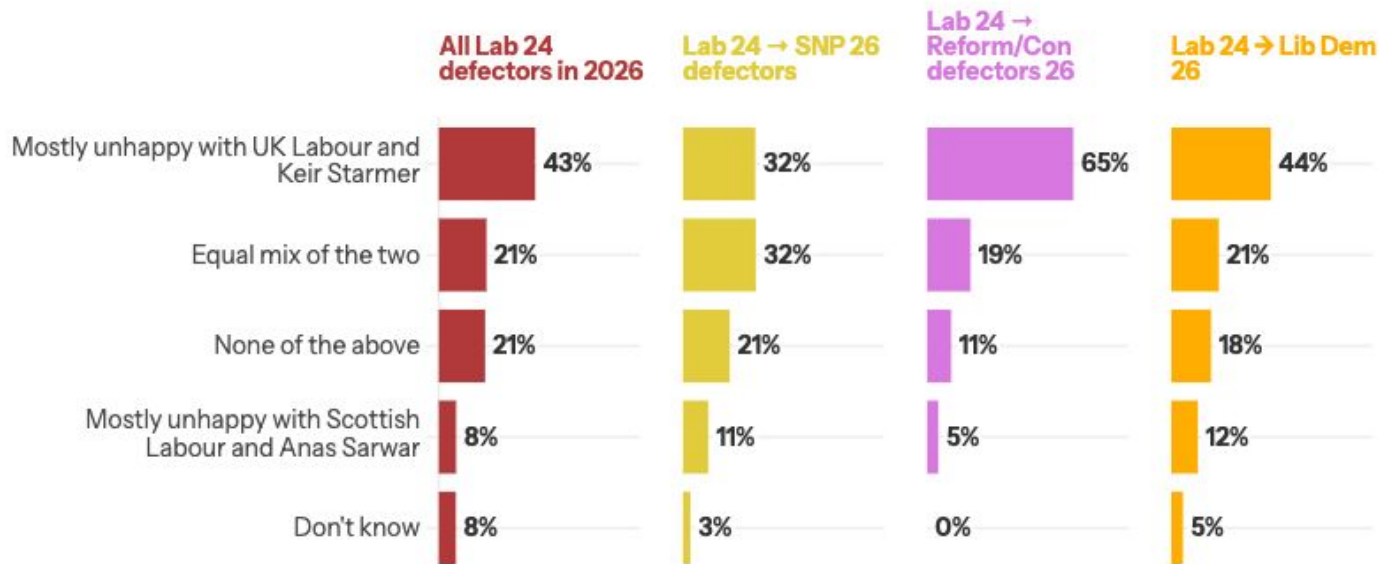
### 2.2 Labour



## Labour defection: UK or Scottish factors? (Scotland LE26)

Most English defector groups are driven by dissatisfaction with Labour nationally rather than locally

*"You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?"*

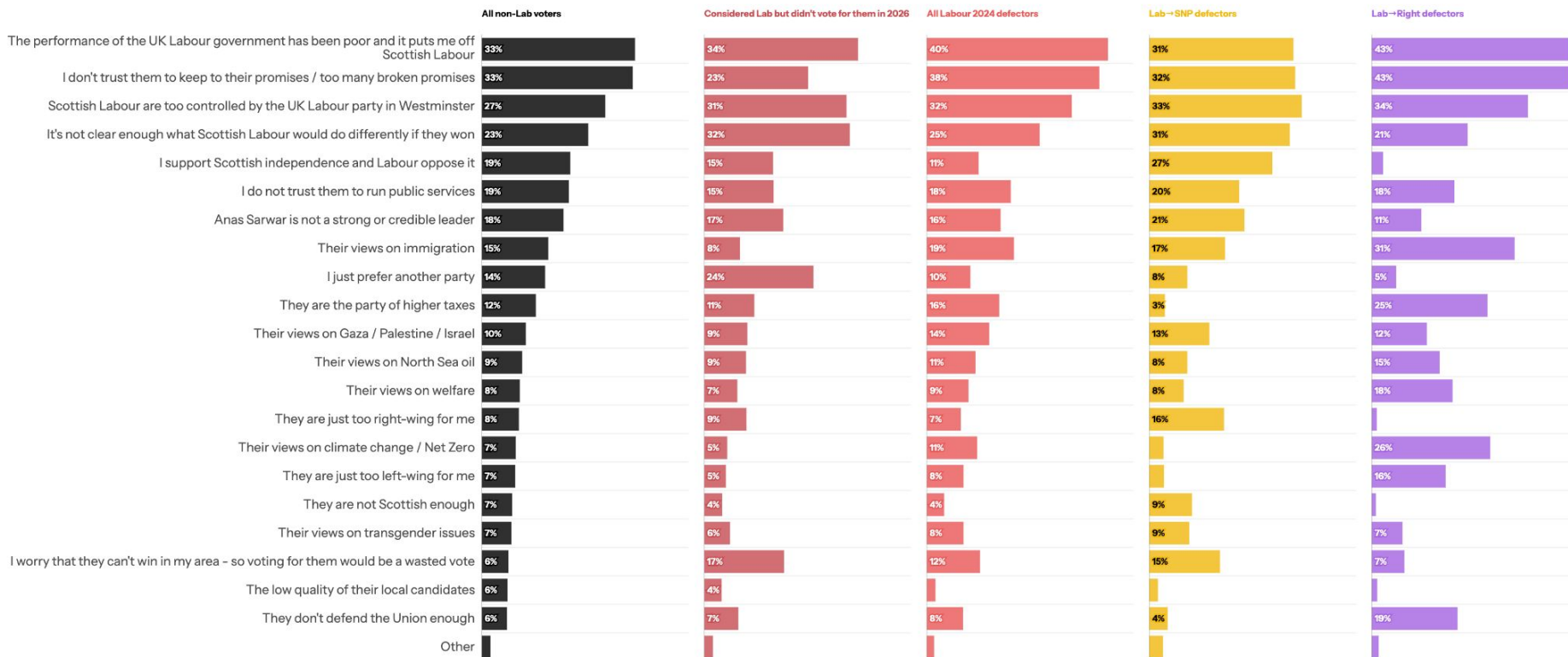


YouGov for Persuasion UK, 24th April-5th May 2026, 1,603 Scottish adults.  
Asked only of 2024 Labour voters who do not currently intend to vote Labour in 2026 local elections.

## Reasons NOT to vote Scottish Labour

Perceived proximity to UK Labour is mostly what has harmed Scottish Labour

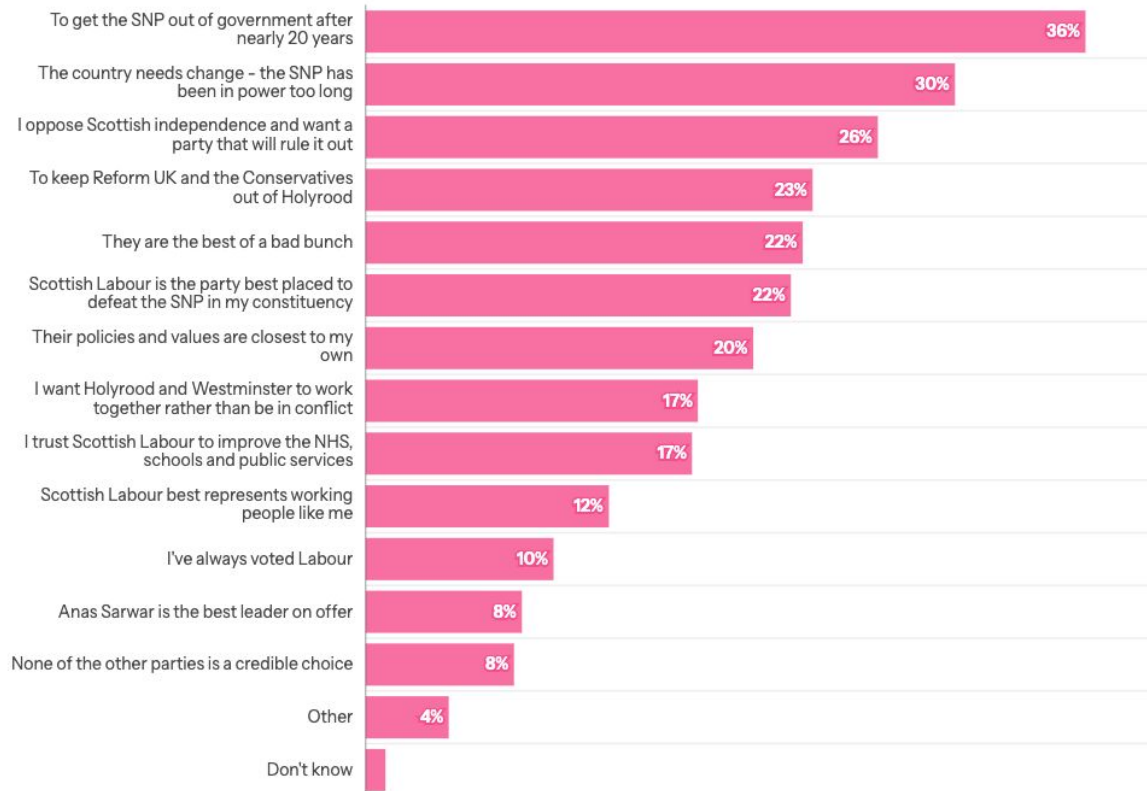
"Below are some reasons some people have given us for why they do not intend to vote for Scottish Labour at the Holyrood elections this year. Please pick up to five reasons which are closest to your own."





## STATED REASONS FOR VOTING LABOUR - HOLYROOD 2026

All Labour voters at 2026 elections



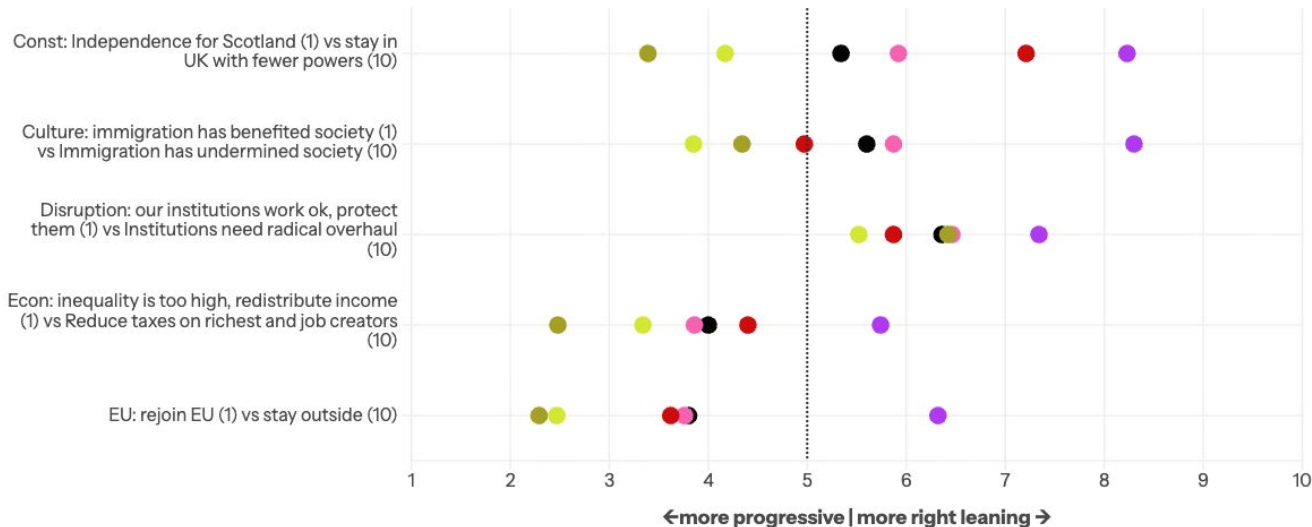


## Values of different parts of Scottish Labour coalition

The Labour coalition is fractured on questions of independence and migration, but fairly united in being pro-EU and economically left leaning. The exception are Lab 24 switchers to Reform/Con, who are distinct from the rest of the Labour electoral universe on most issues.

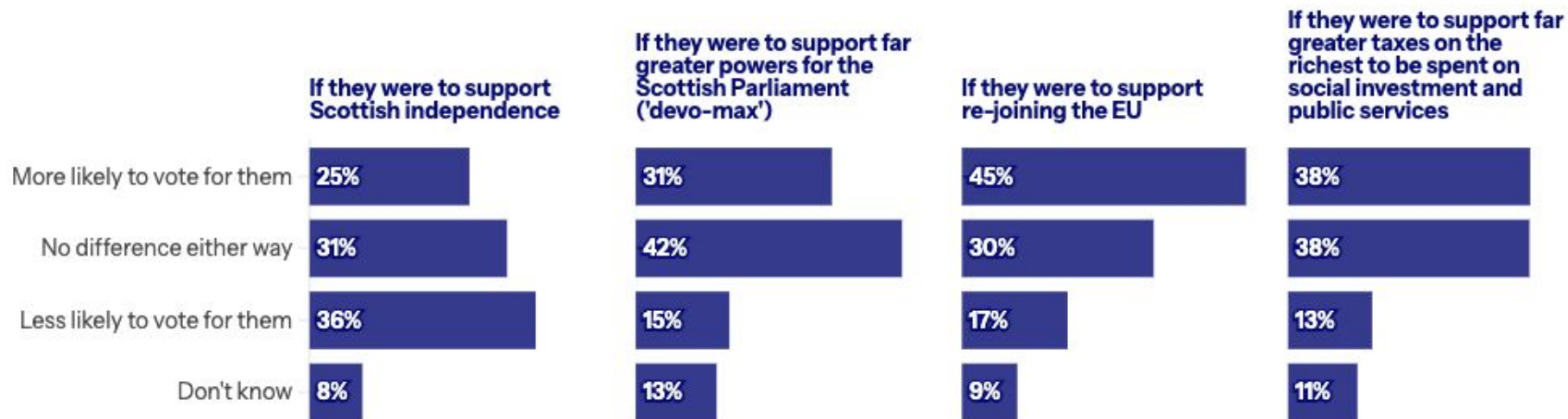
Respondents were asked to place themselves on a scale of 1-10 on five key issues, the dots below represent the average score of each group

- All Scottish voters
- All voters open to both Labour and SNP at next general election
- Defectors from Labour since 2024 (all)
- Lab 2024 → Reform/Con 2026 defectors
- Lab 24 → SNP 26 defectors
- Labour base (2026 vote)





**"Imagine the UK Labour party adopted these positions. Would it make you more likely to vote for them, less likely or make no difference either way?"**



YouGov for Persuasion UK, 24th April-5th May 2026, 1,603 Scottish adults.



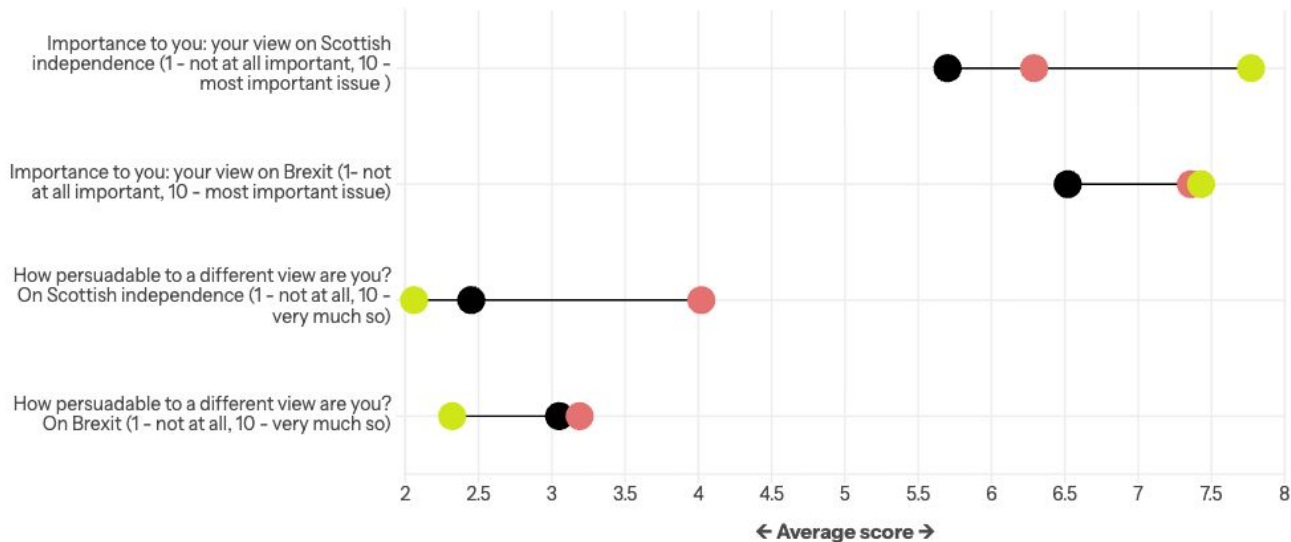
## Scottish independence and EU/Brexit - importance of issue and strength of view

Labour/SNP swing voters are pro-independence but they care about it less than the SNP base. Meanwhile, they prioritise their pro-EU position above their pro-Independence position, again unlike the SNP base.

*Question wording: 'Relative to other issues, on a scale of 1 to 10, how important are the below issues to you?' / 'And how persuadable to a different opinion are you on this?'*

### Name

- All voters
- Labour/SNP swing voters
- SNP base





## Sarwar calling on Starmer to resign: what impact, if any?

"You may remember that in February 2026, Anas Sarwar called on Keir Starmer to resign as Prime Minister and leader of the Labour party. From what you remember did this give you a more positive impression of Anas Sarwar, more negative or make no difference either way?"

Sarwar's intervention is just about in positive territory, but it does not meaningfully change the overall calculus on the Labour leader. There is some evidence it harmed him with Labour/SNP swing voters, but it's marginal.

- More positive
- No difference – was positive before and still is
- No difference – was negative before and still is
- More negative
- Don't know
- Not applicable – I do not remember this happened





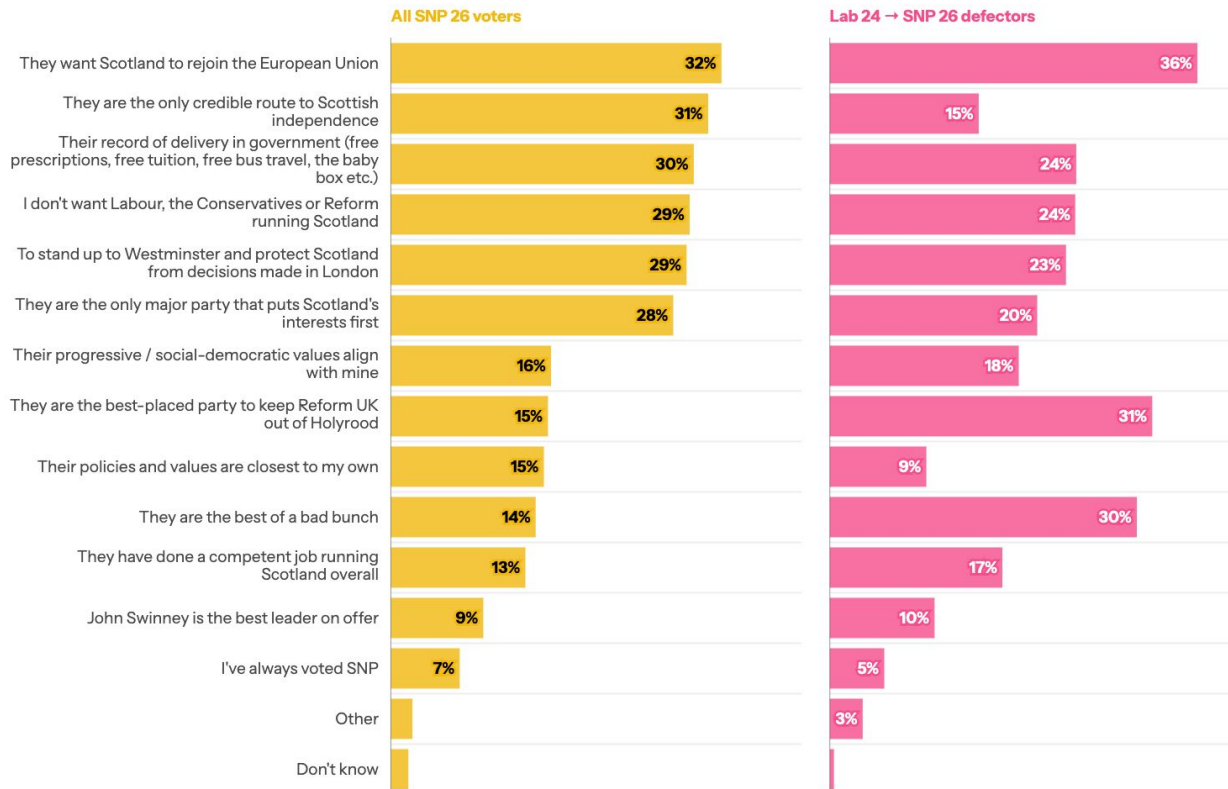
## 2. Scotland

### 2.3 SNP



## Top stated reasons for voting SNP

"You said you plan to vote SNP at the Scottish Parliament elections. Below are some reasons people have given us for voting SNP. Please pick up to three reasons closest to your own."

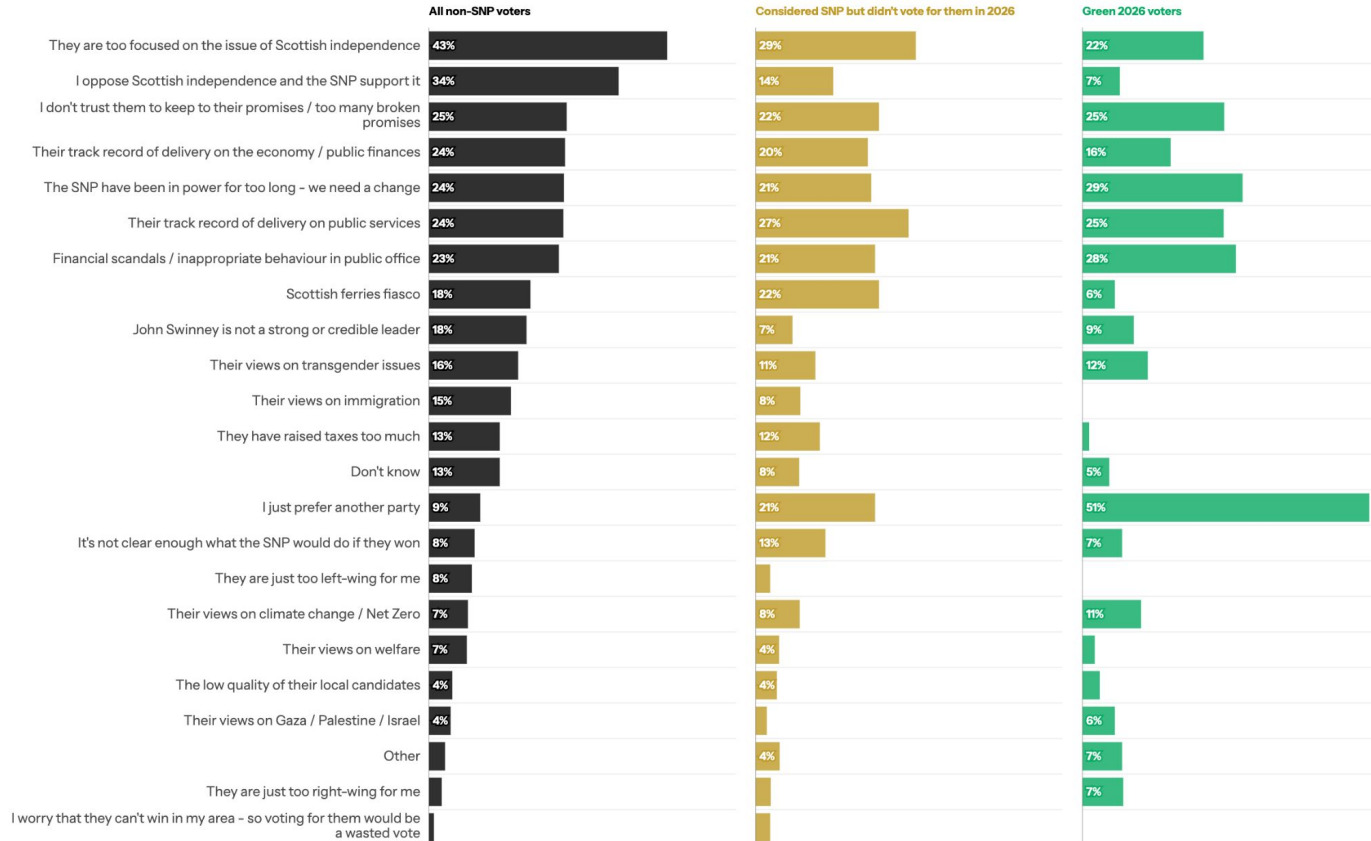


Option response list based on open ends from preliminary polling and focus groups.



## Reasons NOT to vote SNP

"Below are some reasons some people have given us for why they do not intend to vote for the SNP at the Holyrood elections this year. Please pick up to five reasons which are closest to your own."



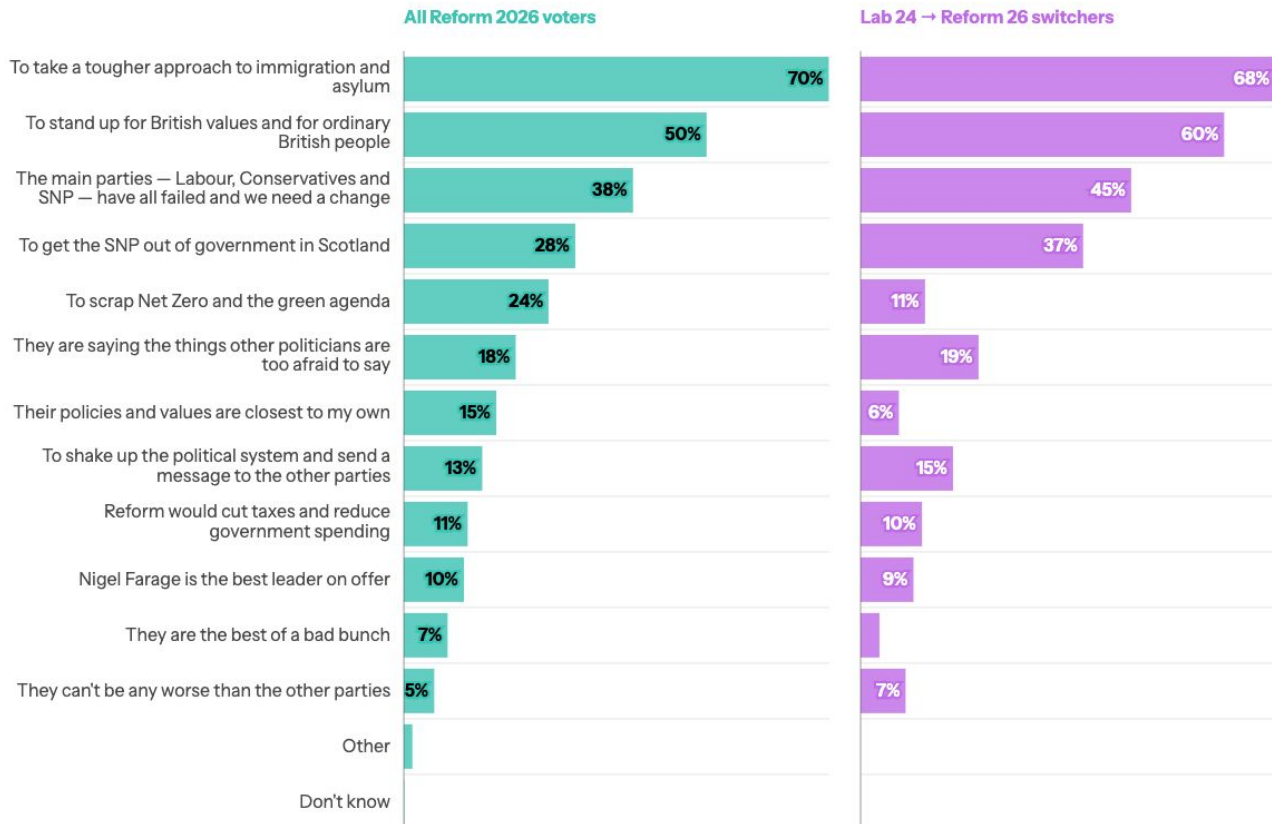


## 2. Scotland

### 2.4 Reform



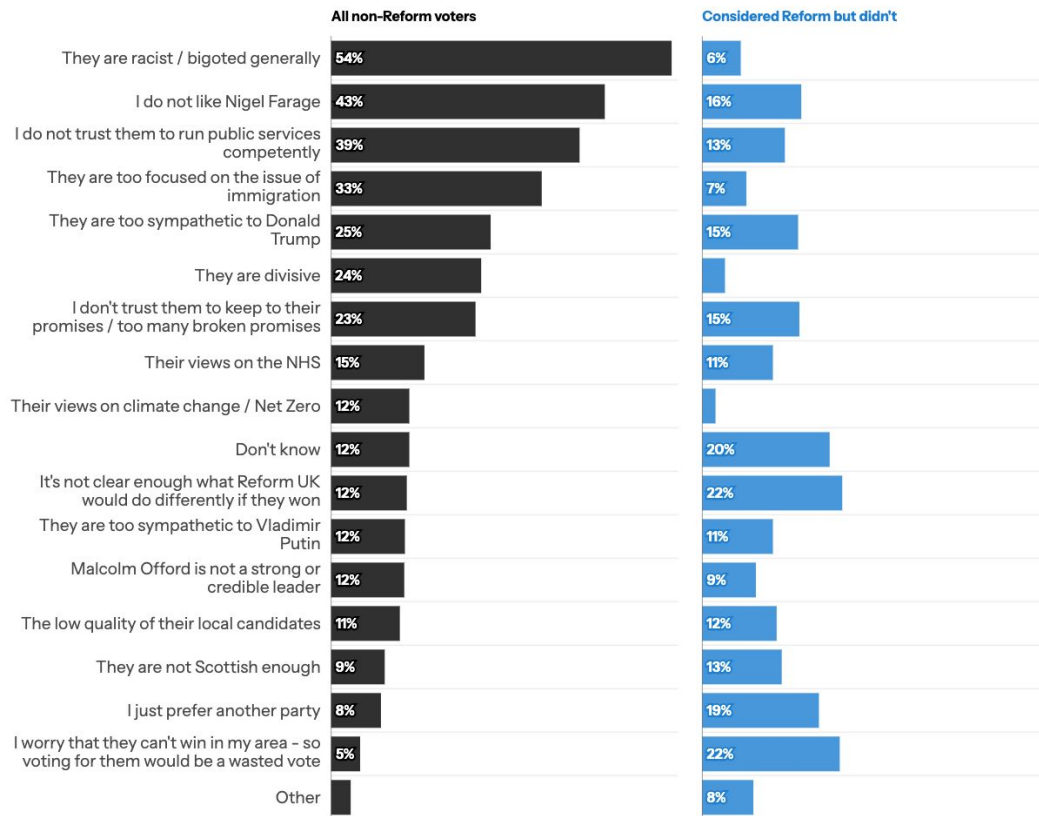
# Top reasons to vote Reform in Scotland





## Reasons NOT to vote Reform in Scotland

"Below are some reasons some people have given us for why they do not intend to vote for Reform UK at the Holyrood elections this year. Please pick up to five reasons which are closest to your own."





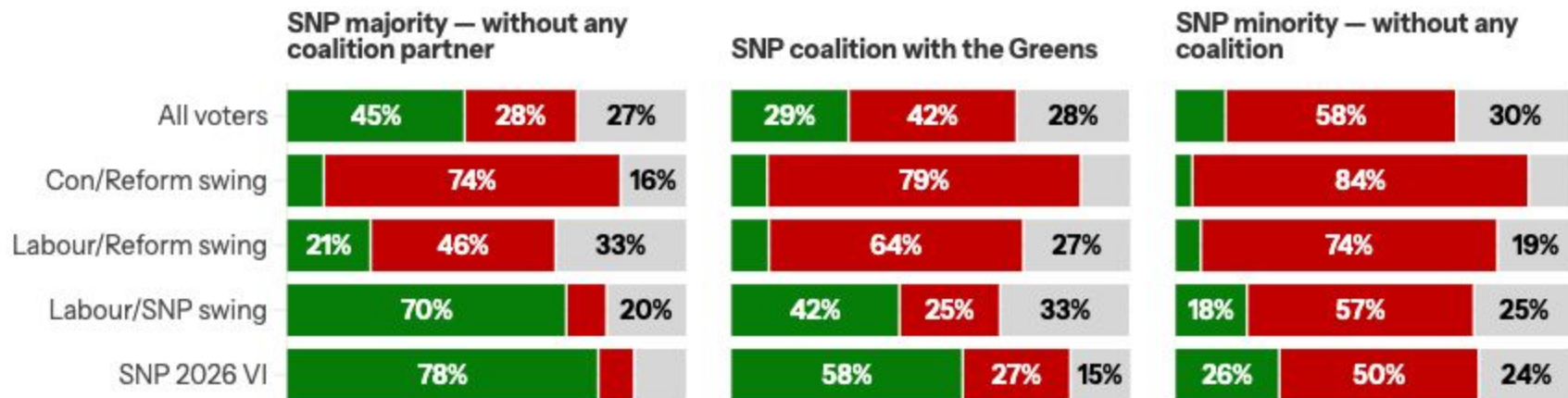
## 2. Scotland

### 2.5 Scotland's constitutional future

## What 2026 Holyrood election outcome would represent a mandate for a second independence referendum, if any?

"Finally, regardless of your views on independence, which of these election outcomes, if any, do you think would represent a mandate?"

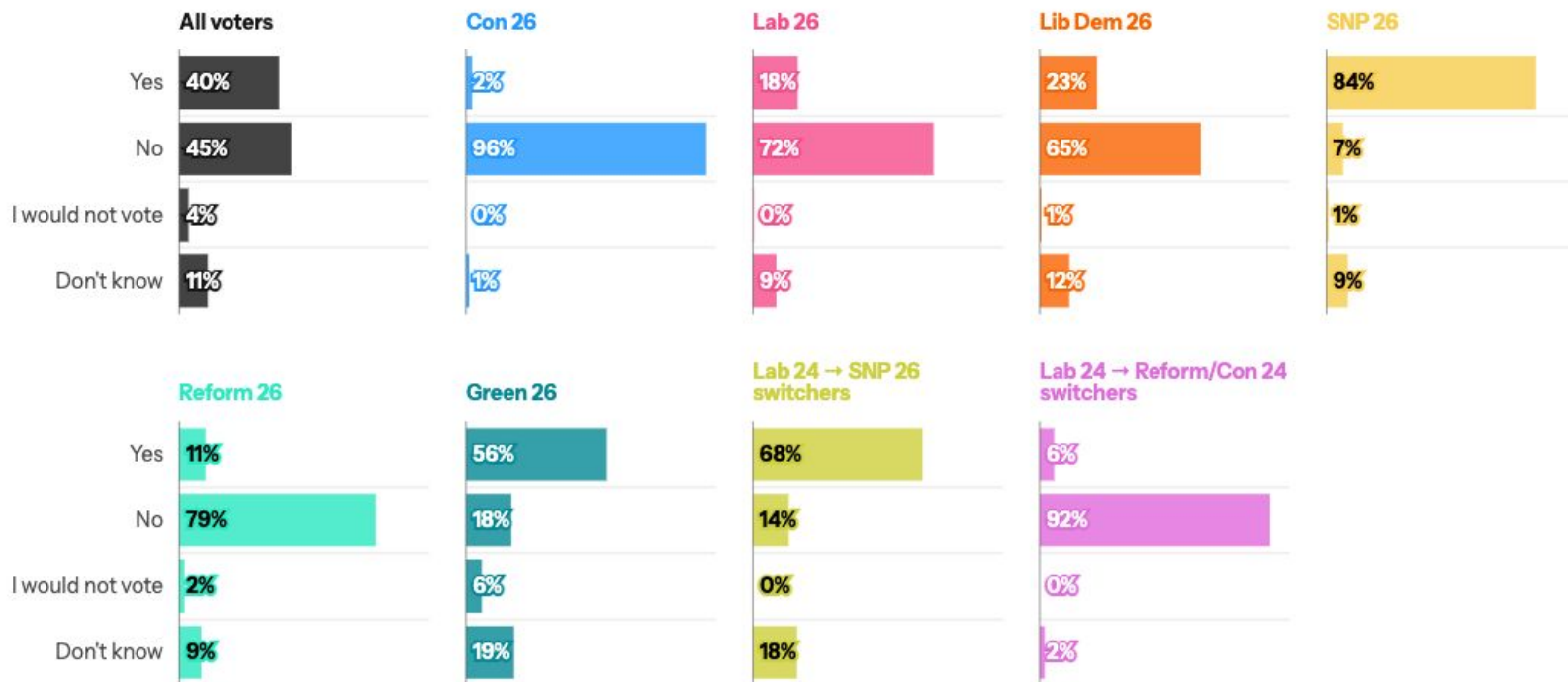
■ Would a represent mandate for a second indy ref 
 ■ Would NOT represent mandate for a second indy ref 
 ■ Don't know



YouGov for Persuasion UK, 1st-11th April 2026, n=1456 Scottish adults, nationally representative.

# Latest independence voting intent

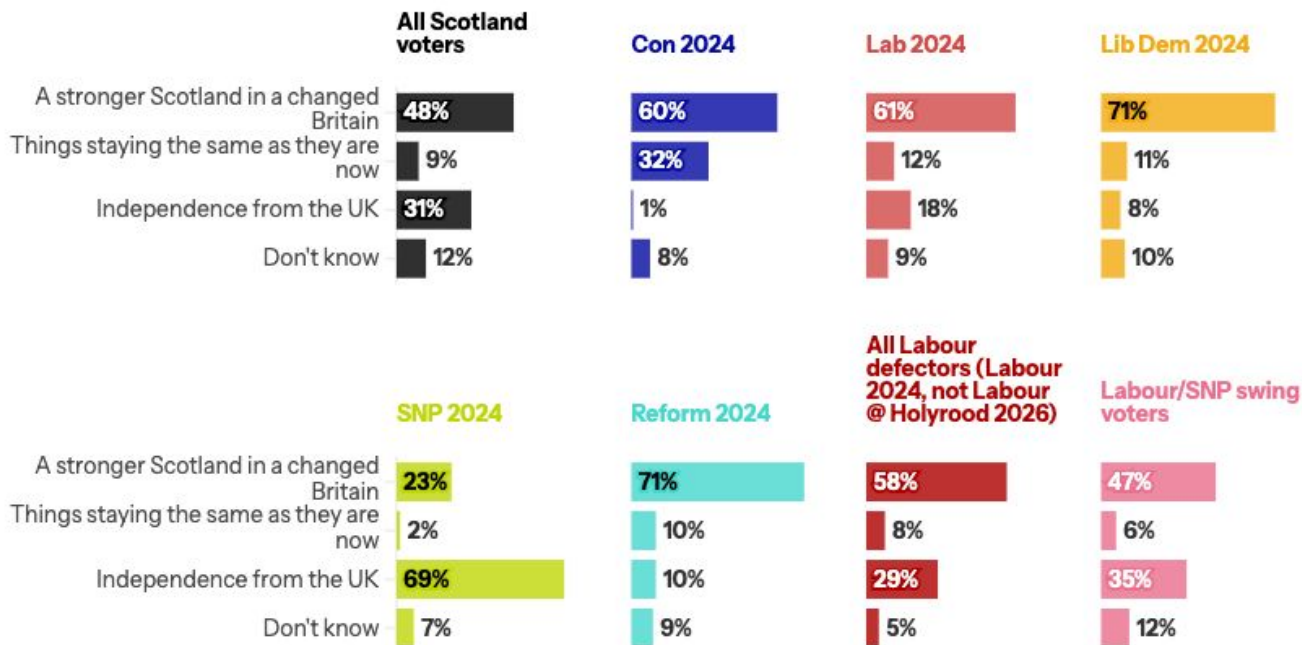
"Moving on, if there were a referendum tomorrow on Scotland's constitutional future and this was the question, how would you vote? Should Scotland be an independent country?"



YouGov for Persuasion UK, 24th April-5th May 2026, 1,603 Scottish adults.



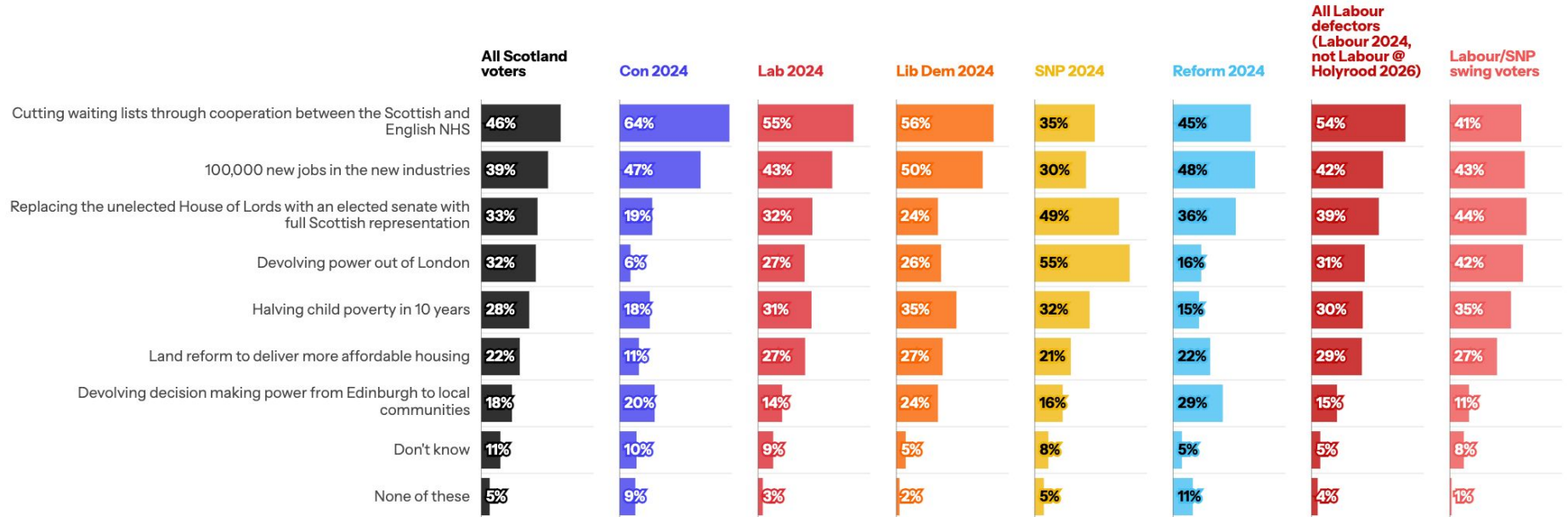
## "Which of the following do you think represents the best path for Scotland's future?"



YouGov for Persuasion UK, 24th April-5th May 2026, 1,603 Scottish adults.  
Labour/SNP swing voters = those currently open to voting both Labour and SNP are the next general election (5 or above on a 1-10 scale of willingness)



"Below are a series of ideas that some have proposed. Regardless of which path you think is best for Scotland's future, which of these, if any, do you think would most deliver 'a stronger Scotland in a changed Britain' if they were implemented. Please select up to three options."



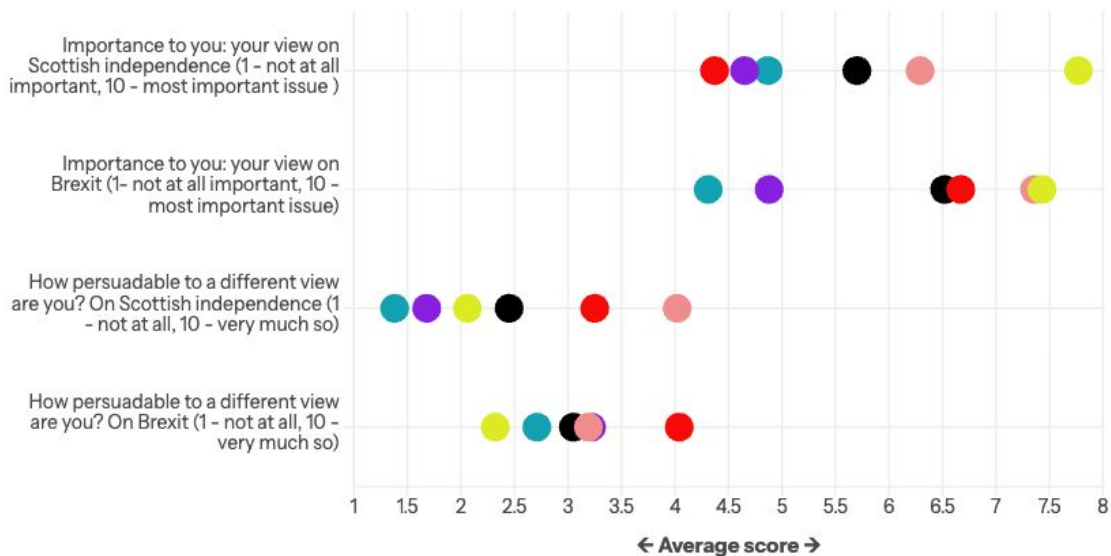


## Scottish independence and EU/Brexit - importance of issue and strength of view

Question wording: 'Relative to other issues, on a scale of 1 to 10, how important are the below issues to you?' / 'And how persuadable to a different opinion are you on this?'

### Name

- All voters
- Con/Reform swing
- Labour 2024 → dont know 2026
- Labour/Reform swing
- Labour/SNP swing
- SNP base (GE 2024 vote)





## 2. Scotland

### 2.6 North Sea Oil

# Net Zero top line support

"The Net Zero target is a target set by the government to reach zero greenhouse gas emissions by 2050 at the latest, balancing any carbon emissions that are produced with carbon-reducing measures, in order to reduce the risks from climate change. Do you support or oppose the UK's target of becoming Net Zero by 2050?"

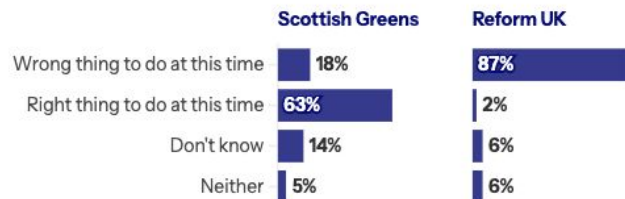
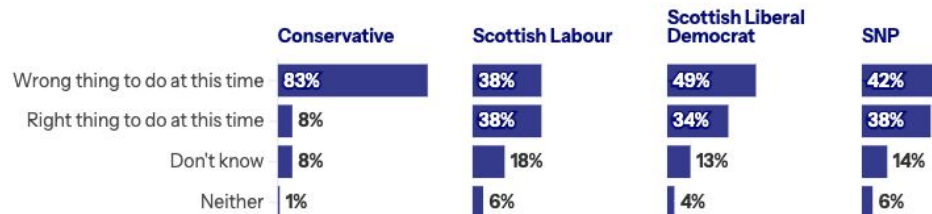
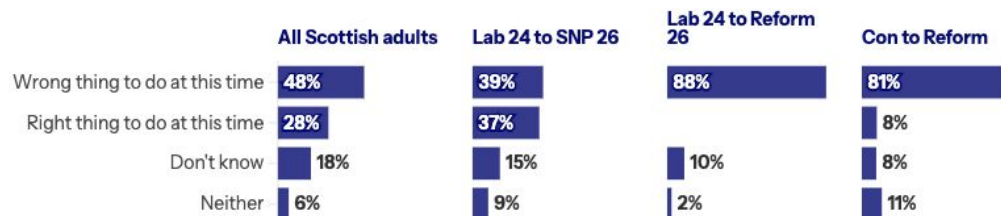
Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know





## North Sea oil licenses - top line attitudes to Govt position

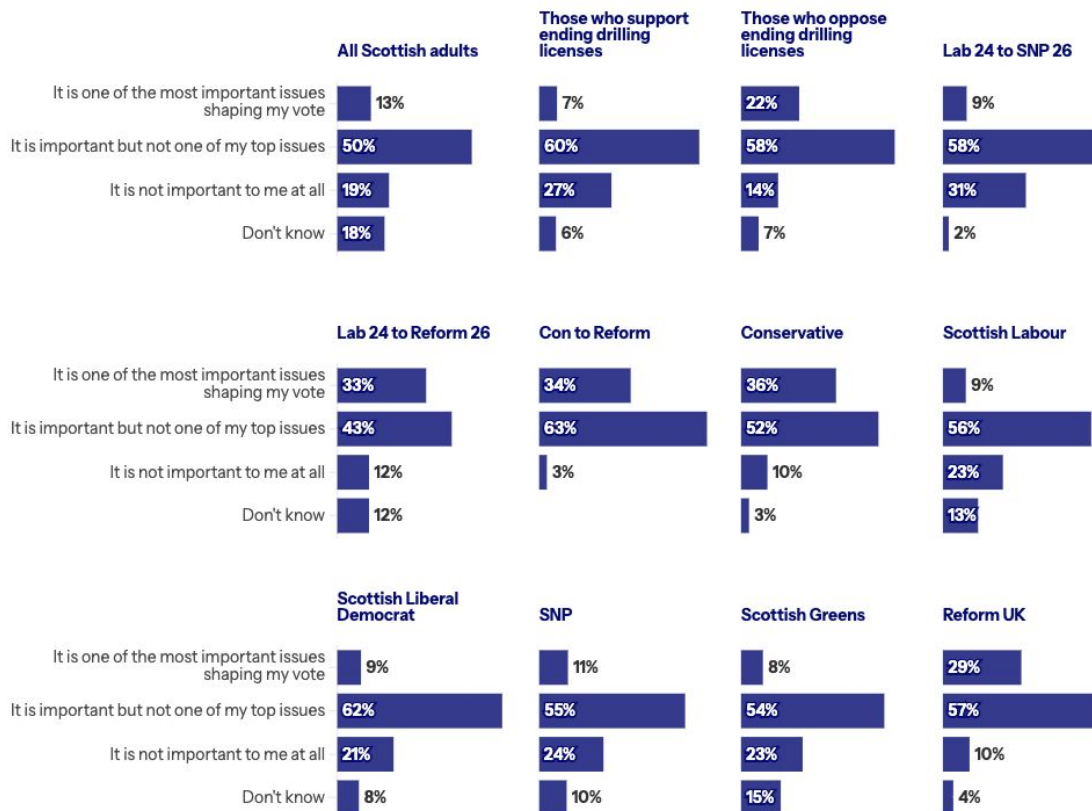
"As you may know, as part of its commitment to tackling climate change, the UK Labour government has pledged to not allow licenses for future oil and gas drilling in the North Sea, although existing projects will continue. Do you think this is the right or wrong thing to do at this time?"





## North Sea oil licenses - salience of position

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





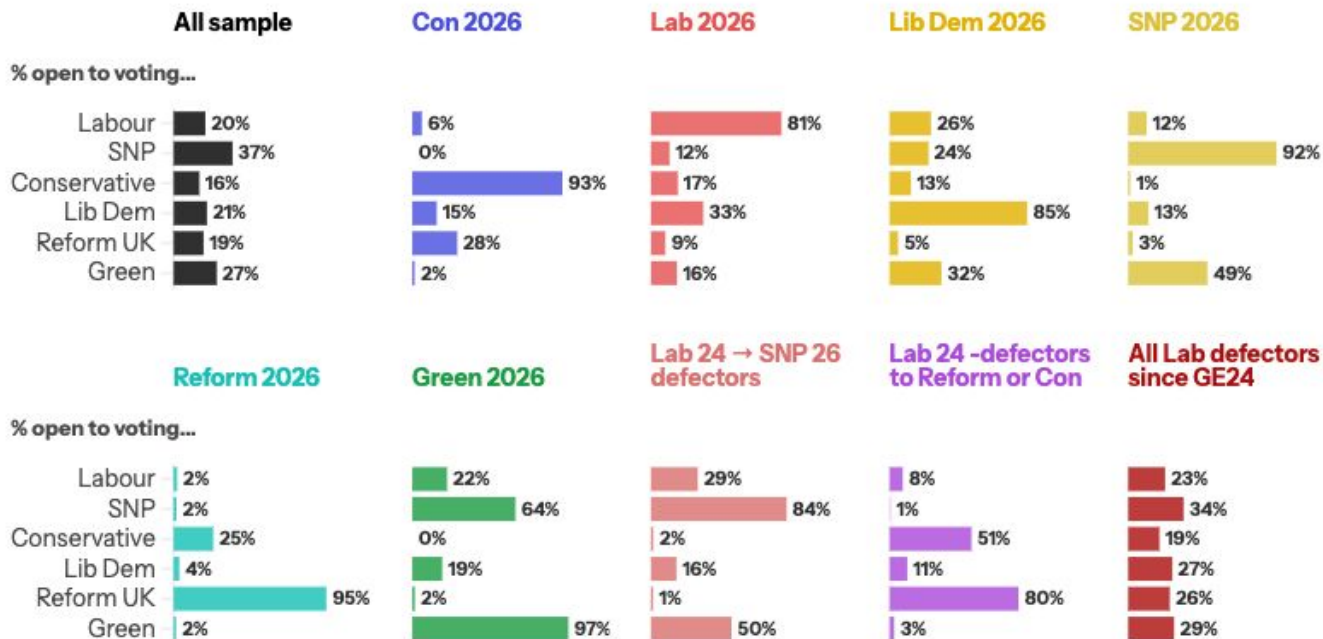
## 2. Scotland

### 2.7 Next general election



## Consideration sets: what % of each voter group are open to voting for each party at the next general election?

"How willing are you to vote for these parties at the next UK-wide general election, on a scale of 1-10?" - a respondent is counted as willing to vote for a party if they put themselves at 6 or above out of 10





## 3. Wales

Senedd elections



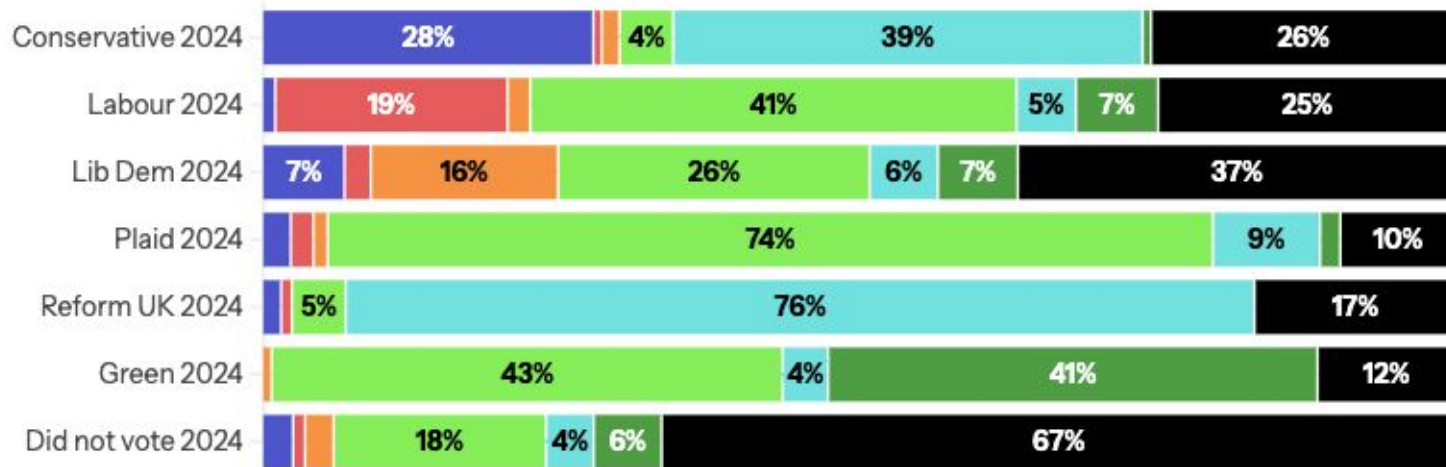
## 3. Wales

### 3.1 Voter flows and basics



## Wales: General Election 2024 → Senedd election 2026 voter flows

- Conservative
- Labour
- Lib Dem
- Plaid Cymru
- Reform UK
- Green
- WNV+Unlikely



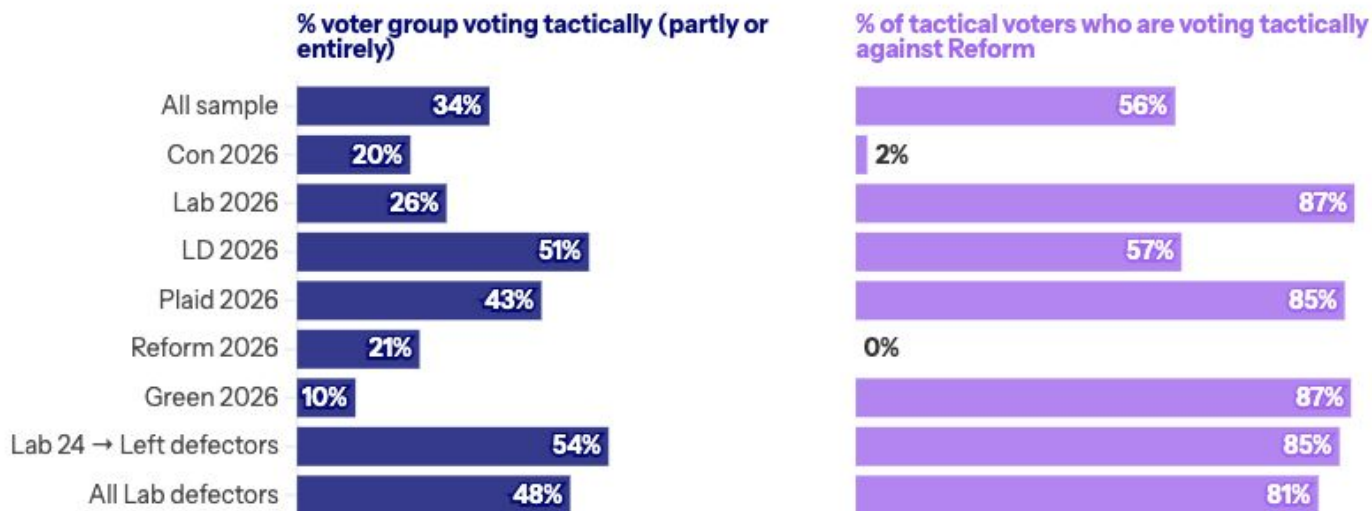
YouGov for Persuasion UK, 1,556 Welsh adults 24th April - 5th May.



## Tactical voting dynamics – Wales, Senedd elections

43% of Plaid voters report that their vote was partly or entirely tactical, and were overwhelmingly motivated to stop Reform. This is especially true of Labour defectors to left parties, is largely composed of Labour → Plaid switchers.

*"You previously told us that you plan to vote for X. On a scale of 1-10, is this more because you want to stop a particular party winning (1) in your constituency or because you believe in what X are standing for? (10)" - tactical voters = those putting themselves at 1-5 on this scale.*

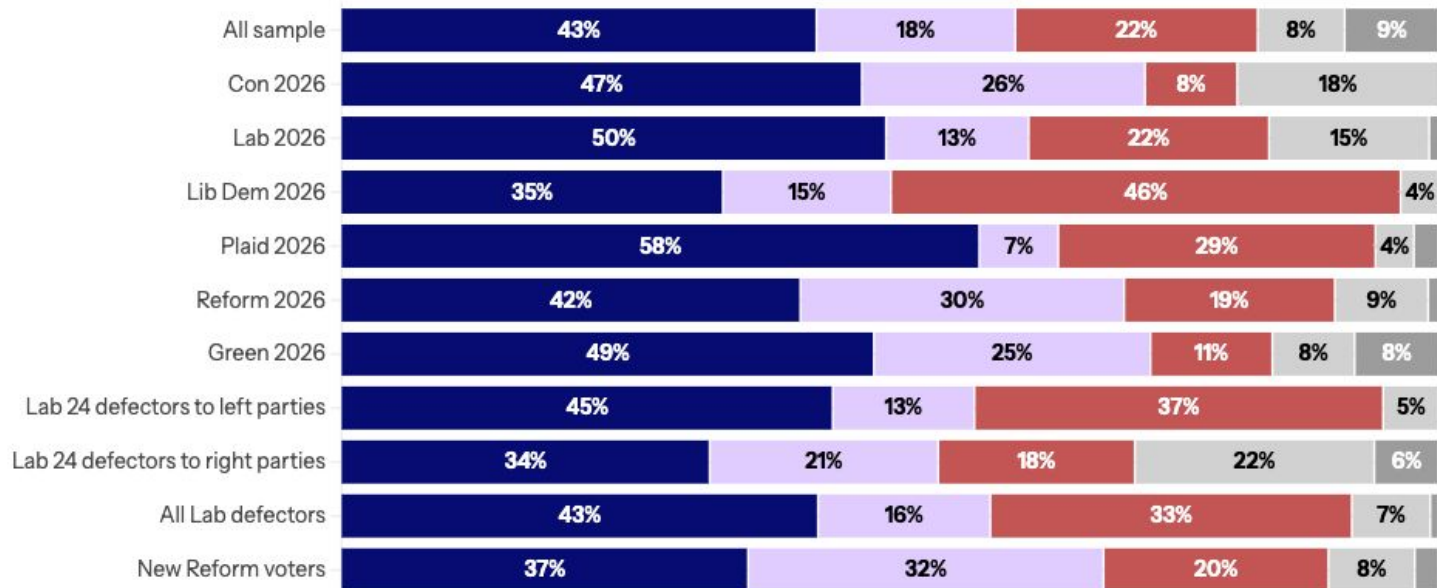




## Motivations to vote - Wales

"And if you do vote in the local elections on 7th May, will you be..."

- Mostly on issues under control of Senedd
- Mostly to send a signal to UK government
- Mostly to stop another party winning in my area
- None of these
- Don't know



YouGov for Persuasion UK, 1,556 Welsh adults 24th April - 5th May  
Graph excludes those answering 'n/a - i don't plan to vote'

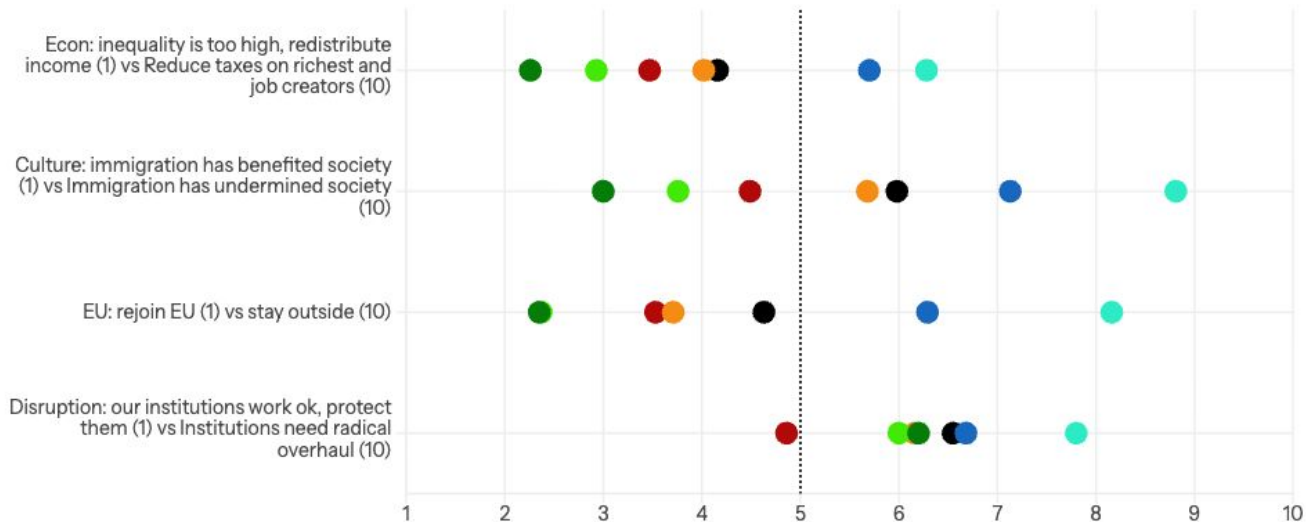


## Wales: values of each LE2026 voter group

Respondents were asked to place themselves on a scale of 1-10 on four key issues, the dots below represent the average score of each group

### Group

- All voters
- Con 2026
- Labour 2026
- Lib Dem 2026
- Plaid 2026
- Reform 2026
- Green 2026





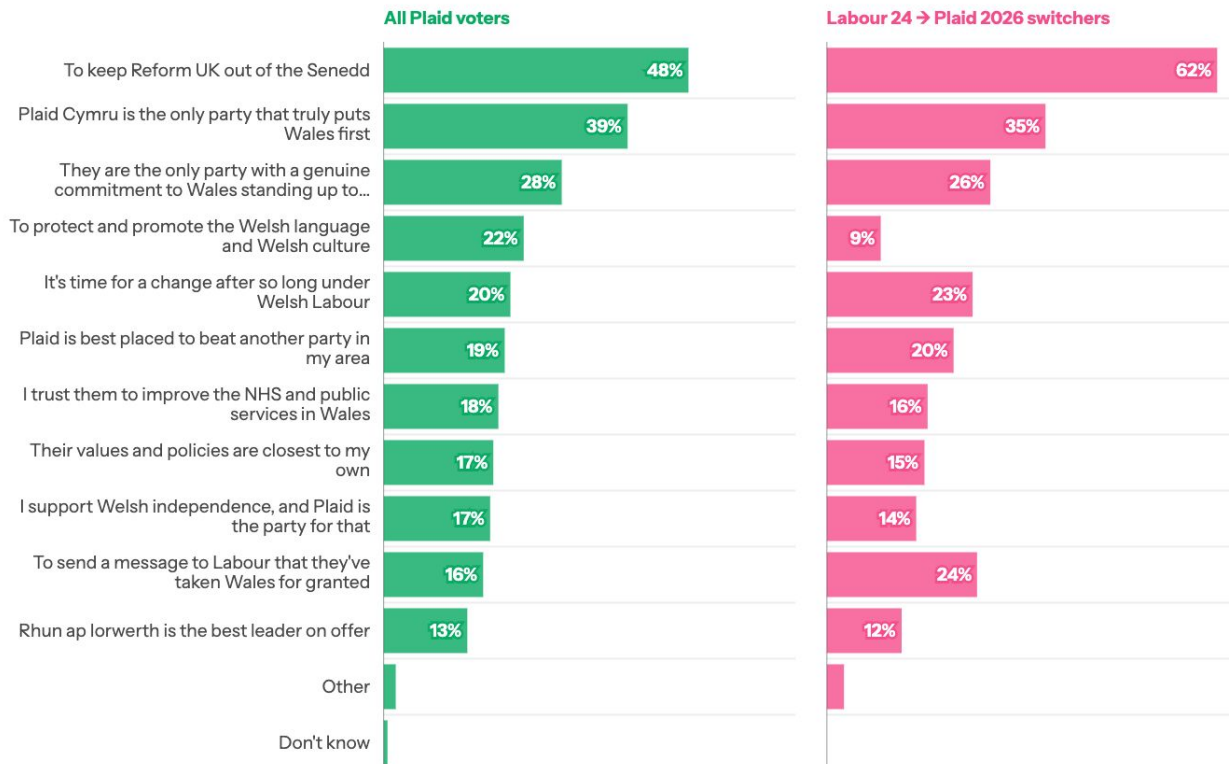
## **3. Wales**

### **3.2 Plaid Cymru**



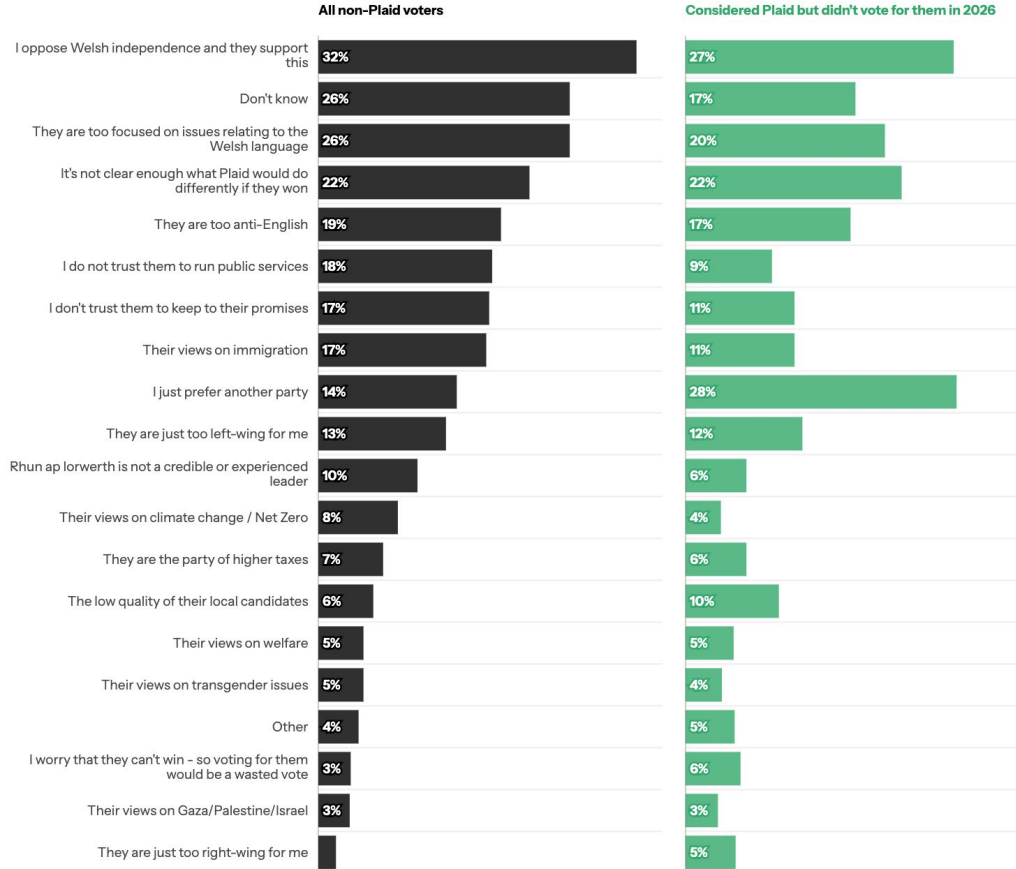
## Top reasons for voting Plaid Cymru

"You said you plan to vote Plaid Cymru at the Scottish Parliament elections. Below are some reasons people have given us for voting Plaid. Please pick up to three reasons closest to your own."





## Top reasons not to vote Plaid





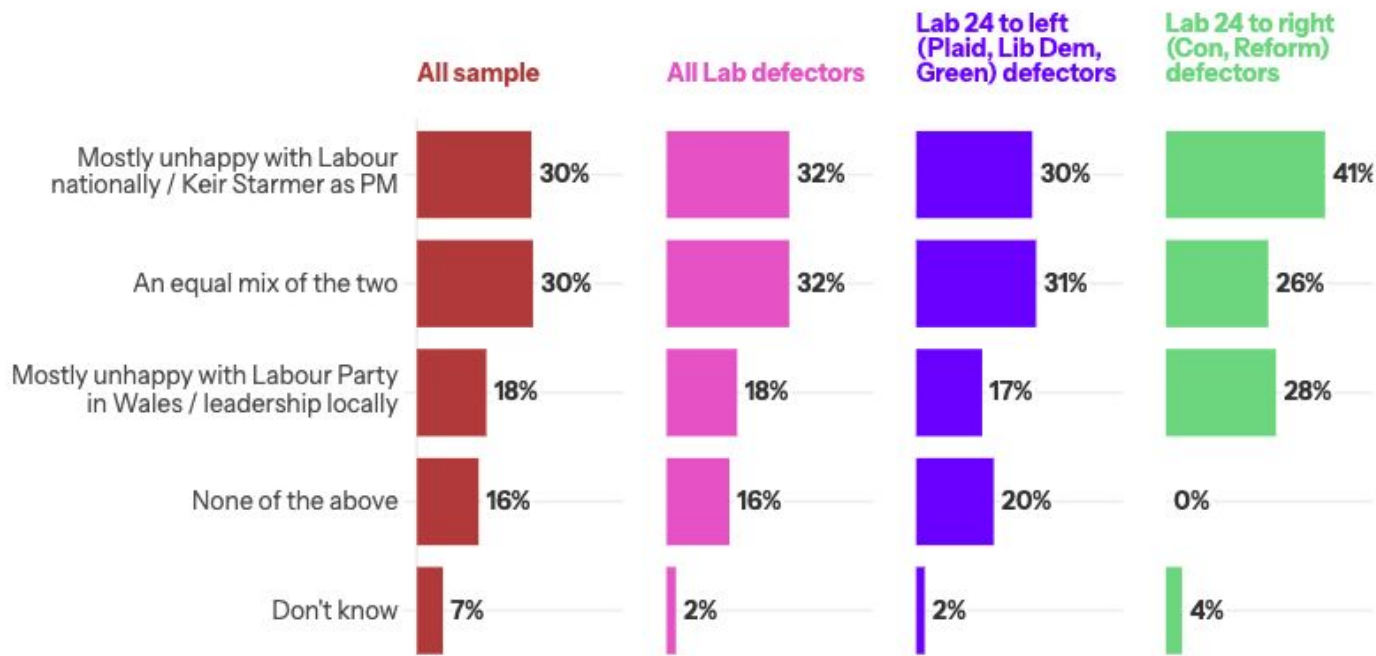
## **3. Wales**

### **3.3 Labour**



## Labour defection: national or local factors? (Wales LE26)

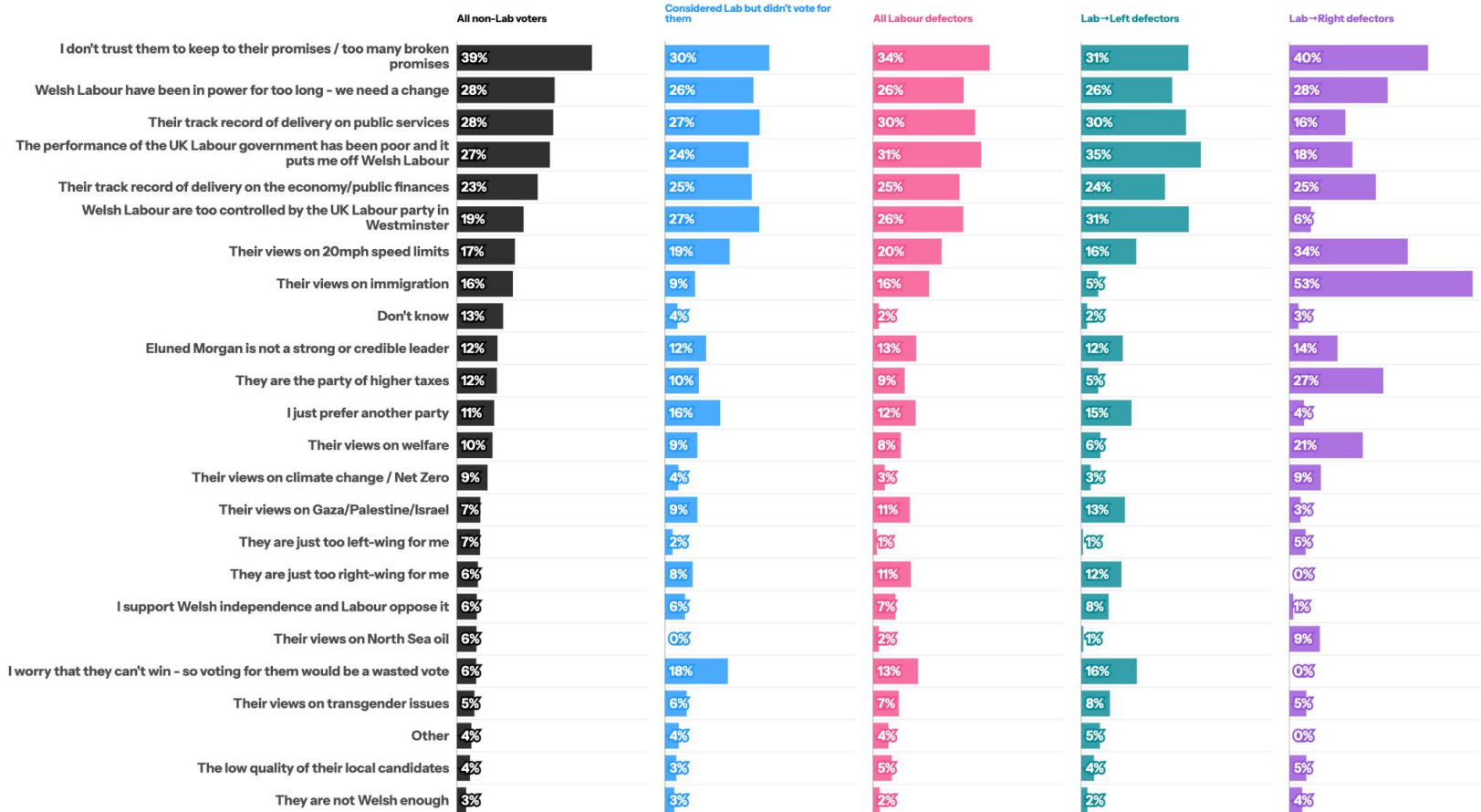
"You previously told us that you voted for Labour at the last general election, and you are now indicating that you won't do so at the 2026 elections. Which of the below, if any, comes closest to describing why you have changed your vote?"



YouGov for Persuasion UK, 1,556 Welsh adults 24th April - 5th May  
Asked only of 2024 Labour voters who do not currently intend to vote Labour in 2026 local elections.



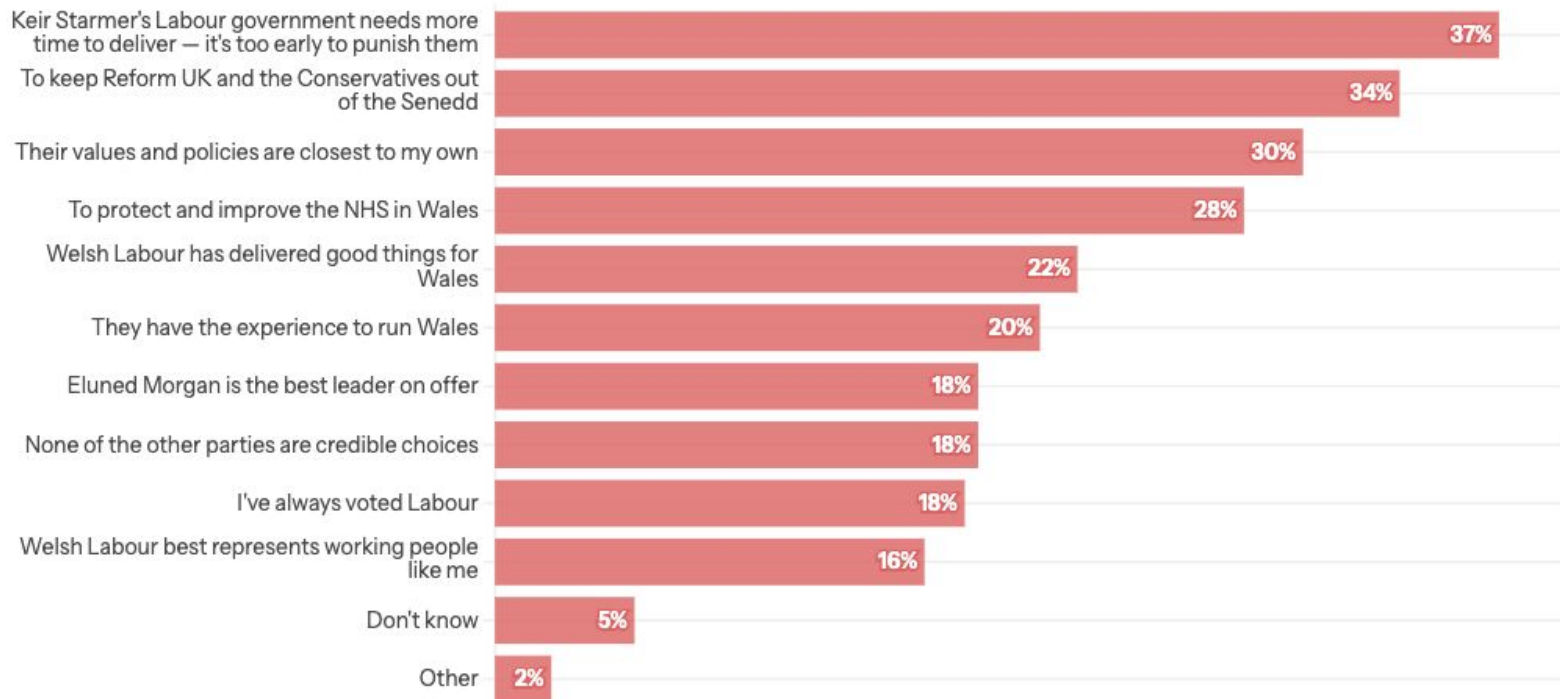
## Top reasons for not voting Labour





# Top reasons for voting Labour (Wales)

## Labour 2026 voters



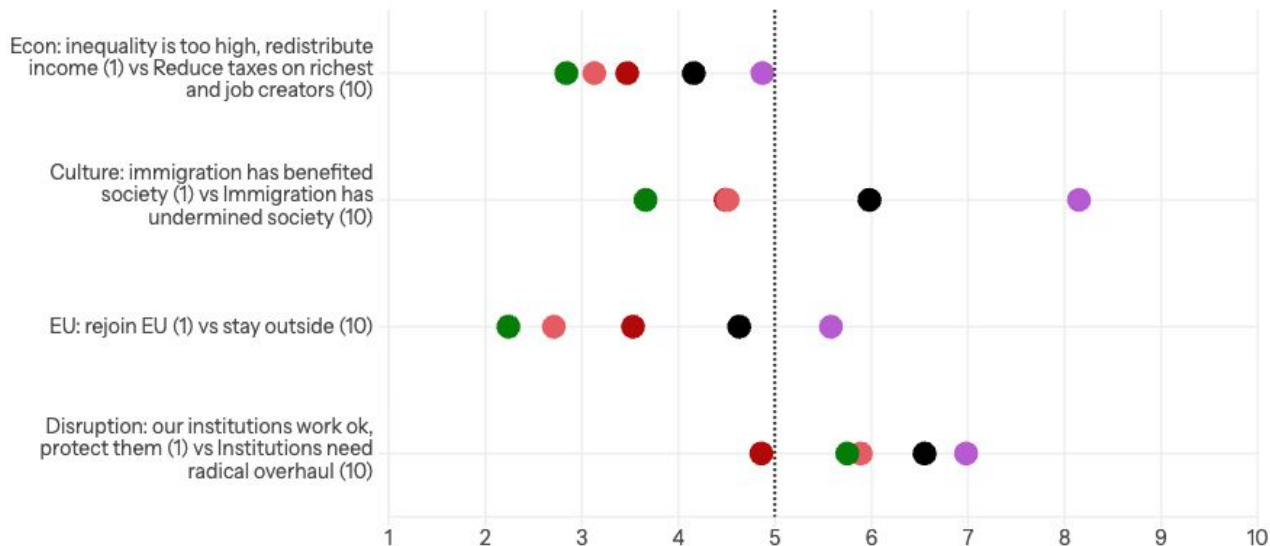


## Wales: values of each LE2026 Labour defector grouping

Respondents were asked to place themselves on a scale of 1-10 on four key issues, the dots below represent the average score of each group

### Group

- All voters
- Labour 2026 (Lab base)
- All Labour 2024 defectors
- Labour 2024 defectors to left (Plaid, Green, Lib Dem)
- Labour 2024 defectors to right (Reform, Con)



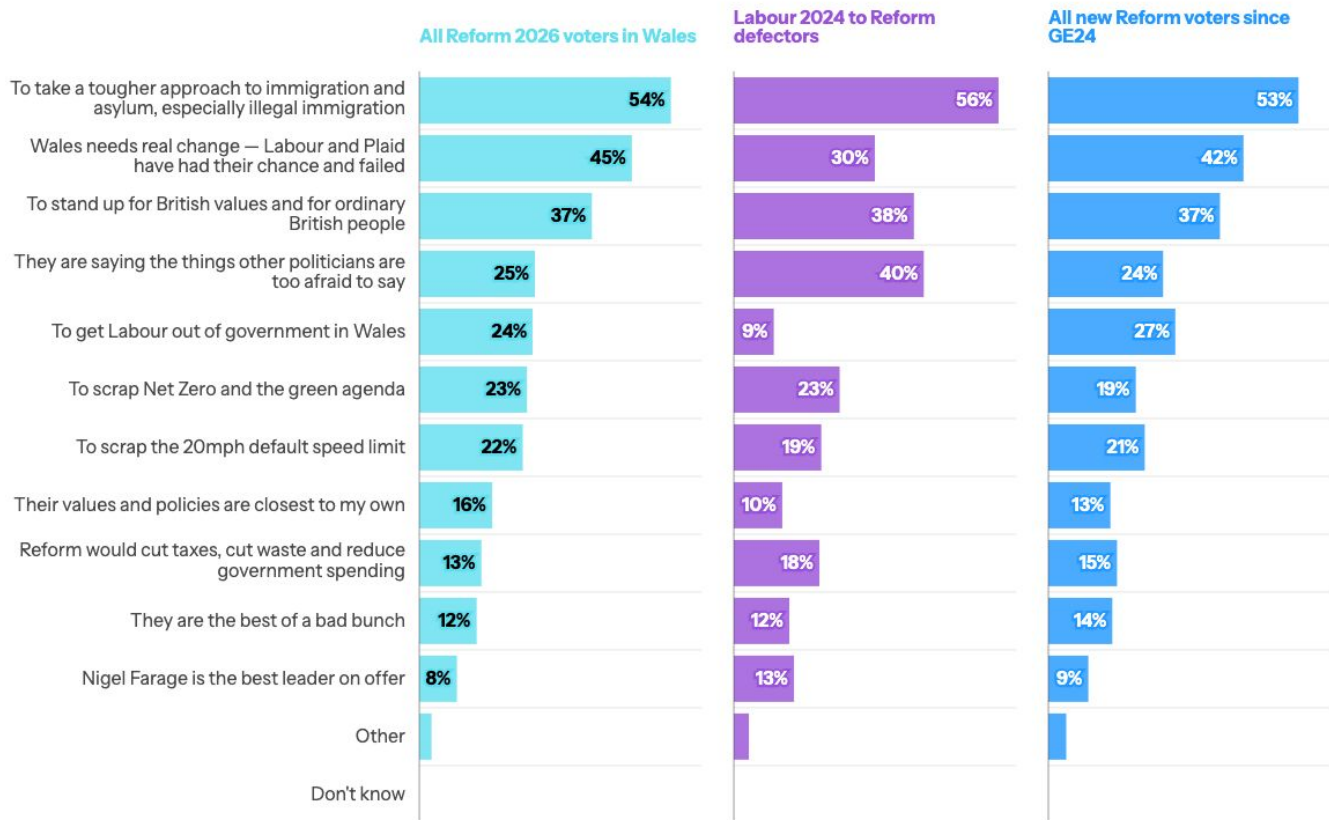


## **3. Wales**

### **3.4 Reform**

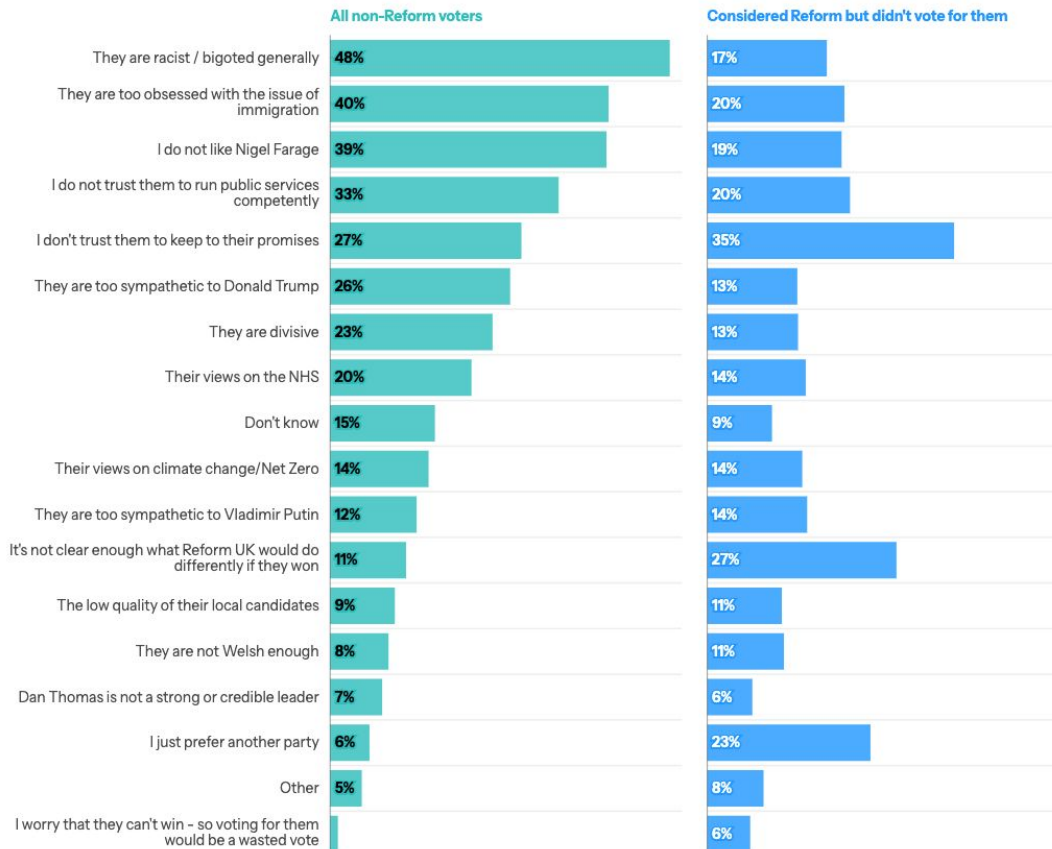


# Top reasons for voting Reform in Wales





## Top reasons for not voting Reform in Wales





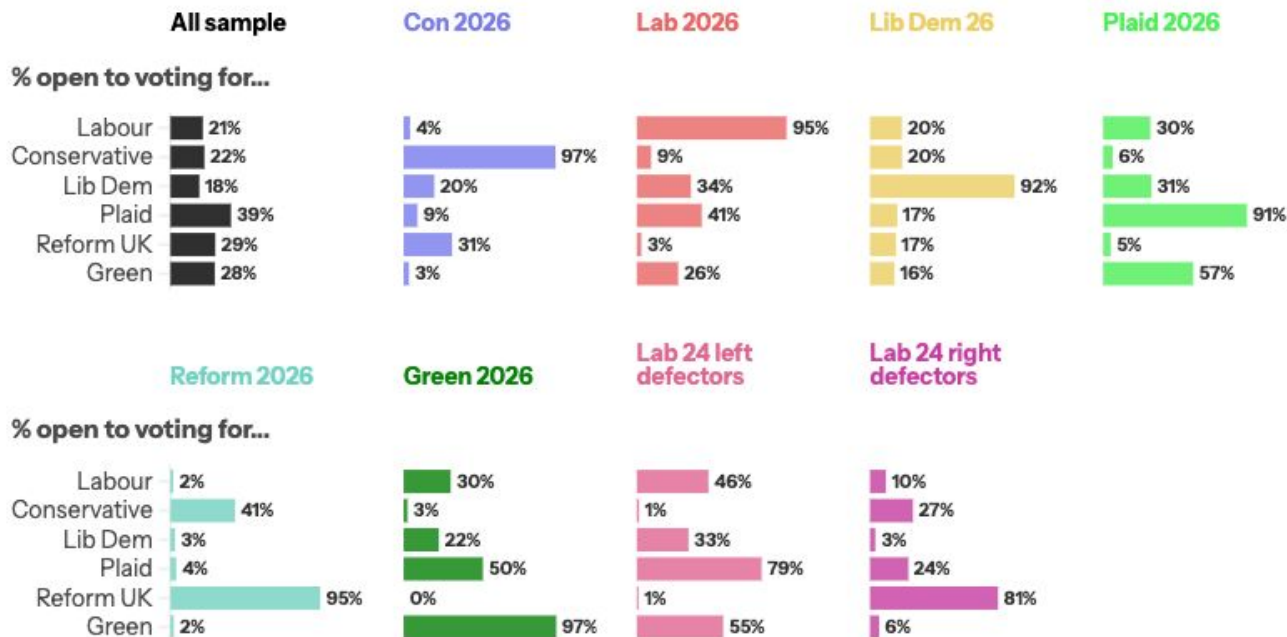
## **3. Wales**

### **3.5 Next general election**



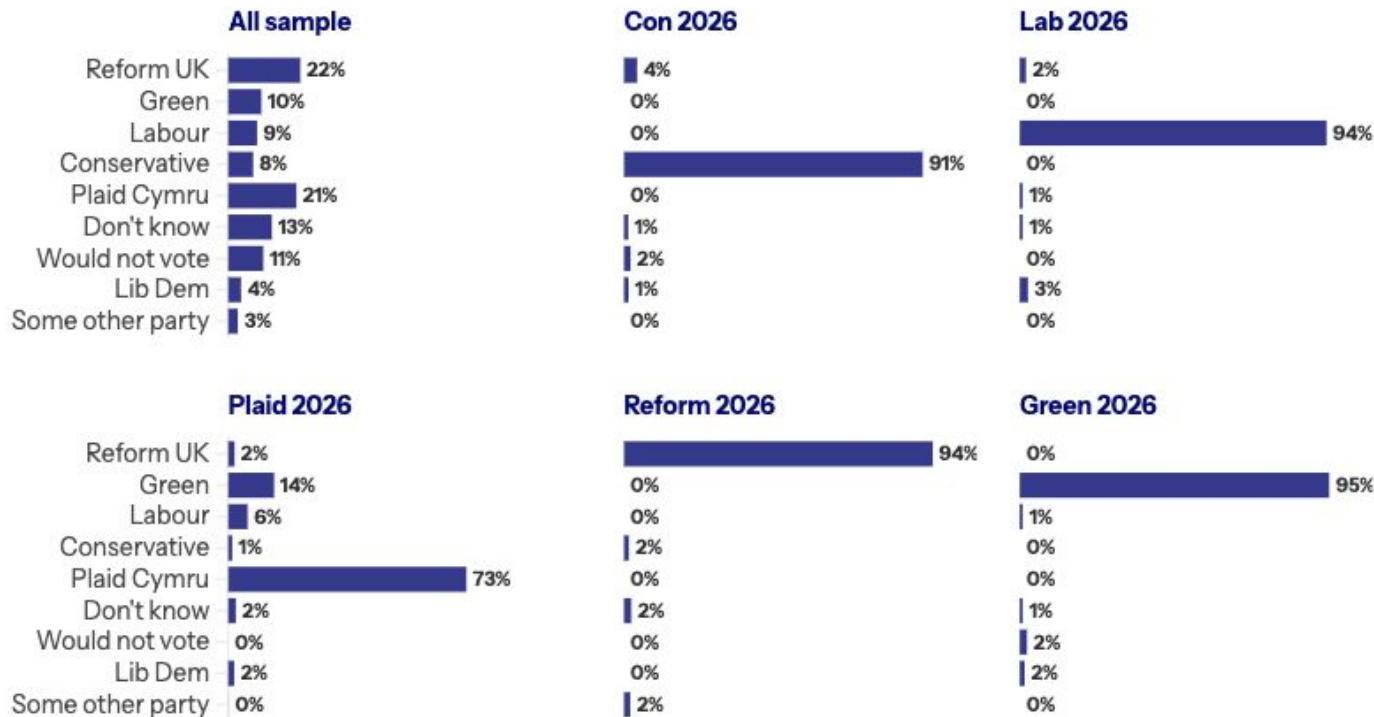
## Wales: % of different voter groups open to voting for each party at the next general election

Openness defined by those placing themselves at 6 or above on 1-10 scale of willingness to vote for each party at the next general election.





# Current general election voting intention of different Senedd 2026 voter groups





## Welsh independence referendum voting intention, by 2026 Senedd vote

"If there were a referendum tomorrow... should Wales be an independent country?"

