SECTION I
SUMMARY OF POLITICAL OPINION POLLS
IN SCOTLAND 1981/82
Allan Macartney
Staff Tutor
in Politics
The Open University in Scotland

As usual the opinion polls summarised in this section virtually
select themselves: they are polls which asked questions relating to
voting intention or constitutional change. Again the regular appear­
ance in the Glasgow Herald of System Three polls (Table 1) is invalu­
able for comparing data over time. Other polls, carried out by MORI,
are useful for comparison as a check but in addition MORI were com­
missioned by The Scotsman to ask other questions, not covered else­
where, and this in-depth coverage is a useful complement to the Sys­
tem Three data (see in particular The Scotsman, 11-15 Dec. 1981 and
3-5 May, 1982). The MORI polls are summarised in Table 2.

1981/82 saw the establishment on the Scottish scene not only of
the Social Democratic Party but also of its alliance with the Liberal
Party. This is reflected in the change of approach by System Three to
the SDP: after July 1981 they stopped asking "prompted" questions
about the SDP and instead the Alliance became one of the regular op­
tions from August 1981 onwards. The difference made by prompted versus
unprompted questions can be gauged by comparing sections A and B of
Table 1.

The SDP was of course at the centre of the biggest political story
of the year - the Hillhead by-election, held on 25 March 1982. In the
event Roy Jenkins won the seat for the Alliance but the combination
of a three-or even four-stranded tightrope (SDP, Conservative and
Labour each being ahead in the polls at various times and with all
four parties campaigning vigorously) and the political fate of the
internationally known Mr Jenkins meant that the media commissioned a
record number of opinion polls for a Scottish by-election. These
polls are reproduced in summary form in Table 3.

In Table 4 the results are given of opinions expressed on Scot­
tland's constitutional future - for Scotland as a whole (the middle op­
tion this time being "a Scottish Assembly") by System Three for the
Glasgow Herald and Scottish Television.

Acknowledgements

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assistance willingly provided and/or permission to reproduce data
given by the following: Audience Selection, Gallup, Marplan, MORI,
NOP, ORC, System Three, TSRU, BBC, Daily Express, Daily Mail, Daily
Record, Daily Star, Daily Telegraph, Glasgow Herald, The Observer,
The Scotsman, STV, The Sun, Sunday Standard.

Technical note

Percentages have been rounded; "don't knows", refusals and
"Won't votes" have been ignored, as have parties with one per cent
or less of recorded support; dates given are dates of completion
of fieldwork rather than the slightly later dates of publication.

Abbreviations

AS = Audience Selection; MORI = Market & Opinion Research In­
ternational; NOP = National Opinion Polls; ORC = Opinion Research
Centre; S3 = System Three Scotland; TSRU = Telephone Survey Re­
search Unit.

D/ = Daily; S/ = Sunday; Expr. = Express; Obs. = The Obser­
ver; Stand. = Standard; Tel. = Telegraph.
TABLE 1
VOTING INTENTION: SYSTEM THREE (Glasgow Herald)

A: UNPROMPTED

B: SDP
SPECIALY MENTIONED

KEY:

- Lab.
- Con.
- SNP
- Lib.
- SDP
- Alliance

TABLE 2: VOTING INTENTION:
MORI (The Scotsman)

KEY:
L = Labour
C = Conservative
S = Scottish National Party
Lib = Liberal
D = Social Democratic Party
A = Alliance
TABLE 3: THE HILLHEAD BY-ELECTION - VOTING INTENTION

1982

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<thead>
<tr>
<th>MAY 1979</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>MARCH</th>
<th>MAY</th>
<th>JAN</th>
<th>FEB</th>
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<th>JAN</th>
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GENERAL ELECTION RESULT

| NOP | MORI | MORI | NOP | NOP | NOP | NOP | NOP |
| D/Mail | D/Mail | D/Mail | D/Mail | D/Mail | D/Mail | D/Mail | D/Mail |

Key: C = Conservative; L = Labour; A = Alliance; S = SNP; Lib = Liberal; O = Others

TABLE 4: CONSTITUTIONAL QUESTIONS

1981 1982 GLASGOW HILLHEAD

<table>
<thead>
<tr>
<th>SNP</th>
<th>NOR</th>
<th>FEB</th>
<th>MAR</th>
<th>May 82</th>
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<tbody>
<tr>
<td>Status Quo</td>
<td>31%</td>
<td>27%</td>
<td>29%</td>
<td>29%</td>
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<tr>
<td>Strong Assembly</td>
<td>40%</td>
<td>70%</td>
<td>50%</td>
<td>40%</td>
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<td>Independence</td>
<td>23%</td>
<td>23%</td>
<td>24%</td>
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</table>

Source: MORI (The Scotsman)