

SUMMARY OF OPINION POLLS 1983/84

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This year we rely again on the monthly System Three (Scotland) polls published in the *Glasgow Herald* to indicate the voting intention of Scotland's electorate, between the two national June polls which form a neat, natural point of comparison. Table 1 thus gives the General Election result of 1983 and the Euroelection result of 1984 with the monthly opinion poll figures in between. Table 2 provides a comparison with a separately organised poll (MORI, published in *The Scotsman*).

Table 3 gives the results of the only opinion poll on the constitutional future of Scotland, also undertaken by MORI for *The Scotsman*.

Given the nature of the speculation about the Euroelections, and the inaccurate prophecies publicly made, it is worth drawing attention to the answers to questions asked in advance of the European Parliamentary elections on what turned out to be two key variables: turnout and personality. Maybe some TV pundits should have absorbed the MORI findings before making predictions! To be specific, the impact of personality (already discernible in 1979 *par excellence* in North East Scotland) could be gauged by answers to the question "Do you know the names of any members of the European Parliament who represent Scotland?". Only 35% could name a Scottish MEP, but, of those named, Winnie Ewing (SNP) scored 76%, with Janey Buchan (Labour) coming in second at 10% and Alasdair Hutton (Conservative) third with 6%.

The same poll (MORI, 25th April 1984) asked respondents how likely they were to vote. 27% said they were "certain" to vote and a further 17% said they were "very likely" to vote in the Euroelections; the actual turnout was 33%. By way of comparison, of those polled 54% stated that they were "certain" to vote in the district council elections and 16% said they were

“very likely” to vote. Actual district election turnout was 44. %.

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Technical Note

Percentages have been rounded; “don’t knows”, refusals and “won’t votes” have been omitted. The dates given are those of completion of the fieldwork, rather than dates of eventual publication.

FIGURE 1 VOTING INTENTION (MONTHLY) JUNE 1983 – JUNE 1984
SYSTEM THREE POLLS



