

SECTION 2

SUMMARY OF SCOTTISH OPINION POLLS RELATING TO
VOTING INTENTIONS AND CONSTITUTIONAL
CHANGE: OCTOBER 1974 - MAY 1978

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EXPLANATORY NOTES

Selection:

A large number of opinion polls appeared during the period under review, that is, between the October 1974 General Election and May 1978. Some were concerned primarily with non-political questions, others were not carried out by professional polling organisations, while yet others were only partial in their coverage (e.g. covering by-elections or only one religious denomination); polls in these three categories are not included in the tables which follow.

The main interest was taken to centre on the opinion polls about voting intention and constitutional change. In the former case the most valuable series is that carried out by System Three and published in the *Glasgow Herald* every month. It is valuable for comparative purposes because of its regularity, although the method of sampling and the spread of constituencies were both improved during the period under review. This data is reproduced in diagrammatic form in *Tables 1a and 1b*.

Table 2 gives, for comparison, voting intention polls carried out by a number of other polling organisations for various newspapers and television programmes.

Finally, in *Table 3* are to be found results of those polls on devolution which ask for voters' preference on more than two options: the status quo, independence and one or more forms of devolution. This means that one or two polls giving a straight choice — between independence and the status quo, or along the lines of the referendum question proposed in the Scotland Bill — have not been included. The wording of the questions varied from poll to poll but broadly involved some reference to a Scottish Assembly, augmented in some cases by the option of an indirectly elected assembly, an assembly with greater powers and/or a federal or quasi-federal system. It seemed sensible as a form of shorthand simply to indicate the number of options offered under the broad heading of "Assembly".

Acknowledgments:

We would like to thank the following for kind permission to reproduce data: Market & Opinion Research International (MORI), Marplan, National Opinion Polls (NOP), Professional Studies Ltd. (PSL), System Three Scotland; the *Glasgow Herald*, *The Scotsman*, the *Sun*, the *Sunday Mail*; the BBC, Independent Television News (ITN), Weekend World. I

would further like to thank the following for their co-operation in supplying information about other opinion polls: the *Daily Mail*, the *Daily Record*, the *Scottish Catholic Observer*, the Scottish Conservative Party, the *Sunday Post*. The willing assistance of all those above-mentioned eased considerably the task of producing these tables as well as guarding against any unintended omission.

Technical note:

In the tables "Don't Knows" and "Refusals" have been disregarded. The percentages have been rounded.

Figure 1a. Voting Intention Oct 74 - Nov 76
Source: System Three Scotland

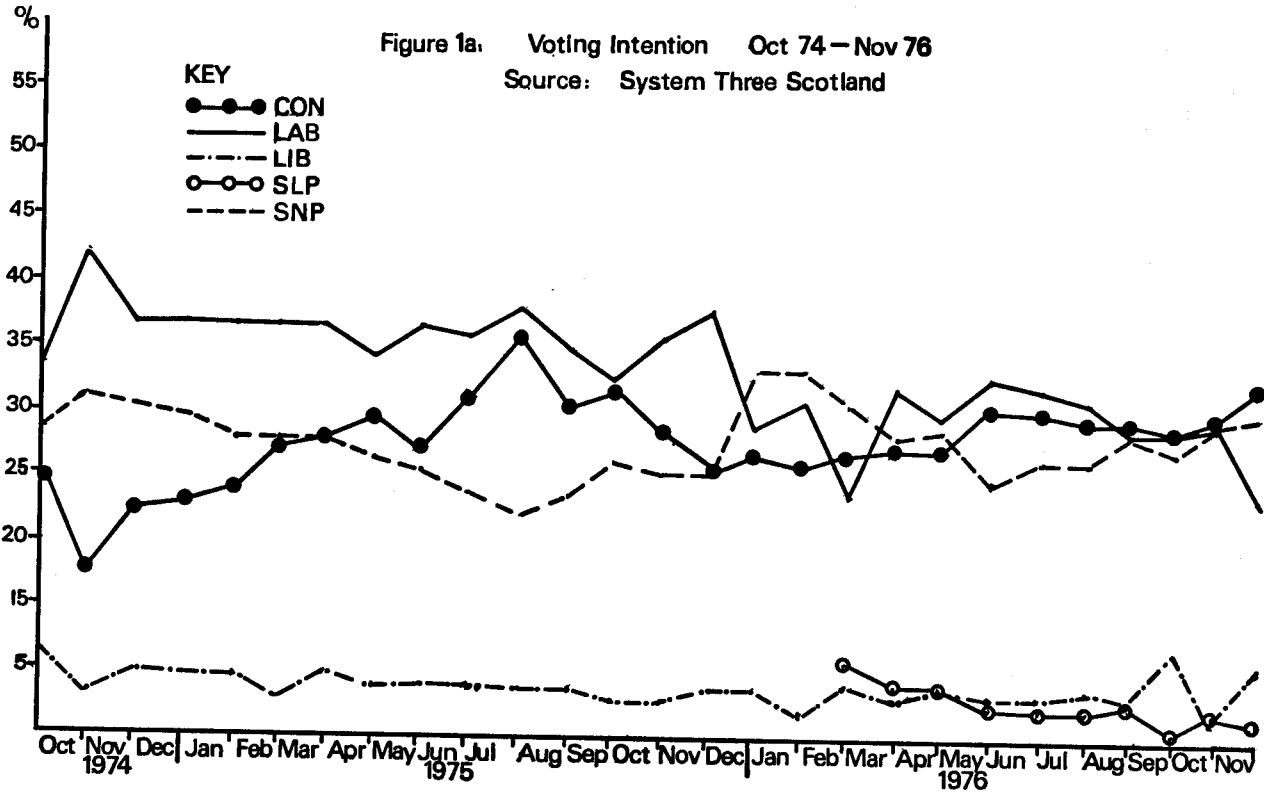
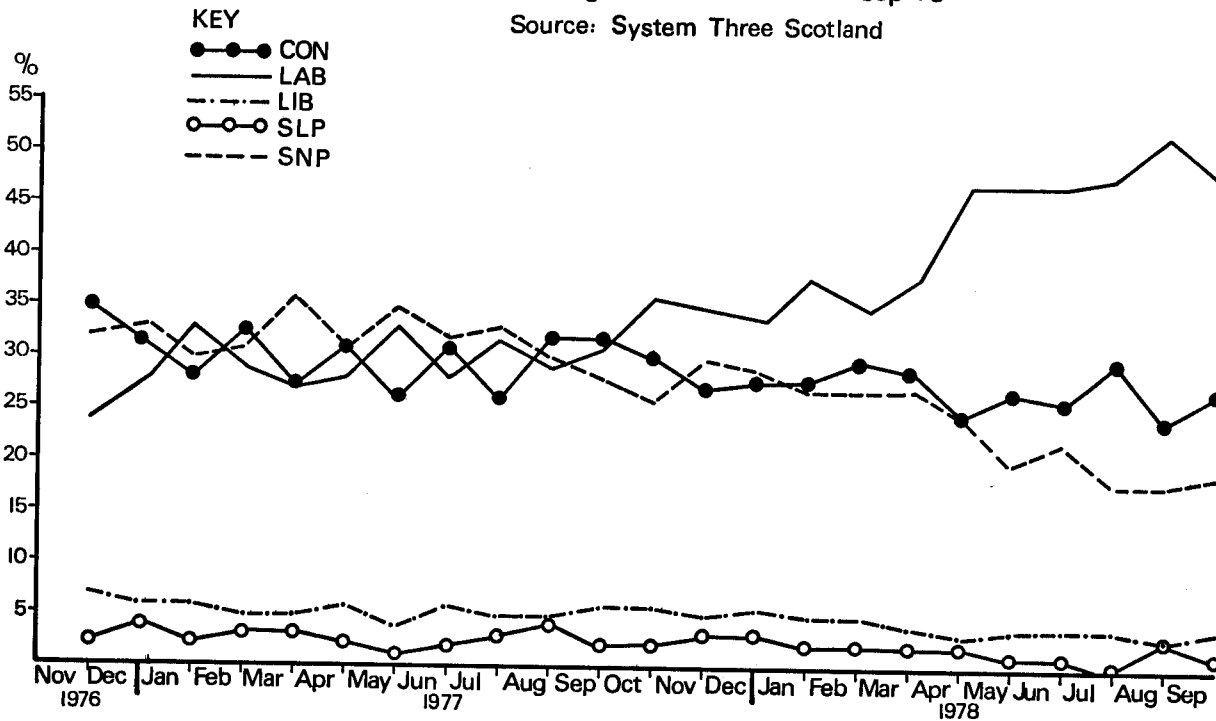


Figure 1b. Voting Intention Nov 76 - Sep 78
Source: System Three Scotland



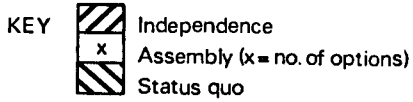
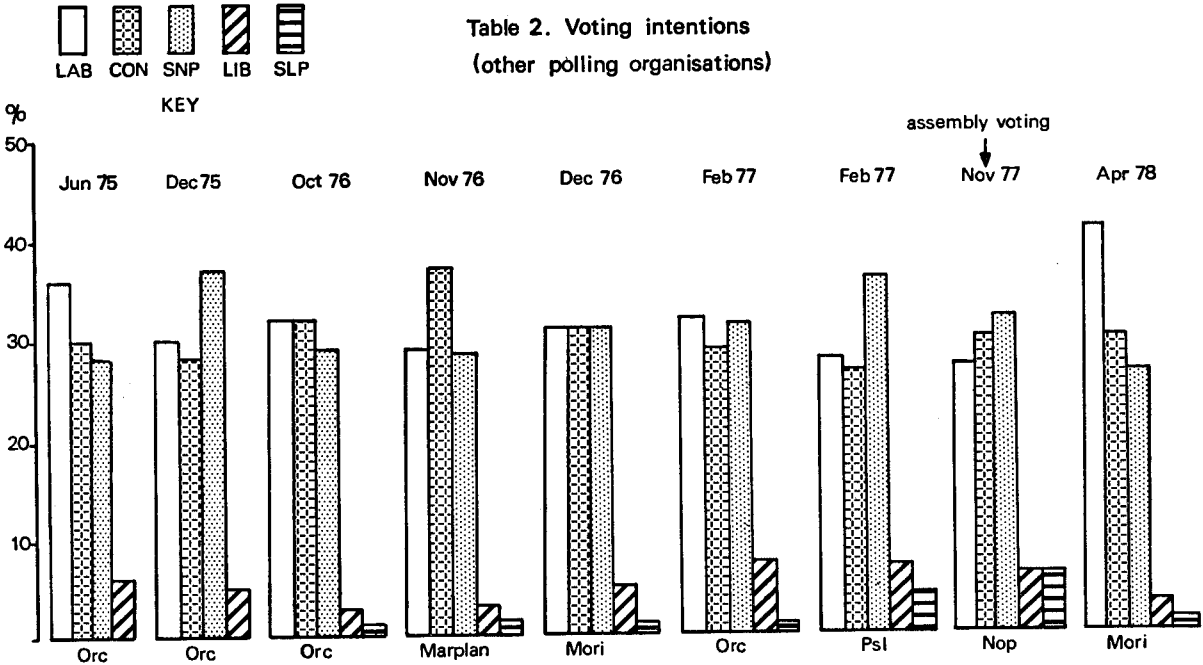


Table 3. Devolution

