# Labour struggles to connect with Scottish voters ahead of conference



A recent poll has unveiled a troubling reality for the Labour Party in Scotland, particularly in light of their struggle to disconnect from the disillusionment that voters have towards leadership emanating from Westminster. As the conference in Glasgow approaches, the results show that UK Prime Minister Rishi Sunak holds greater sway over Scottish voters than Anas Sarwar, the leader of Scottish Labour. Conducted by Opinion Matters for the communications firm Big Partnership, the survey of 1,000 participants reveals a growing frustration with the inertia and popularity of Labour’s leadership.

A noticeable 29.5% of respondents indicated that the Prime Minister would influence their votes more than Sarwar, with an additional 12.4% asserting his impact would be "significantly more." In contrast, only a paltry 12.6% believed Sarwar could sway their decision-making. The survey results highlight a dire predicament for Labour in Scotland, emphasizing a disconnect from the very voters they need to persuade ahead of the upcoming Holyrood elections.

The findings point to a perpetual struggle faced by the Labour Party, as well as the Conservative Party, in winning over Scots who have grown tired of being governed by leaders whose actions and policies have little relevance to their lives. After a brief period of resurgence last summer, Sarwar’s leadership now appears to be faltering once again, largely due to a series of unpopular decisions that have sparked discontent among the electorate. The lack of a clear and credible alternative to the status quo demonstrates the precarious position in which the Labour Party finds itself.

Fraser Paterson, head of public affairs at Big Partnership and a former adviser to a Labour Member of the Scottish Parliament (MSP), drew attention to the implications of the poll's findings, shedding light on Labour’s inability to resonate with voters. "These results pose significant questions about the influence dynamics within the Labour Party, particularly as Sarwar seems unable to break free from the shadow of an unpopular leadership. His capacity to establish a distinct electoral identity separate from Westminster appears increasingly limited," he noted.

As the Scottish Labour conference unfolds, questions abound regarding the party's direction and the critical decisions that lie ahead. With shifting political landscapes, voters in Scotland seek accountability and genuine representation—qualities that the current Establishment seems ill-equipped to deliver. There has never been a better time for alternative political voices to rise up and provide a better focus for the electorate tired of being let down by the traditional parties’ leadership.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.telegraph.co.uk/news/2025/02/16/scottish-labour-poll-worst-election-result-devolution/> - This article corroborates the struggle of Scottish Labour, highlighting a significant decline in support and the challenges faced by Anas Sarwar in establishing a distinct identity separate from Westminster.
* <https://en.wikipedia.org/wiki/2024_United_Kingdom_general_election_in_Scotland> - This Wikipedia entry provides context on the recent resurgence of Labour in Scotland during the 2024 general election, contrasting with their current struggles.
* <https://www.electoralcalculus.co.uk/prediction_main.html> - While not directly addressing Scottish Labour, this site offers insights into broader UK political trends, which can influence Scottish voter perceptions and party dynamics.
* <https://www.bbc.co.uk/news/scotland/scotland_politics> - The BBC often covers Scottish politics, providing updates on the challenges faced by political parties in Scotland, including Labour's efforts to connect with voters.
* <https://www.theguardian.com/uk/scotland> - The Guardian frequently reports on Scottish political issues, including Labour's struggles and the impact of UK leadership on Scottish voters.