

Holyrood 2026, Understanding Voter Behaviour

Our Holyrood 2026 offer



The political landscape in Scotland is evolving rapidly and the 2026 Holyrood election is likely to be the most consequential since devolution.

Understanding voter attitudes goes beyond headline polling—our tailored approach uncovers the 'why', bringing unparalleled expertise in public opinion research, qualitative insights, and analysis and commentary.

Our Holyrood 2026 offer ensures political campaigns, policy makers, media organisations, PR firms, and advocacy groups are equipped with insights to navigate this unique campaign.

Mark Diffley, Founder and Director

Scott Edgar, Senior Research Manager



Why work with us?

With nearly a decade of experience in Scottish political research and analysis, our team is trusted by leading political parties, media organisations, PR firms, advocacy groups, and a wide array of stakeholders.

We possess deep expertise in tracking voter sentiment and key political trends with a proven track record of influencing public discourse and policy through data-driven insights.

Our industry-leading team of researchers and analysts specialise in both qualitative and quantitative research methodologies.



How will you benefit?

Our insights empower political campaigns, policymakers, media organisations, and advocacy groups to navigate the most critical election since devolution. Here's why engaging with our tailored research will give you the edge:

- Maximise Influence – Shape public discourse with data driven narratives based on real voter sentiment.
- Strategic Decision Making – Make informed choices with qualitative and quantitative insights tailored to your goals.
- Gain a Competitive Advantage – Stay ahead of competitors by understanding voter trends before they take shape.

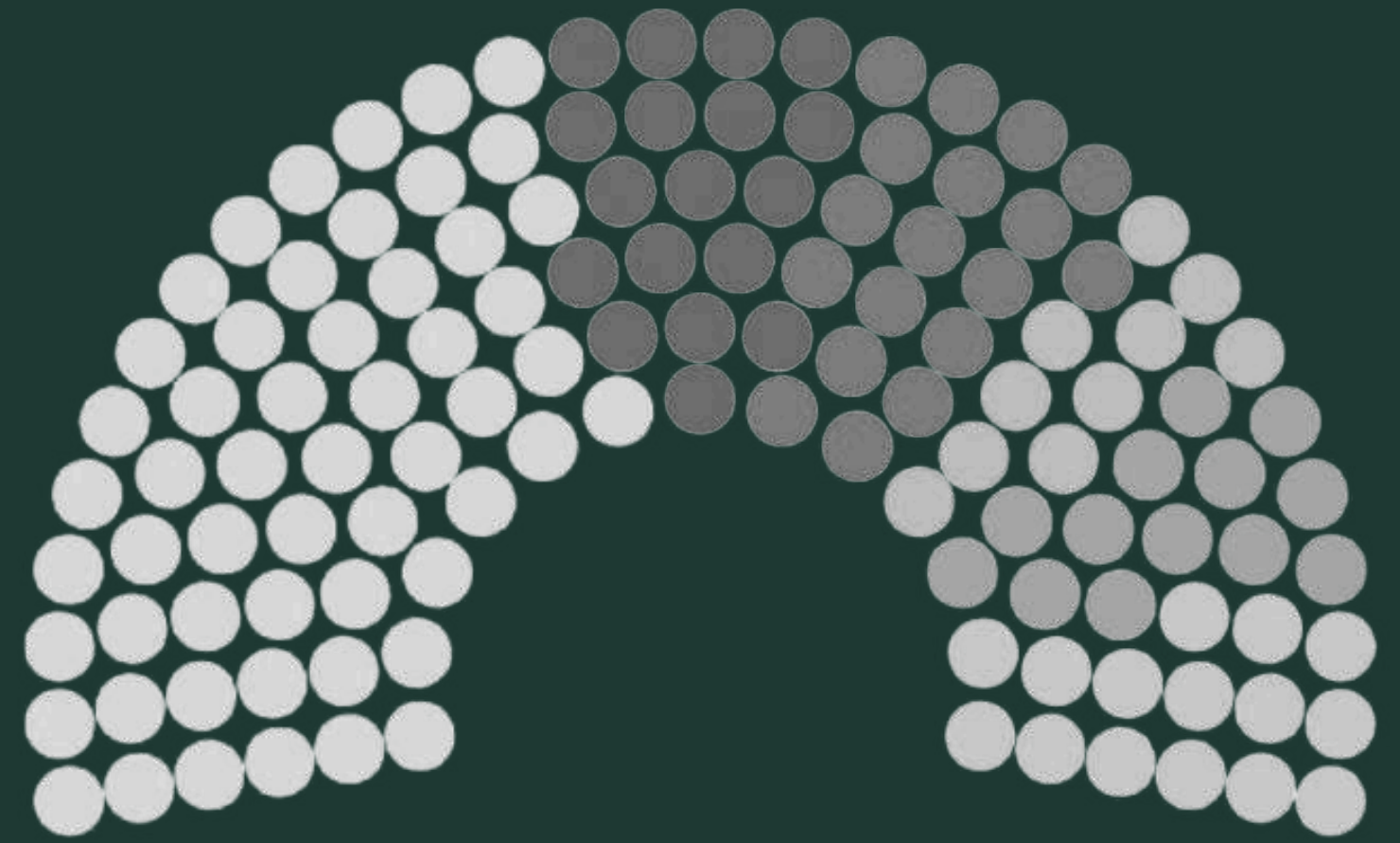
By leveraging our expertise, you ensure that every decision is backed by evidence, helping you to influence the conversation during the 2026 Holyrood election.

Our three offers

- **In depth public opinion polling that moves beyond voter intention**
- **Qualitative research and focus groups**
- **Insight and Commentary**

Beyond voter intention: Understanding the motivations and thinking

- Sentiment tracking over time to monitor how political developments influence public opinion
- Insights that help shape narratives for political messaging, advocacy strategies and public relations campaigns



- Issue-based polling that delves deeper into voter priorities, concerns, and attitudes
- Segmentation analysis to identify key voting blocs and their shifting allegiances

Qualitative Research & Focus Groups

The human side of decision-making and public sentiment



- Targeted focus groups with key voter demographics, including swing voters, core supporters, and disengaged audiences
- In-depth moderated discussions that explore emotions, motivations, and concerns
- Testing of political messaging, policy positions, and advocacy strategies with real voters
- Identification of emerging themes and potential risks to communication strategies
- Insights into how the public engages with political advertising, media narratives, and stakeholder messaging

Insight and Commentary

*Shaping the narrative and
influencing the conversation*



- Expert written analysis and commentary on the state of the race, including trend reports and election briefings
- High-profile media appearances across TV, radio and podcasts to provide data-backed insights
- Speaking engagements at political events, PR firm briefings, advocacy group strategy sessions, and stakeholder meetings
- Op-eds and columns in major publications to influence public discourse
- Real-time reaction analysis to major campaign moments such as debates, policy launches, and political controversies

What does this mean for you?

- A comprehensive, data-driven approach to strategy that moves beyond traditional polling
- Real-time insights that help refine messaging, engagement tactics, and public outreach
- A deeper understanding of the Scottish electorate and public opinion, identifying key opportunities and risks
- Access to expert commentary and analysis that elevates political campaigns, advocacy efforts and media coverage

“Excellent, tailored, personal service.”

– Client testimonial

“Mark is one of Scotland’s foremost political analysts. [...] He has kept his finger on the pulse of Scottish voters and provides STV with expert analysis and commentary.”

– Bernard Ponsonby, Former STV Political Editor



Ready to gain a deeper understanding of the Scottish electorate and public sentiment?

Let's discuss how Diffley Partnership can support your strategy for Holyrood 2026. Contact us today for a tailored consultation and research proposal.

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