

Scottish Environment LINK: Measuring Public Attitudes in Scotland

Report by The Diffley Partnership
October 2025



From many voices to smart choices

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1. Background and methodology

Scottish Environment LINK commissioned Diffley Partnership, an independent research agency based in Edinburgh, to conduct polling exploring individuals' perceptions of political parties and their environmental commitments in the lead-up to the 2026 Holyrood election.

This chapter contains an overview of the research context and methodology.

1.1 Background

We are now less than eight months away from the 2026 Holyrood Election, which many are considering to be the most consequential election of the modern political age in Scotland. Traditional party loyalties are being tested, new parties are emerging and the issues that matter most to voters are changing rapidly.

Recent years have brought both challenges and victories for the environmental movement in Scotland. Four years on from COP26, the rise of parties like Reform UK alongside the Scottish Government decision to roll back environmental commitments have threatened to erode the progress of pro-environment organisations. This research, therefore seeks to understand the degree to which pro-environment attitudes remain salient among members of the public and the electorate in Scotland.

Our research investigates this question through the use of an experimental survey methodology and A/B testing of policy platforms which vary only on their environmental commitments. This research aims to establish a causal relationship between exposure to diverse environmental messaging and shifts in support for manifestos.

The survey also draws non-causal conclusions demonstrating the degree to which people in Scotland view the environment as an important issue, and whether it motivates behaviours at the ballot box.

1.2 Methodology

Diffley Partnership worked with Scottish Environment LINK to design the survey questionnaire. The final questionnaire was comprised of 14 closed questions, which can be seen in detail in Appendix A. Respondents were asked questions on a range of topics, including their degree of favourability towards Scottish political parties, the issues that are most important to them in next year's Scottish

Parliament election, their views toward potential likely manifestos commitments based on previous policy and positions and levels of agreement with a range of environmental policies.

Invitations to complete the survey were sent out through the online Survation panel, and fieldwork was conducted between 27th August and 3rd September 2025. The survey achieved 2,025 responses and was comprised of respondents aged 16+ from across Scotland.

Results were weighted to the profile of all adults in Scotland aged 16+. Data were weighted by age, sex, region, 2014 Scottish Independence Referendum vote, 2016 EU Referendum vote, 2021 Scottish Parliament vote and 2024 General Election vote. Targets for the weights were obtained via data published by the Office for National Statistics, as well as the specific election and referendum results.

1.3 Report structure

This report summarises the key findings of each question in the national survey, including descriptive statistics and between-group differences with the aid of data visualisation.

Findings in the report are organised around sections in the survey, including:

- Perceptions of political parties,
- Important issues and the environment,
- A/B testing of environmental messaging in anonymised party manifestos,
- Attitudes towards a range of potential Scottish Government actions on the environment.

The report concludes with a summary of key findings across the entire study.

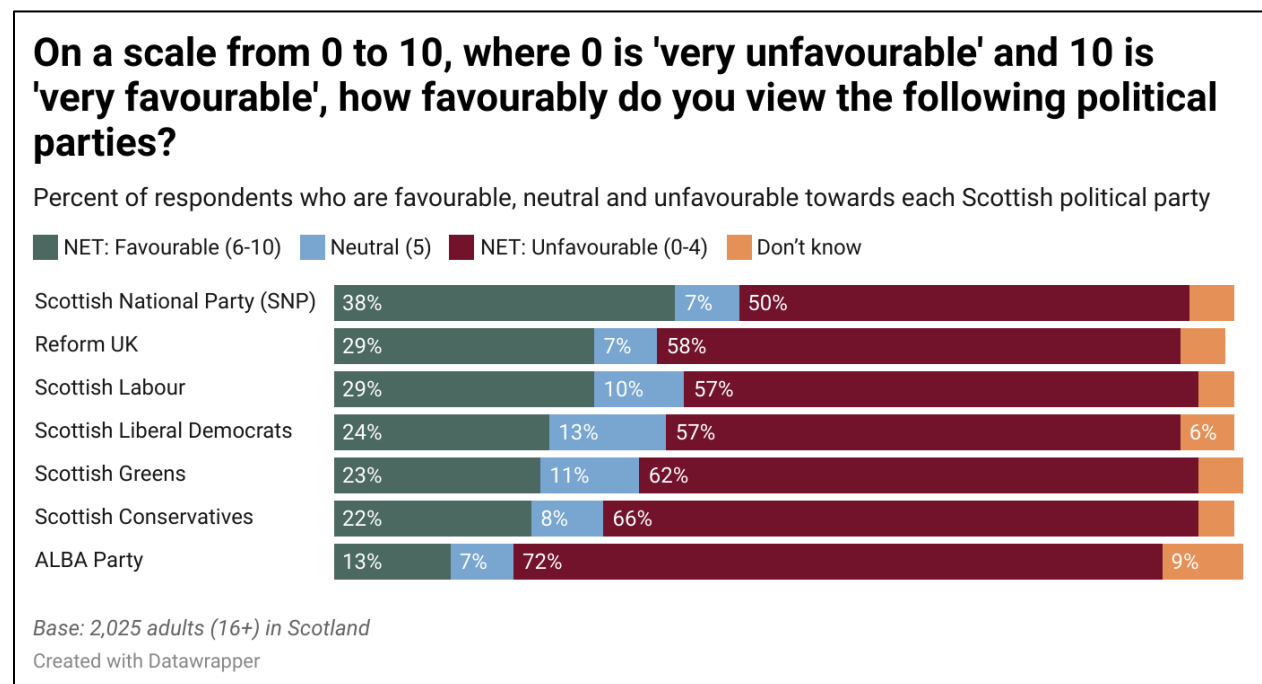
2. Perceptions of Political Parties

Two questions in the survey asked respondents about their perceptions of political parties, with one capturing an overall picture of favourability of each party and another whether each party was viewed to be generally pro- or anti-environment.

2.1 Party Favourability

Initially, respondents were asked to rate their degree of favourability of each major political party in Scotland on a scale from 0, “very unfavourable” to 10, “very favourable”. The results of this question can be seen in Figure 2.1A below.

Figure 2.1A: Party Favourability



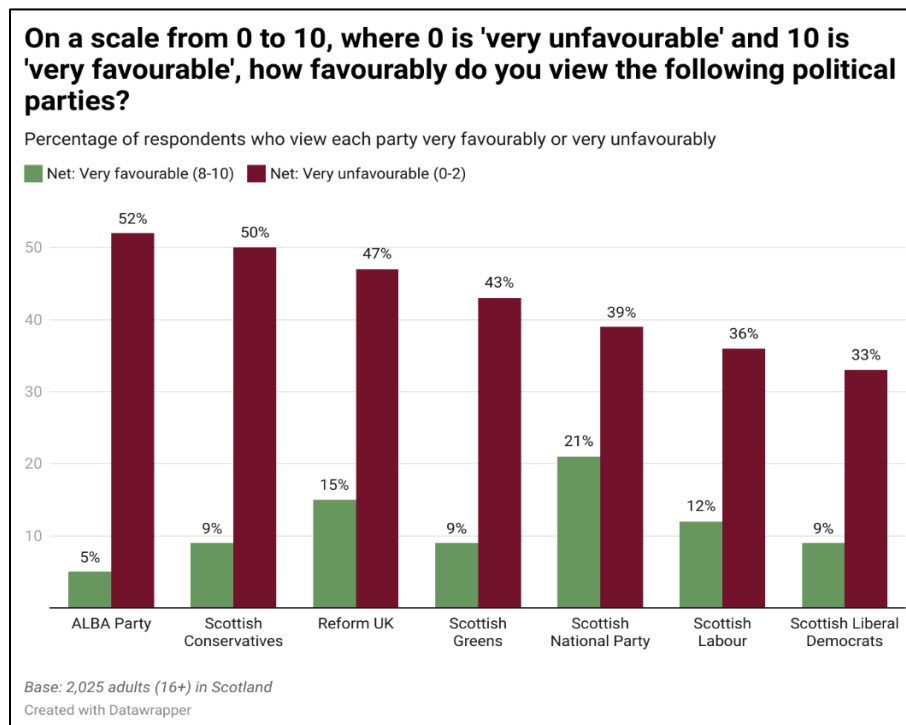
The SNP held the highest degree of favourability (6–10) at under two in five (38%), despite the majority of respondents (50%) still expressing unfavourable (0–4) views towards the party. Reform UK and Scottish Labour were viewed as favourable by three in ten (29%), with around three in five expressing unfavourable views, at 58% and 57% respectively.

Other major parties, including Scottish Liberal Democrats (24%), Scottish Greens (23%) and the Scottish Conservatives (22%) were seen as favourable by less than one in four Scots, although reported unfavourability varies; three in five viewed the Scottish Liberal Democrats (57%) and the Scottish Greens (62%) unfavourably, with this rising to two in three (66%) when considering the Scottish Conservatives. Only one in eight (13%) held a favourable view of the ALBA Party, while nearly three in four (72%) expressed unfavourable views.

When examined by vote choice at the 2024 UK General Election, seven in ten or more of those that recently voted for each party reported that they felt favourably towards that party. These rates were highest for the Scottish National Party and Reform UK, where 84% of those that voted for each party felt favourably about them. The exception is for Scottish Labour, where only 60% of those that voted for Scottish Labour felt favourably about them, perhaps as a result of developments since the 2024 UK General Election.

Figure 2.1B below depicts the proportion of respondents that held strong views on the favourability of unfavourability of each party, selecting very unfavourable (0-2) or very favourable (8-10).

Figure 2.1B: Strong Party Favourability/Unfavourability

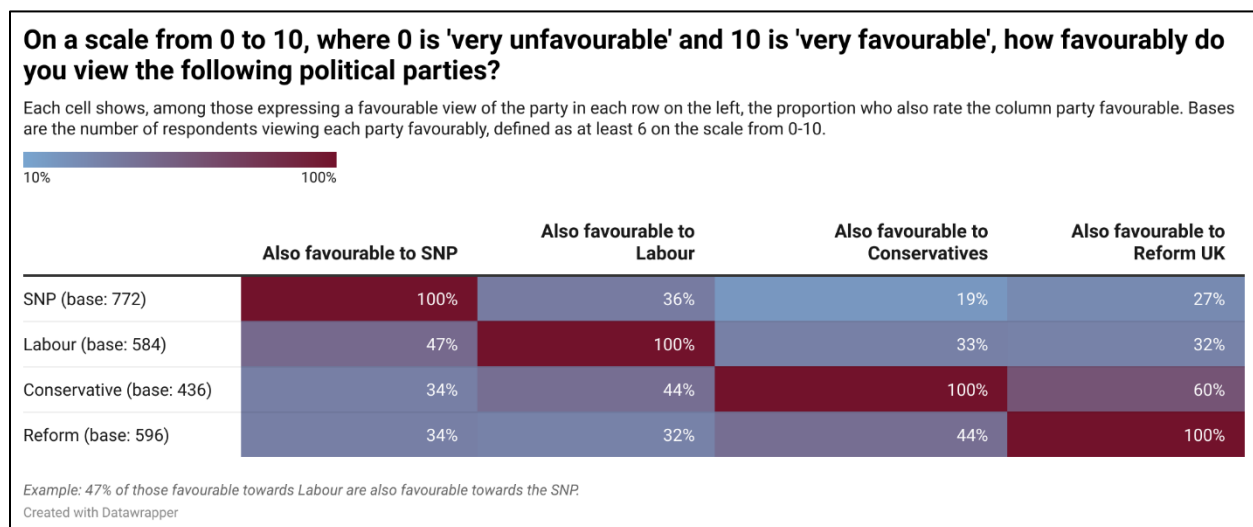


The Scottish National Party achieved the highest proportion of respondents who rated them very favourably (8-10), or at least an eight out of ten (21%). They were followed by Reform UK, at roughly one in seven (15%), and Scottish Labour, at one in eight (12%). Other parties were seen as very favourable to under one in ten of Scots.

More respondents expressed a very unfavourable (0-2) view than expressed a very favourable (8-10) view of each party, suggesting that few Scots are extremely favourable towards political parties. About half (52%) reported being very unfavourable towards ALBA, with a similar proportion that said the same for the Scottish Conservatives (50%) and Reform UK (47%).

Some participants were favourable towards multiple parties. The heatmap in Figure 2.1C below shows the parties which overlapped the most in their favourability.

Figure 2.1C: Overlap in Party Favourability



Among those favourable towards the SNP, just over a third (36%) were also favourable towards Scottish Labour, while a quarter were favourable to Reform UK (27%) and one in five were favourable towards the Conservatives (19%).

Those favourable towards Scottish Labour had more overlap than SNP supporters than with other parties – just under half (47%) were also favourable towards the SNP, while about a third also felt favourably towards the Conservatives (33%) or Reform UK (32%).

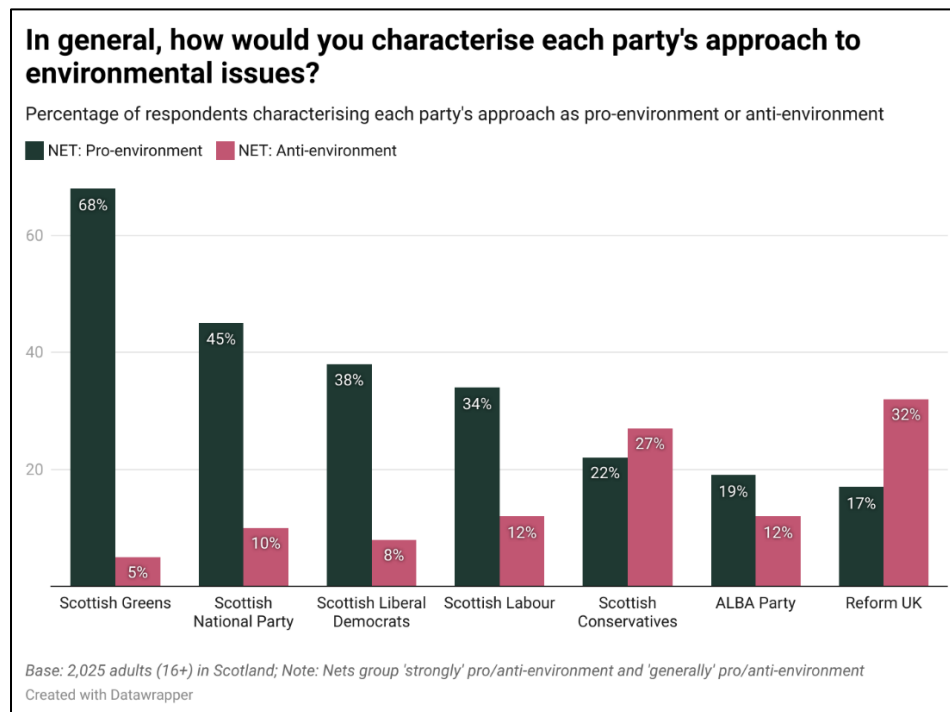
Across these four parties, the Scottish Conservatives had the most overlap with other parties, indicating that they could be particularly susceptible to losing votes if this favourability translates to behaviour at the ballot box. Six in ten (60%) of respondents who were favourable towards the Conservatives were also favourable towards Reform UK. Left-of-centre parties still received a reasonable amount of support among those favourable to the Scottish Conservatives, with 44% of Scottish Conservative favourables also having a positive outlook towards Labour, and 34% favourable to the SNP.

Lastly, respondents favouring Reform UK split their favourability relatively evenly towards other parties, with 44% also reporting a favourable view of the Conservatives, while about a third of Reform UK favourables said the same for Labour (32%) and the SNP (34%).

2.2 Perceptions of Environmental Approaches

Respondents were also asked how they would characterise the environmental approaches of each political party. These results can be seen below in Figure 2.2.

Figure 2.2: Party Approaches to Environmental Issues



For most parties, more Scottish residents characterised that party as pro-environment than anti-environment. The Scottish Greens were perceived by the most respondents as pro-environment, with more than two-thirds (68%) that characterised the party as strongly or generally pro-environment. Just 5% of respondents perceived the Scottish Greens to be anti-environment. Following far behind, just under half of respondents viewed the SNP as pro-environment (45%), while over one in three respondents perceived the Scottish Liberal Democrats (38%) and Scottish Labour as pro-environment (34%).

For two parties, Scottish Conservatives and Reform UK, more respondents perceived their platform as anti-environment than pro-environment. About three in ten viewed Reform UK's (32%) and Scottish Conservatives's (27%) approach to environmental issues as anti-environment, while one in five or less characterised their approach as pro-environment, at 17% and 22% respectively.

3. Important Issues and the Environment

Three questions in the survey asked respondents about issues that were important to them in politics, including their top five most important issues in the upcoming election, the importance of environmental and climate issues when voting and their likelihood of voting for a party that was not willing to take action on environmental issues.

3.1 Most Important Issues in the 2026 Scottish Parliament Election

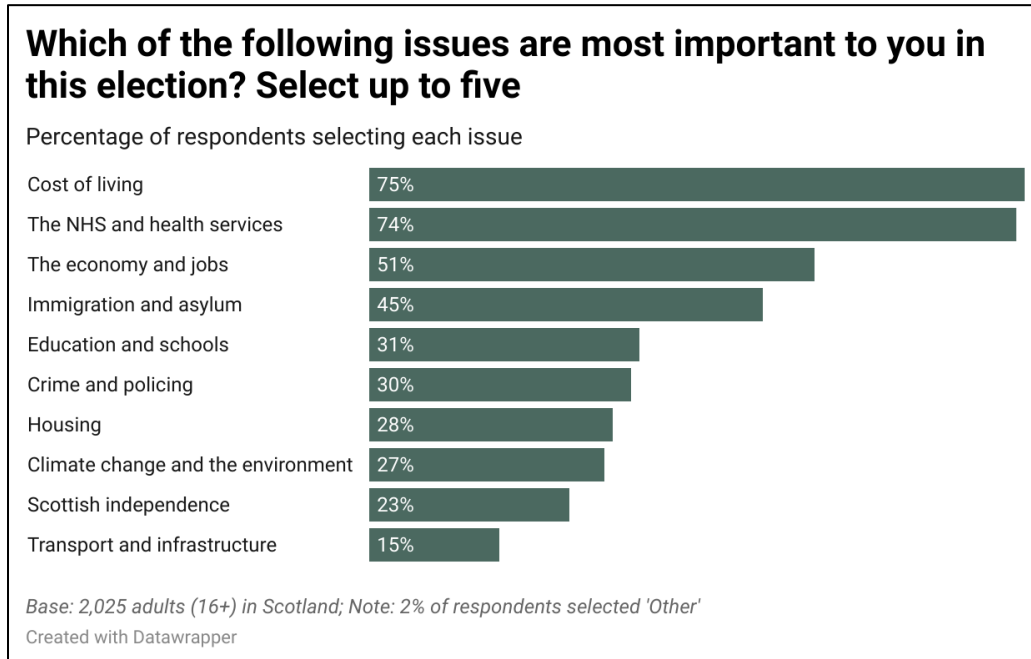
Respondents were asked to select the five most important issues to them in the 2026 Scottish Parliament Election.

Three quarters selected the cost of living (75%) and the NHS and health services (74%) as top issues, making them the most frequently selected issues. Just over half (51%) selected the economy and jobs, while 45% selected immigration and asylum. Education and schools (31%), crime and policing (30%), and housing (28%) were each selected by roughly three in ten Scottish residents.

More than a quarter (27%) selected climate change and the environment as a top issue for them in the upcoming election, ranked eighth among issues surveyed. Under a quarter selected Scottish independence (23%) and one in seven (15%) transport and infrastructure as top five most important issues to them in this election.

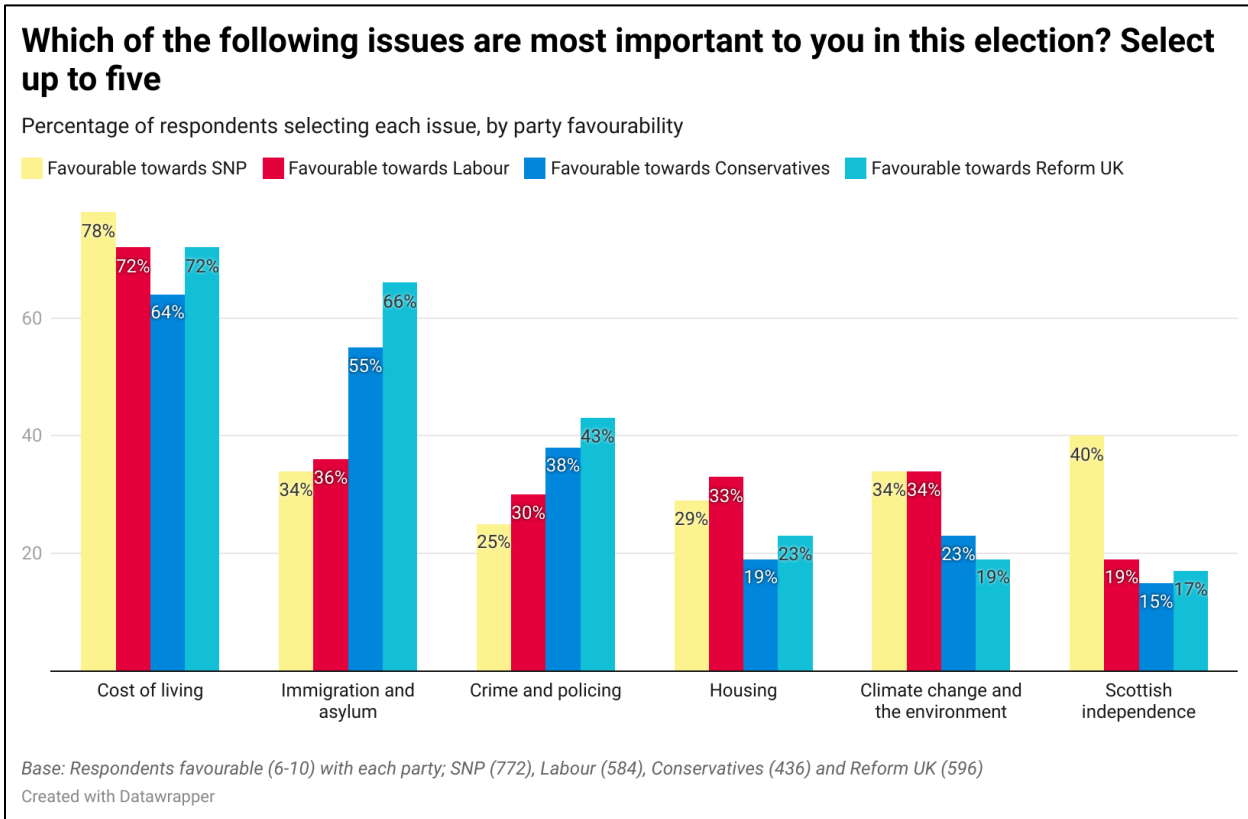
Full results for this question are displayed in Figure 3.1A.

Figure 3.1A: Most Important Issues



Top issues varied greatly depending on degree of favourability towards the major Scottish political parties. For example, climate change and the environment was selected more frequently by those with favourable views towards the SNP (34%) or Labour (34%), compared to those who were favourable towards the Conservatives (23%) or Reform UK (19%). Important issues with notable differences by party favourability, including cost of living, immigration and asylum, crime and policing, housing, climate change and the environment and Scottish independence can be seen in Figure 3.1B.

Figure 3.1B: Most Important Issue by Party Favourability

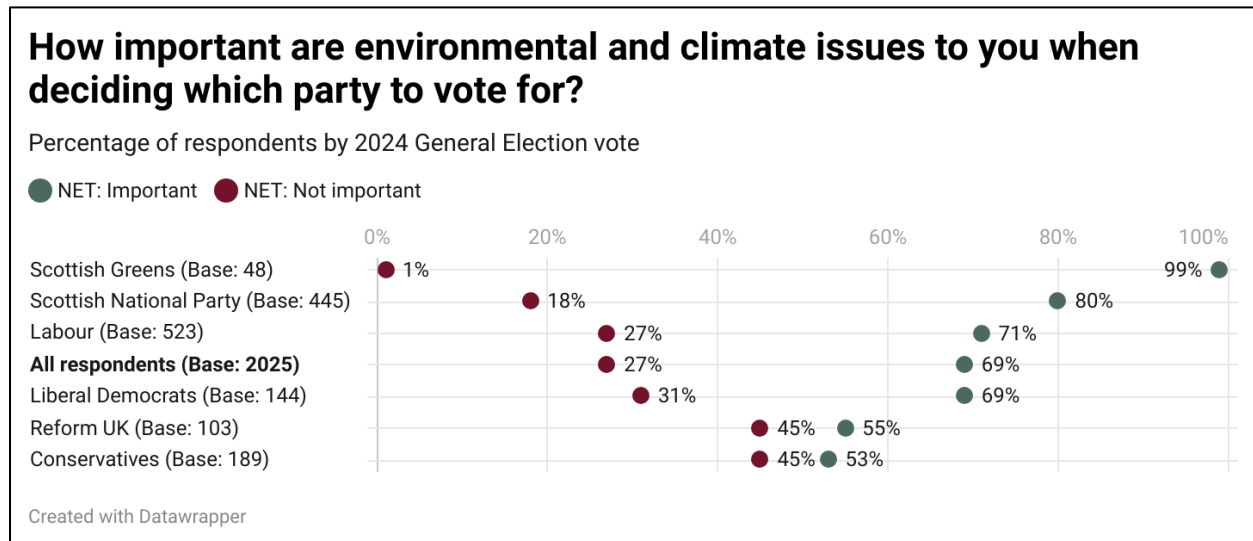


3.2 Importance of Environmental Issues When Voting

Respondents were also asked about the importance of environmental and climate issues to them when deciding which party to vote for.

Overall, nearly seven in ten respondents (69%) reported that environmental and climate issues are either somewhat or very important to them when considering which party they will vote for. Conversely, just over a quarter (27%) reported that these issues were not important, either not very important or not at all important, to them when voting. The results of this question are displayed below in Figure 3.2.

Figure 3.2: Importance of Environment and Climate Issues When Voting, by 2024 UK General Election Vote Choice



A large partisan divide was seen when considering the importance of environmental issues at the ballot box. Among those who voted for the Greens at the last UK General Election, nearly every respondent (99%) reported that these issues were important when considering who to vote for. Eight in ten (80%) SNP voters said the same, followed by roughly seven in ten (71%) Labour and Liberal Democrat (69%) voters.

Reform UK and Conservative voters reported the lowest levels of importance, with just over half of each group reporting that the environment and climate was important to them when deciding which party to vote for, at 55% and 53% respectively. Just under half (45%) of Reform UK and Conservative voters said that environmental and climate issues were not important when selecting the party they would vote for, higher than proportions that said the same among voters of other major political parties.

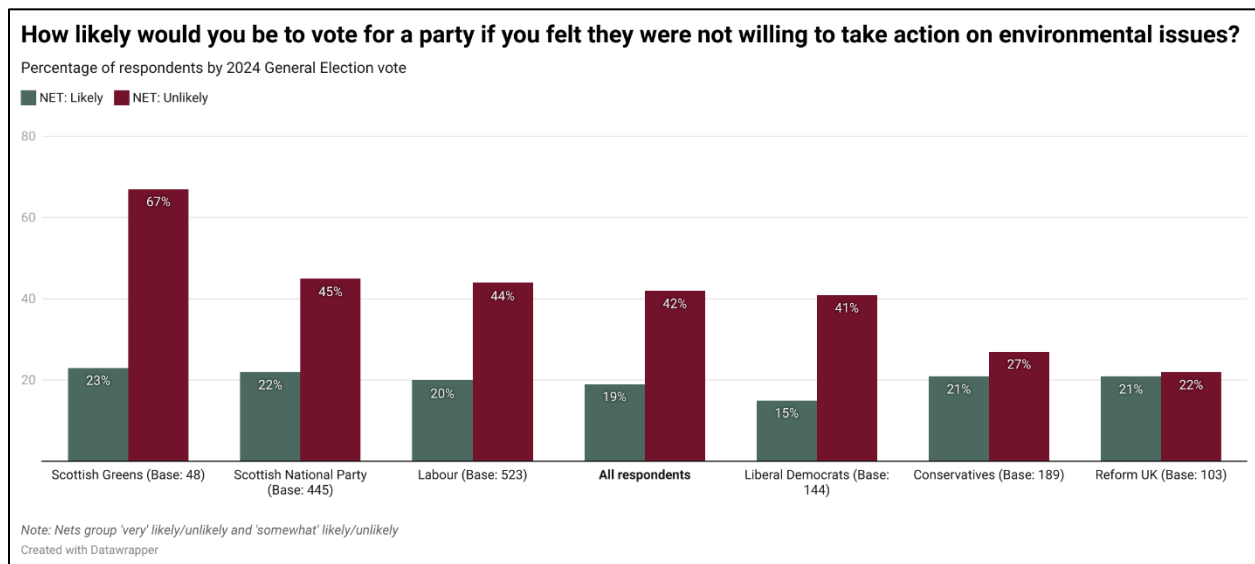
In addition, there were also notable differences in importance of environmental and climate issues by party favourability compared to past vote choice. Notably, the proportion that said that environmental and climate issues were important to them when deciding which party to vote for was higher for those that were favourable for Scottish Labour, at four in five (80%), compared to those that voted for Scottish Labour at the 2024 UK General Election, at seven in ten (71%). Similar differences were observed for Reform UK favourables (64%) compared to Reform UK voters (55%)

and Conservative favourables (66%) compared to Conservative voters (53%). Such differences demonstrate that attitudes to environmental and climate issues are in flux, with potentially increasing prominence among some segments of voters.

3.3 Likelihood of Voting for a Party Not Willing to Take Environmental Action

Respondents were also asked how likely they were to vote for a party if they felt that the party was not willing to take action on issues related to the environment. The results of this question can be seen below in Figure 3.3.

Figure 3.3: Likelihood of voting for a party that was not willing to take act on environmental issues, by 2024 UK General Election vote



Overall, a plurality of two in five (42%) respondents considered themselves unlikely, either very or somewhat, to vote for a party that would not take action on environmental issues, while only one in five (19%) considered this likely.

As seen for the importance of environment and climate issues on deciding how to vote, there were partisan differences in likelihood of voting for a party that was perceived to be not willing to act on environmental issues. For example, two in three (67%) of those that voted for the Greens at the 2024 UK General Election unlikely to vote for a party not willing to take action on environmental

issues, compared to one in four (27%) Conservative voters and one in five (22%) Reform UK voters. For other parties, the equivalent figure was over two in five.

Interestingly, there was little difference between parties when it came to the proportion of each that said they were likely, either very or somewhat, to vote for a party that was not willing to take action on environmental issues; these values ranged between a low of 15% for those that voted for the Liberal Democrats at the 2024 UK General Election and a high of 23% for those that voted for the Greens at this election. However, the proportion of those that said they were neither likely nor unlikely to vote for a party not willing to take climate action varied substantially, with half (50%) of those that voted for Reform UK recently reporting this compared to just one in ten (10%) of Green voters.

When examined by favourability, similar patterns remained. Yet, a slightly higher proportion of those that were favourable towards the Scottish Conservatives reported that they were likely to vote for a party that would not take action on the environment, at three in ten (31%). In addition, a slightly higher proportion of Reform UK favourables said they were likely (28%) and unlikely (36%) to vote for a party not willing to take environmental action, higher than the proportion of recent Reform voters that said the same at 21% and 22% respectively.

4.A/B Testing of Environmental Policy Platforms

In order to test whether different environmental commitments in party manifestos influenced support for political parties, we designed anonymised policy platforms based on the real policies of four parties: the Scottish National Party, Scottish Labour, the Scottish Conservatives and Reform UK. Each anonymised platform was shown only to participants who reported holding a favourable opinion of the corresponding party, associated with a score of six or more on a scale from 0, “very unfavourable”, to 10, “very favourable”.

Within these platforms, we embedded a brief environmental policy. Respondents were randomly assigned to one of three versions: a strongly pro-environmental policy, a moderate pro-environment message or an explicitly oppositional stance towards environmental targets and climate policies. The boldly pro-environment messaging was titled “Bold Action for the Environment”, the moderate policy was “Protecting our Environment” and the policy critical of climate and nature targets was “Prosperity before Climate Ideology”. These specific policies, including the wider party platforms included in the survey, can be found in Appendix B.

Random assignment approximates experimental conditions by balancing pre-treatment characteristics across the three exposure groups. This reduces the influence of factors such as baseline party favourability, isolates the effect of varying environmental messages and enables causal inference regarding the treatment effect.

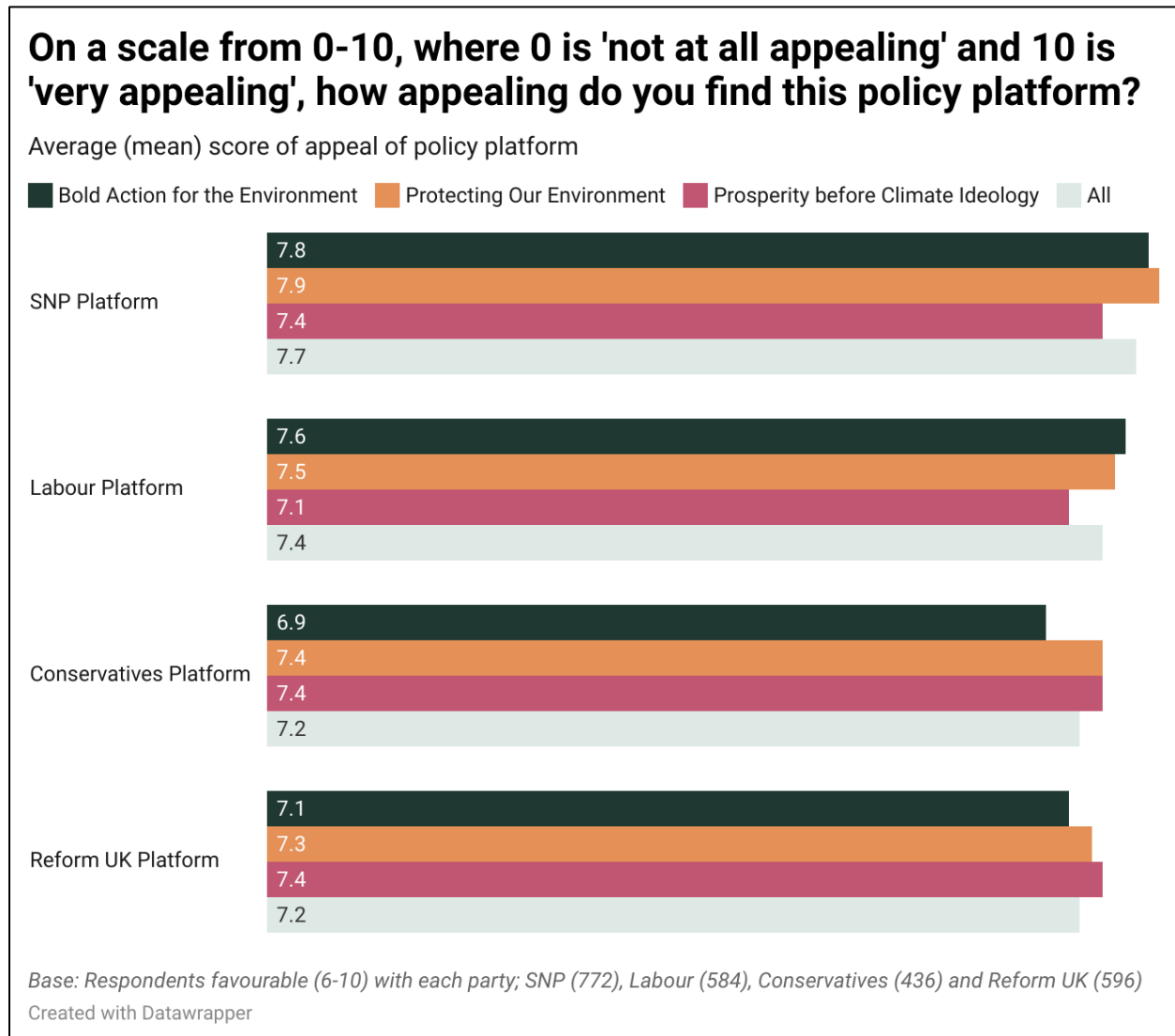
Below sections contain findings on the effects of this A/B testing, broken down by environmental message, on appeal of policy platform and likelihood of voting for a party.

4.1 Appeal of Policy Platform

Average (mean) scores for the appeal of each policy platform among party favourables, on a scale from 0 to 10 where 0 is ‘not at all appealing’ and 10 is ‘extremely appealing’, are displayed in Figure 4.1.

Overall, the Scottish National Party received the highest average (mean) score at 7.7, followed by Scottish Labour at 7.4. Scottish Conservatives and Reform UK achieved the lowest average (mean) across all messages at 7.2 each. When considering environmental message, the SNP received the highest average under a moderate pro-environmental message platform at 7.9, while the Conservatives received the lowest average at 6.9 under a strong pro-environment stance.

Figure 4.1: Appeal of Policy Platform, by Exposure Group



There are some small differences in appeal of policy platform by exposure to environmental messaging. For those that are favourable to the Scottish National Party or Scottish Labour, there is no meaningful difference in the average (mean) appeal of the policy platform between a moderate pro-environmental message, entitled “Protecting our Environment”, and a strong pro-environment message, entitled “Bold Action for the Environment”. For those favourable towards the SNP, the pro-environment message platforms ranged between an average (mean) of 7.9 and 7.8; for those

favourable towards Labour, the pro-environment message platforms ranged between 7.6 and 7.5. For both parties, the oppositional and anti-environment stance, “Prosperity before Climate Ideology”, received the lowest average, at 7.4 for SNP favourables and 7.1 for Labour favourables.

In contrast, for those favourable to Scottish Conservatives and Reform UK, the moderate pro-environment message and the oppositional message platforms achieved slightly more support. For the Scottish Conservatives, the average appeal rating was 7.4 for “Protecting our Environment” and “Prosperity before Climate Ideology”, while this fell to 6.9 for “Bold Action for the Environment”. Similarly, for Reform UK, the anti-environment message platform and moderate pro-environment message platform received averages between 7.4 and 7.3, while the strong pro-environment message platform received the lowest average at 7.1.

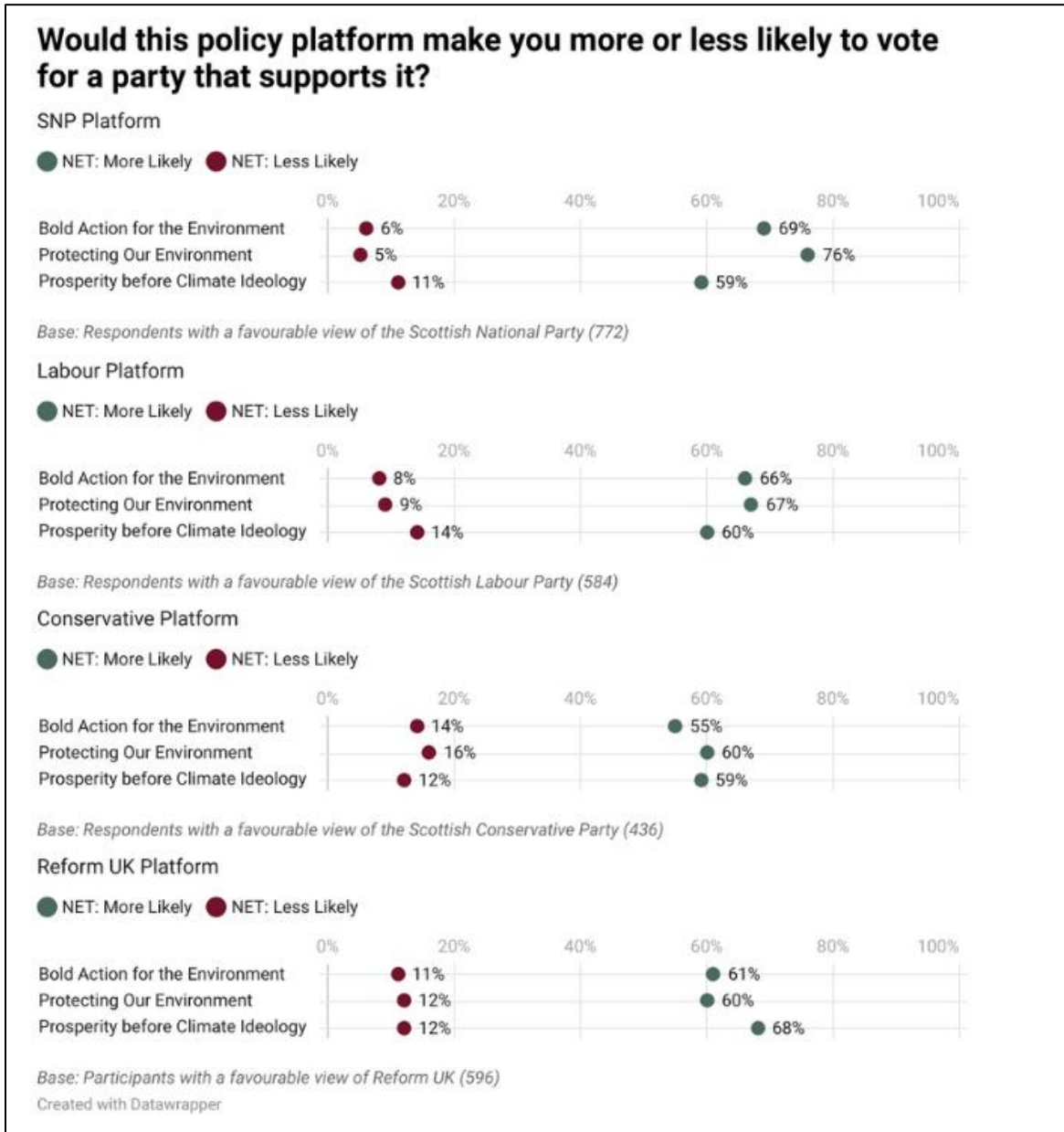
However, all platforms, regardless of environmental stance, received an average between 6.9 and 7.9, signifying general support among party favourables.

4.2 Likelihood of Voting for Party

Subsequently, those that were favourable to each party were asked if a given policy platform would make them more or less likely to vote for a party that supports it. Results are shown in Figure 4.2.

Across all parties and platforms, the Scottish National Party received the highest proportion that reported being more likely to vote for a party under the moderate pro-environment stance, at three in four (76%). In contrast, the Scottish Conservatives received the lowest proportion that reported being more likely to vote for the party under the strong pro-environment stance, at half (55%).

Figure 4.2: Likelihood of Voting for Party Due to Policy Platform, by Exposure Group



The largest treatment effect was seen among respondents with a favourable view of the SNP. Among these respondents, 76% reported that the policy platform containing the more moderate “Protecting our Environment” position made them more likely to vote for a party that supports it,

compared to 59% of those who saw the negative “Prosperity before Climate Ideology” platform. Seven in ten (69%) also reported that the platform containing the bold environmental messaging, “Bold Action for the Environment”, made them more likely to vote for a party that supported it.

A similar, albeit small, effect was seen among those that are favourable to Scottish Labour. The two pro-environment policy platforms, “Bold Action for the Environment” and “Protecting our Environment”, garnered slightly more support among Labour favourables at 66% and 67% respectively, relative to the more critical environmental messaging (60%).

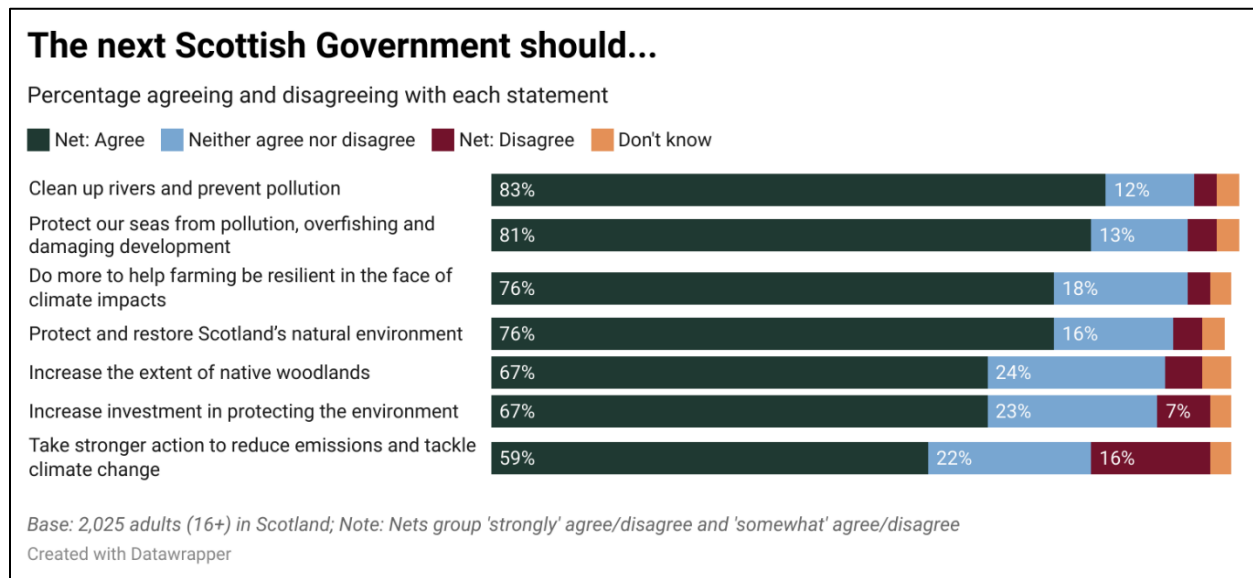
When considering those favourable towards the Conservative Party, respondents that saw the boldly pro-environment messaging (55%) were marginally less likely to vote for the party relative to the other two policies (60%; 59%), between which there was no meaningful difference.

Among those that are favourable to Reform UK, those that saw the anti-environmental protections message, “Prosperity before Climate Ideology”, were most likely to vote for a party that supports that message, at over two in three (68%). However, about three in five of those that saw a pro-environment message were more likely to vote for the party, regardless of whether the messaging was moderately pro-environment (60%) or boldly pro-environment (61%).

5. Support for Scottish Government Action

As can be seen in Figure 5.1 below, there is widespread support for a range of Scottish Government actions relating to climate and nature.

Figure 5.1: Agreement with Scottish Government Actions



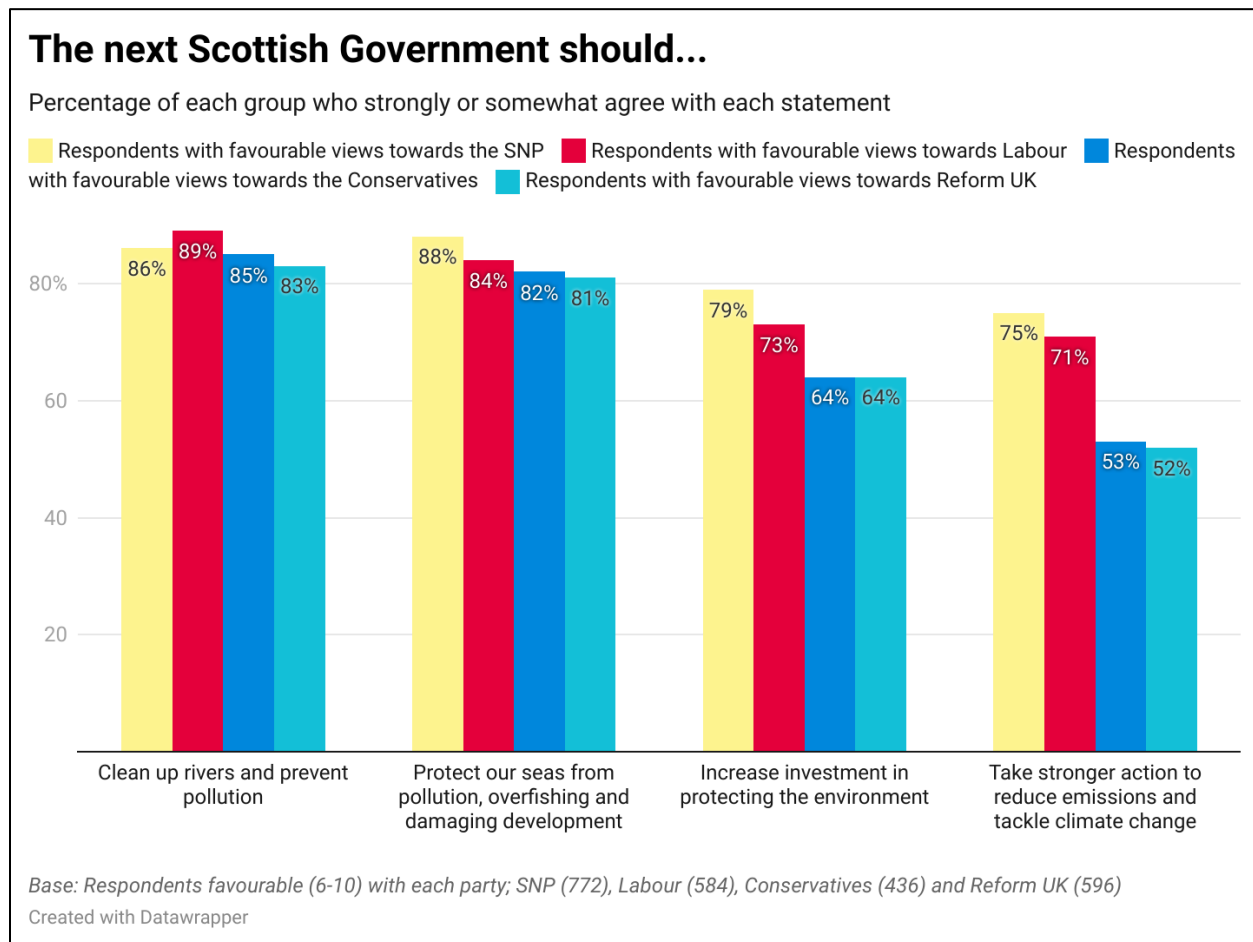
Interestingly, statements relating to nature and the environment garnered more support among respondents. For example, more than eight in ten agreed, either strongly or somewhat, that the next Scottish Government should clean up rivers and prevent pollution (83%) and protect our seas from pollution, overfishing and damaging development (81%). About three quarters agreed that it should do more to help farming be resilient in the face of climate impacts (76%) and protect and restore Scotland's natural environment (76%). Two in three agreed that the next Scottish Government should increase the extent of native woodlands (67%) and increase investment in protecting the environment (67%). Across each of these statements, the proportion that disagreed was low, below 8%, although the proportion that neither agreed nor disagreed increased as agreement fell.

A low of about six in ten (59%) agreed that there should be stronger action to reduce emissions and tackle climate change. This statement achieved the largest proportion of respondents that disagreed, at 16%, demonstrating wider controversy.

Taken together, these findings indicate general support for action to address and improve natural environmental quality, but less support for addressing 'bigger' ticket items, such as reducing emissions and tackling climate change.

The contrast in support for nature issues and climate issues was starker when respondents were segmented by party favourability. Figure 5.2 below shows the overall most popular and least popular initiatives among all respondents, split by party favourability.

Figure 5.2: Agreement with each statement by party favourability



There was fairly strong support for the first two statements, those relating to nature, across the political spectrum, with agreement at four in five or more of those favourable to each political party. However, there were still statistical differences in agreement with each statement by

political party favourability. When considering that the next Scottish Government clean up rivers and prevent pollution, those that were favourable to Scottish Labour (89%) were more likely than Reform UK favourables (83%) to agree. Similarly, when considering that the next Scottish Government should protect our seas from pollution, overfishing and damaging development, SNP favourables (88%) were more likely to agree than either Conservative (82%) or Reform UK (81%) favourables.

For more latter two statements, there was a noticeable partisan division in agreement, potentially because of the more politicised nature of these statements. For both, those that were favourable towards the Scottish National Party or Scottish Labour were more likely to agree than those that were favourable towards the Scottish Conservatives or Reform UK. Yet, when considering that the next Scottish Government should increase investment in protecting the environment, those that were favourable towards the SNP were most likely to agree (79%) compared to Scottish Labour (73%), Scottish Conservatives (64%) and Reform UK (64%) favourables.

6. Conclusion

Overall, this research investigated perceptions of Scottish political parties, attitudes towards important issues in the upcoming Scottish Parliament election and the potential impact of environmental stances at the ballot box. In terms of views of parties, every party had at least 50% unfavourability. Despite this, the SNP gathered the most support from respondents, with 38% that said they were favourable to the party, followed by Scottish Labour (29%) and Reform UK (29%). The ALBA party gathered the least support, with only 13% reporting that they were favourable towards the party. Compared to SNP, Labour and Reform UK, the Scottish Conservatives had the most overlap with other parties, indicating that they could be particularly susceptible to losing votes if this favourability translates to behaviour at the ballot box.

Approaching the elections, a myriad of issues ranked in the top five for Scots, including the cost of living (75%), the NHS and health services (74%), the economy and jobs (51%) and immigration and asylum (45%). Among issues, climate change and the environment ranked eighth, with one in four (27%) selecting it as a top five issue for them in the upcoming election. However, despite this ranking, seven in ten (69%) respondents reported that environmental and climate issues are either somewhat or very important to them when considering which party they will vote for, with the proportion varying between 99% of Green voters in the 2024 General Election, compared to roughly half (53%) of Conservative voters. Two in five (42%) respondents considered themselves unlikely to vote for a party that would not take action on environmental issues, suggesting that, despite its low ranking, climate change and environmental issues are still crucial to voters in the upcoming election.

In addition, the research explored the impact of a strong pro-environment message, a moderate pro-environment message and an anti-environment message on attitudes towards potential policy platforms for the Scottish National Party, Scottish Labour, Scottish Conservatives and Reform UK, using A/B testing. Considering the appeal of the policy platform and its impact on voting behaviour among party favourables, there was some support for a pro-environment policy position for left-of-centre parties, be that moderate or strong. Among Scottish Conservative favourables, a moderate pro-environment position was also slightly favoured, tied with an anti-environment message when considering average appeal. For only Reform UK favourables was an anti-environment position somewhat favoured over a pro-environment position.

Lastly, specific climate and nature policies were well-received amongst all the public. Those policies relating to care for nature (i.e. cleaning up rivers, preventing pollution, etc.) received clear



support from respondents, regardless of political views; however, a partisan shift emerged when considering policies related to reducing emissions, tackling climate change, or increasing investment in environmental protection. Such findings illuminate a discrepancy between support for action to protect and improve nature, compared to support for action to address 'bigger' ticket items of addressing climate change.

Appendix A – Survey Topline

September 2025

This survey explores your views on political issues.

Question 1

On a scale from 0 to 10, where 0 is ‘very unfavourable’ and 10 is ‘very favourable’, how favourably do you view the following political parties?

Base: All (2,025)	NET: Favourable (6-10)	Neutral (5)	NET: Unfavourable (0-4)	Don't know
	%	%	%	%
Scottish National Party (SNP)	38	7	50	5
Reform UK	29	7	58	5
Scottish Labour	29	10	57	4
Scottish Liberal Democrats	24	13	57	6
Scottish Greens	23	11	62	5
Scottish Conservatives	22	8	66	4
ALBA Party	13	7	72	9

Question 2

Which of the following issues are most important to you in this election (select up to five)

Base: All (2025)	%
Cost of living	75
The NHS and health services	74
The economy and jobs	51
Immigration and asylum	45
Education and schools	31
Crime and policing	30
Housing	28
Climate change and the environment	27
Scottish independence	23
Transport and infrastructure	15
Other	2

Environment Policy A/B Testing

Respondents were exposed to a short, anonymised policy platform for each political party they rated as favourable (6–10) in Q1. Included in the policy platforms, along with each party’s real policy aims, was a random variation of a climate and environment policy – one was boldly pro-environment, one was more moderate, and one was anti-environment in nature. The random assignment allows for the comparison of favourability when parties elect to include different degrees of environmental commitments in their manifestos. See Appendix A for each policy proposal and iteration of environmental commitments.

Question 3

SNP – On a scale from 0 to 10, where 0 is ‘not at all appealing’ and 10 is ‘extremely appealing’, how appealing do you find this policy platform?

Base: Respondents who are favourable towards SNP (N=772)	Mean
Bold Action for the Environment (N = 249)	7.8
Protecting our Environment (N = 258)	7.9
Prosperity before Climate Ideology (N = 264)	7.4
All	7.7

Question 4

SNP – Would this policy platform make you more or less likely to vote for a party that supports it?

Base: Respondents who are favourable towards SNP (N=772)	Much more likely	A bit more likely	NET: More likely	No difference	A bit less likely	Much less likely	NET: Less likely	Don't know
	%	%	%	%	%	%	%	%
Bold Action for the Environment (N = 249)	33	37	69	23	4	2	6	1
Protecting our Environment (N = 258)	34	43	76	17	5	–	5	1
Prosperity before Climate Ideology (N = 264)	23	36	59	25	8	3	11	5
All	30	39	68	22	6	2	8	2

Question 5

Scottish Labour – On a scale from 0 to 10, where 0 is ‘not at all appealing’ and 10 is ‘extremely appealing’, how appealing do you find this policy platform?

Base: Respondents who are favourable towards Scottish Labour (N = 584)	Mean
Bold Action for the Environment (N = 191)	7.6
Protecting our Environment (N = 192)	7.5
Prosperity before Climate Ideology (N = 201)	7.1
All	7.4

Question 6

Scottish Labour – Would this policy platform make you more or less likely to vote for a party that supports it?

Base: Respondents who are favourable towards Scottish Labour (N = 584)	Much more likely	A bit more likely	NET: More likely	No difference	A bit less likely	Much less likely	NET: Less likely	Don't know
	%	%	%	%	%	%	%	%
Bold Action for the Environment (N = 191)	26	40	66	23	7	1	8	3
Protecting our Environment (N = 192)	29	38	67	19	6	2	9	6
Prosperity before Climate Ideology (N = 201)	26	34	60	22	12	3	14	3
All	27	37	64	21	9	2	10	4

Question 7

Scottish Conservatives – On a scale from 0 to 10, where 0 is ‘not at all appealing’ and 10 is ‘extremely appealing’, how appealing do you find this policy platform?

Base: Respondents who are favourable towards Scottish Conservatives (N = 436)	Mean
Bold Action for the Environment (N = 146)	6.9
Protecting our Environment (N = 143)	7.4
Prosperity before Climate Ideology (N = 147)	7.4
All	7.2

Question 8

Scottish Conservatives – Would this policy platform make you more or less likely to vote for a party that supports it?

Base: Respondents who are favourable towards Scottish Conservatives (N = 436)	Much more likely	A bit more likely	NET: More likely	No difference	A bit less likely	Much less likely	NET: Less likely	Don't know
	%	%	%	%	%	%	%	%
Bold Action for the Environment (N = 146)	19	37	55	26	8	6	14	3
Protecting our Environment (N = 143)	26	34	60	22	12	4	16	3
Prosperity before Climate Ideology (N = 147)	24	35	59	28	5	6	12	3
All	23	35	58	25	8	5	14	3

Question 9

Reform UK – On a scale from 0 to 10, where 0 is ‘not at all appealing’ and 10 is ‘extremely appealing’, how appealing do you find this policy platform?

Base: Respondents who are favourable towards Reform UK (N = 596)	Mean
Bold Action for the Environment (N = 206)	7.1
Protecting our Environment (N = 182)	7.3
Prosperity before Climate Ideology (N = 208)	7.4
All	7.2

Question 10

Reform UK – Would this policy platform make you more or less likely to vote for a party that supports it?

Base: Respondents who are favourable towards Reform UK (N = 596)	Much more likely	A bit more likely	NET: More likely	No difference	A bit less likely	Much less likely	NET: Less likely	Don't know
	%	%	%	%	%	%	%	%
Bold Action for the Environment (N = 206)	24	37	61	25	9	2	11	4
Protecting our Environment (N = 182)	29	32	60	25	9	3	12	2
Prosperity before Climate Ideology (N = 208)	37	32	68	17	7	5	12	4
All	30	34	63	22	8	3	11	3

Question 11

To what extent do you agree or disagree with the following statements?

Base: All (2025)	Strongly agree	Somewhat agree	NET: Agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	NET: Disagree	Don't know
	%	%	%	%	%	%	%	%
The next Scottish Government should clean up rivers and prevent pollution.	41	42	83	12	2	1	3	3
The next Scottish Government should protect our seas from pollution, overfishing and damaging development.	40	41	81	13	3	1	4	3
The next Scottish Government should do more to help farming be resilient in the face of climate impacts.	34	42	76	18	2	1	3	3
The next Scottish Government should protect and restore Scotland's natural environment.	33	44	76	16	3	1	4	3
The next Scottish Government should increase the extent of native woodlands.	29	38	67	24	4	1	5	4
The next Scottish Government should increase investment in protecting the environment	29	38	67	23	5	2	7	3
The next Scottish Government should take stronger action to reduce emissions and tackle climate change.	23	36	59	22	9	7	16	3

Question 12

How important are environmental and climate issues to you when deciding which party to vote for? By 2024 UK General Election Vote

	Very important	Somewhat important	NET: Important	Not very important	Not at all important	NET: Not important	Don't know
	%	%	%	%	%	%	%
Greens (N = 48)	65	34	99	1	–	1	–
Scottish National Party (N = 445)	32	48	80	13	5	18	2
Labour (N = 523)	27	45	71	18	8	27	2
Liberal Democrats (N = 144)	26	43	69	27	4	31	1
Reform UK (N = 103)	12	42	55	31	14	45	1
Conservatives (N = 189)	17	36	53	29	16	45	2
All (N = 2025)	26	44	69	19	8	27	4

Question 13

How likely would you be to vote for a party if you felt they were not willing to take action on environmental issues? By 2024 UK General Election Vote

	Very likely	Somewhat likely	NET: Likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely	NET: Unlikely	Very likely
	%	%	%	%	%	%	%	%
Greens (N = 48)	7	17	23	10	25	42	67	-
Scottish National Party (N = 445)	6	16	22	31	25	19	45	2
Conservatives (N = 189)	12	9	21	45	19	8	27	8
Reform UK (N = 103)	8	14	21	50	17	6	22	5
Labour (N = 523)	9	11	20	33	27	17	44	3
Liberal Democrats (N = 144)	4	11	15	38	25	17	41	6
All (N = 2025)	7	12	19	33	25	17	42	6

Question 14

In general, how would you characterise each party's approach to environmental issues?

Base: All (2025)	Strongly pro-environment	Generally pro-environment	NET: Pro-environment	Neutral	Generally anti-environment	Strongly anti-environment	NET: Anti-environment	Don't know
	%	%	%	%	%	%	%	%
Scottish Greens	47	21	68	18	3	2	5	10
Scottish National Party	11	34	45	30	7	3	10	15
Scottish Liberal Democrats	6	33	38	35	6	2	8	18
Scottish Labour	7	27	34	38	9	4	12	16
Scottish Conservatives	4	18	22	35	18	8	27	17
ALBA Party	5	15	19	41	8	4	12	28
Reform UK	5	12	17	31	14	18	32	21

Technical details:

- The survey was designed by Diffley Partnership and invitations were issued online using the Survation panel.
- Results are based on a survey of 2,025 respondents.
- Fieldwork was conducted between 27th August – 3rd September.
- Results are weighted to the profile of all adults in Scotland aged 16+. Data were weighted by age, sex, region, 2021 Scottish Parliament vote, 2024 General Election vote, 2016 EU Referendum vote and 2014 Scottish Independence Referendum vote.

Appendix B – Policy Platforms

Environmental Policies

As detailed in the methodology section of this paper, one of the following below environmental policies was randomly added to the broader party platforms below.

Prosperity Before Climate Ideology

Scotland cannot afford to sacrifice jobs, industries and affordable energy for unrealistic climate and nature targets. Extreme environmental policies put workers at risk, drive up bills and weaken our economy. Native species and our natural landscapes have endured for centuries without government interference, and will continue to do so. Instead of phasing out oil and gas, we should double down on our resources to secure prosperity and energy independence.

Protecting Our Environment

Taking better care of our environment is vital for everyone in Scotland. We can protect and restore our natural environment by planting more native trees, cleaning up our rivers, and stopping damage to our seas. Our climate goals are realistic if we gradually phase out our reliance on oil and gas while expanding renewables in appropriate places.

Bold Action for the Environment

Scotland must take decisive action to protect our environment and tackle climate change. With bold leadership we can restore nature, tackle pollution, and stop harmful emissions. We urgently need major investment to help industries ditch fossil fuels, create new jobs, and encourage families to make environmentally-friendly choices. The time for half-measures has passed, and leadership on climate and nature must be urgent and ambitious.

Scottish National Party (SNP) Platform

Delivering Scotland's Independent Future

For too long, Scotland has been victim of a UK economy and welfare system that benefits only a few at the very top, while the vast majority struggle with stagnating living standards. We will deliver on our promise of Scottish Independence and secure a future chosen by the Scottish people, not far-away politicians in Westminster.

Eliminate Child Poverty

The greatest investment in Scotland's future that we can possibly make is to end the scourge of child poverty. We must lift the two-child limit, reduce household costs, boost incomes through social security and help more people into fair and sustainable jobs to tackle the root causes of child poverty in our society.

Growing Scotland's Economy for All

Scotland has the talent, resources, and ambition to build a stronger, fairer economy that works for everyone. By investing in innovation and supporting small businesses, we can create high-quality jobs and unlock Scotland's full potential. With the powers of independence, we can ensure that Scotland's wealth is shared more equally - boosting local communities, protecting workers, and delivering lasting growth for generations to come.

Labour Party Platform**Improving our Public Services**

We are committed to cutting NHS waiting lists by investing in frontline staff, modernising services, and improving access to GPs and specialists across Scotland. We will strengthen the NHS through better local planning, greater use of digital tools, and by ensuring patients are seen faster. High-quality public services must be properly funded, efficiently delivered, and accessible to everyone across the country.

Raising Standards in Schools

We will raise educational standards by focusing on core literacy and numeracy, introducing a national attendance register, and ensuring every school has access to mental health support and opportunities for sport and culture. Scotland's future depends on every child leaving school equipped to thrive. We will give teachers and pupils the support they need to close the attainment gap for good.

An Economy for the People of Scotland

We recognise that economic growth underpins strong public services and long-term social progress. We will make Scotland's economy work for working people by reforming business rates, investing in skills, and supporting job creation in energy, tech, and industry. Our focus is on delivering fair work, decent pay, and a more secure future for communities across Scotland.

Conservative Party Platform

A Better Deal for Taxpayers

We believe hardworking Scots deserve a fairer deal, so we will cut income tax to 19 percent on all taxable income up to £43,662, delivering up to £444 in annual savings per taxpayer. We will uphold taxpayer value by shrinking the civil service to 2016 levels, banning new six-figure public salaries, and tackling bureaucracy through a Taxpayer Savings Act.

Protecting Single-Sex Spaces

We are committed to upholding the Equality Act 2010 and ensuring public sector institutions provide clear guidance and sufficient single-sex spaces, such as toilets and changing rooms, for biological women and girls, safeguarding their dignity and privacy in schools, hospitals, and workplaces.

Restore Scotland's Schools

We will deliver a national minimum standard of teaching hours, recruit more teachers, and back restorative measures to tackle disruption and violence in schools. Our priority is to restore safe, positive learning environments where teachers can teach and pupils can learn – free of distraction and supported by a clear national action plan.

Reform UK Platform

Cutting Net Migration

Net migration must be dramatically reduced to protect wages, ease housing demand, and relieve pressure on schools and the NHS. Immigration should be limited to essential roles only, with stricter enforcement of border controls and the removal of those who arrive illegally. Employers should be incentivised to hire and train workers already living in the UK.

Alleviate Burden on Public Services

Public services are overstretched and underperforming. Reducing population pressures through tighter immigration controls will help ensure that services like healthcare, housing, and education are available to those who need them most. More efficient public spending, combined with a focus on British workers and patients, will help restore quality and reliability across core services.

Moving Away from Identity Politics



Politics should focus on fairness, merit, and shared values—not on dividing people by race, gender, or identity. Policies must be judged by their outcomes, not by ideological goals. It is time to move beyond political correctness and put practical issues like cost of living, education standards, and community safety back at the heart of public debate.



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From many voices to smart choices

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