



WESTMINSTER POLLS 1974 – 2003

background and method

The following tables present a summary of the figures obtained in our monthly Westminster Voting Intentions Poll, from October 1974 onwards.

Each month, a representative sample of approximately 1000 adults aged 18+ was interviewed in 38 – 40 sampling points over the whole of Scotland.

Fieldwork was normally conducted in the fourth week of each month (with the exception of the December poll, which was put back to early January to avoid a clash with the Christmas/New Year holiday period).

Respondents were asked:

‘If there were a General Election tomorrow, which party would you vote for?’

Following the re-establishment of the Scottish Parliament in May 1999 and the introduction of separate voting intentions questions relating to Holyrood, the question wording was then changed to:

‘If there were a General Election for the Westminster Parliament tomorrow, which party would you vote for?’

A prompt card was shown listing the major political parties. ‘Scottish Labour’ responses were recorded during the period February 1976 to early 1980.

1974	Conservative	Labour	Scottish Labour	Liberal	S.N.P
October (Election)	25	36	-	8	30
October	16	47	-	4	33
November	22	40	-	6	32
Early January 1975	23	40	-	6	31

1975	Conservative	Labour	Scottish Labour	Liberal	S.N.P.
Late January	24	40	-	6	29
February	28	40	-	3	29
March	29	40	-	6	24
April	31	37	-	5	27
May	28	40	-	5	26
June	33	39	-	5	24
July	39	42	-	5	22
August	32	38	-	5	24
September	34	35	-	4	27
October	30	39	-	4	26
November	26	42	-	5	26
Early January 1976	28	30	-	5	36

1976	Conservative	Labour	Scottish Labour	Liberal	S.N.P.
Late January	27	33	-	3	36
February	28	24	8	6	33
March	28	34	5	4	29
April	28	31	5	5	30
May	32	35	3	4	25
June	32	34	3	4	27
July	31	33	3	5	27
August	31	30	4	4	30
September	30	30	1	9	28
October	31	31	3	3	31
November	35	24	2	7	32
Early January 1977	29	28	4	6	33

1977	Conservative	Labour	Scottish Labour	Liberal	S.N.P.
Late January	28	33	2	6	30
February	32	29	3	5	31
March	27	27	3	5	36
April	31	28	2	6	31
May	26	33	1	4	35
June	31	28	2	6	32
July	26	32	3	5	33
August	32	29	4	5	30
September	32	31	2	6	28
October	30	36	2	6	26
November	27	35	3	5	30
Early January 1978	28	34	3	6	29

1978	Conservative	Labour	Scottish Labour	Liberal	S.N.P
Late January	28	38	2	5	27
February	30	35	2	5	27
March	29	38	2	4	27
April	24	47	2	3	24
May	27	47	1	4	20
June	26	47	1	4	22
July	30	48	-	4	18
August	24	52	3	3	18
September	27	48	1	4	19
October	23	51	2	3	21
November	25	48	2	4	21
Early January 1979	31	45	2	2	20

1979	Conservative	Labour	Scottish Labour	Liberal	S.N.P.
Late January	31	40	1	4	23
February	37	40	1	4	18
March	29	45	2	6	19
April	30	42	-	11	17
May (Election)	31	42	1	9	17
June	21	53	2	7	17
July	29	47	3	8	12
August	23	54	1	6	16
September	25	51	1	9	13
October	31	42	1	9	17
November	22	53	2	8	15
Early January 1980	24	51	1	8	17

1980	Conservative	Labour	Scottish Labour	Liberal	S.N.P
Late January	24	51	-	8	11
February	27	49	-	10	14
March	29	46	-	10	14
April	24	53	-	7	16
May	23	53	-	8	15
June	22	52	-	9	15
July	21	53	-	8	17
August	20	57	-	9	14
September	19	59	-	7	15
October	21	54	-	10	15
November	18	56	-	9	16

1981	Conservative	Labour	Liberal	S.N.P.	*Liberal S.D.P. Alliance
Late January	19	47	13	18	
February	16	54	9	17	
March	17	46	10	22	
April	15	51	11	19	
May	18	51	11	18	
June	15	55	9	18	
July	18	51	9	18	
August	17	51	9	19	
September	15	52	-	17	16
October	14	42	-	21	22
November	15	40	-	17	27
Early January 1982	18	38	-	19	25

* In September 1981 the Liberal Party and the Social Democratic Party formed a political alliance. Questions on voting intentions reflected this alliance from the September Omnibus Survey.

1982	Conservative	Labour	S.N.P.	Liberal S.D.P. Alliance
Late January	20	40	14	25
February	17	46	18	18
March	19	39	19	23
April	23	42	15	20
May	25	46	15	14
June	27	43	14	16
July	22	44	16	17
August	24	42	18	16
September	20	48	14	18
October	26	46	12	16
November	28	45	11	14
Early January 1983	30	45	15	11

1983	Conservative	Labour	S.N.P.	Liberal S.D.P. Alliance
Late January	30	47	12	11
February	22	47	13	18
March	25	49	13	14
April	25	48	10	15
Mid-May	32	44	12	12
Late May	32	40	12	16
Early June	26	40	11	23
June (Election)	28	35	12	25
June	25	40	11	24
July	27	40	13	18
August	27	40	11	22
September	25	42	10	23
October	27	47	11	15
November	25	48	11	14
Early January 1984	23	49	11	16

1984	Conservative	Labour	S.N.P.	Liberal S.D.P. Alliance
Late January	24	48	11	17
February	23	51	12	13
March	19	58	10	12
April	22	53	12	14
May	22	52	12	14
June	21	49	12	17
July	19	54	14	13
August	23	50	12	14
September	22	44	15	18
October	26	47	11	15
November	26	46	13	15
Early January 1985	24	46	14	16

1985	Conservative	Labour	S.N.P.	Liberal S.D.P. Alliance
Late January	26	44	14	16
February	19	47	14	20
March	20	45	14	21
April	17	50	14	18
May	17	50	12	22
June	15	52	13	19
July	17	47	12	24
August	15	47	15	24
September	18	41	13	28
October	22	45	12	21
November	19	42	15	22
Early January 1986	15	46	16	23

1986	Conservative	Labour	S.N.P.	Liberal S.D.P. Alliance
Late January	14	46	17	22
February	16	44	16	24
March	14	47	16	23
April	20	45	15	20
May	17	49	14	20
June	19	44	17	19
July	21	44	15	21
August	15	47	15	22
September	16	50	18	16
October	22	52	13	13
November	19	49	18	14
Early January 1987	19	50	15	16

1987	Conservative	Labour	S.N.P.	Liberal S.D.P. Alliance
Late January	19	48	13	21
February	19	50	11	20
March	18	42	14	25
April	21	42	13	23
May	19	45	17	19
June (Election)	24	42	14	19
June	21	49	15	15
July	19	53	14	14
August	24	48	12	15
September	23	50	14	12
October	22	50	12	15
November	23	45	16	16
Early January 1988	23	49	15	12

1988	Conservative	Labour	S.N.P.	Liberal S.D.P. Alliance
Late January	22	48	16	13
February	18	51	18	13

(For the poll in March, the Alliance was split to be presented as the Social & Liberal Democrats and the S.D.P. separately).

1988	Conservative	Labour	S.N.P.	Social & Lib Democrats	S.D.P.	Green Party
March	23	48	18	8	2	-
April	22	49	21	6	2	-
May	22	46	22	6	3	-
June	25	40	23	8	3	-
July	25	44	22	6	1	-
August	23	49	21	2	3	-
September	23	47	19	6	4	-
October	23	45	20	8	3	-
November	21	39	30	7	2	-
Early January 1989	20	36	32	7	3	-

1989	Conservative	Labour	S.N.P.	Social & Lib Democrats	S.D.P.	Green Party
Late January	20	41	28	8	2	-
February	20	41	27	8	3	-
March	20	41	27	7	3	-
April	19	42	27	8	3	-
May	21	47	25	5	1	-
June	19	46	24	5	1	-
July	21	45	22	6	2	4
August	16	48	22	5	2	7
September	19	48	18	7	2	6
October	18	55	17	5	1	3
November	21	49	20	5	2	4
Early January 1990	16	50	21	6	1	5

1990	Conservative	Labour	S.N.P.	Social & Lib Democrats	S.D.P.	Green Party
Late January	21	48	19	6	2	3
February	21	52	17	5	1	3
March	15	54	20	7	*	4
April	19	49	20	8	1	3
May	17	49	23	5	2	3
June	19	48	23	6	n/a	4
July	19	52	20	4	n/a	4
August	22	49	20	5	n/a	3
September	19	42	24	10	n/a	3
October	16	48	24	9	n/a	3
November	24	43	23	7	n/a	3
Early January 1991	21	45	23	9	n/a	2

1991	Conservative	Labour	S.N.P	Liberal Democrats	Green Party
Late January	30	44	18	7	2
February	23	46	22	6	3
March	23	42	22	10	2
April	27	42	18	11	2
May	23	44	20	11	2
June	25	46	16	9	3
July	24	46	20	8	2
August	25	45	19	8	2
September	24	43	23	9	1
October	23	41	24	10	2
November	18	44	23	13	2
Early January 1992	21	47	21	11	1

1992	Conservative	Labour	S.N.P	Liberal Democrats	Green Party
Late January	23	38	26	11	2
February	22	38	28	10	1
March	22	44	26	7	1
April (Election)	26	39	22	13	1
April	27	36	25	12	*
May	26	39	23	10	1
June	24	44	22	8	2
July	25	44	22	8	1
August	23	46	20	10	1
September	20	42	27	10	1
October	20	47	23	9	1
November	18	48	22	10	1
Early January 1992	19	45	23	11	1

1993	Conservative	Labour	S.N.P	Liberal Democrats	Green Party
Late January	23	44	23	8	1
February	18	43	26	11	1
March	17	49	22	11	1
April	21	47	21	9	1
May	16	45	23	16	1
June	16	46	25	12	1
July	17	45	24	13	1
August	15	45	24	16	1
September	17	43	24	15	1
October	14	48	25	12	1
November	15	47	23	14	1
Early January 1994	15	47	23	14	1

1994	Conservative	Labour	S.N.P	Liberal Democrats	Green Party
Late January	16	47	22	14	1
February	13	47	25	14	1
March	13	46	26	14	1
April	14	44	27	14	1
May	10	53	24	12	1
June	12	46	30	11	1
July	12	51	27	9	1
August	12	55	24	8	1
September	11	51	29	9	*
October	13	47	27	10	3
November	12	55	25	8	*
Early January 1995	11	57	22	9	1

1995	Conservative	Labour	S.N.P	Liberal Democrats	Green Party
Late January	12	54	23	10	1
February	11	52	25	10	*
March	11	53	25	9	1
April	13	52	22	12	1
May	11	53	27	9	1
June	11	57	23	8	1
July	12	54	22	11	*
August	12	52	26	8	1
September	13	46	30	11	1
October	13	52	23	10	1
November	13	57	21	8	1
Early January 1996	11	53	23	11	1

1996	Conservative	Labour	SNP	Liberal Democrat	Green Party
Late January 1996	12	53	23	10	1
February	12	54	23	9	1
March	13	54	23	10	*
April	13	53	23	9	1
May	12	54	24	8	1
June	15	51	25	9	*
July	15	51	23	10	1
August	15	48	29	7	1
September	13	49	24	12	1
October	11	55	23	8	1
November	12	53	24	10	1
Early January 1997	16	50	22	10	1

1997	Conservative	Labour	SNP	Liberal Democrat	Other
Late January 1997	15	52	25	8	*
February	16	46	26	10	1
Early March	17	52	20	9	1
Late March	12	53	26	9	*
April	14	49	24	11	1
ELECTION	18	46	22	13	2
May	9	57	23	10	1
June	12	54	23	10	1
July	10	54	24	9	2
August	14	50	25	11	1
September	13	55	23	9	1
October	14	55	22	8	1
November	12	51	24	12	1
Early January 1998	12	50	27	10	1

1998	Conservative	Labour	SNP	Liberal Democrat	Other
Late January	11	50	25	12	1
February	14	46	28	11	2
March	12	48	28	9	2
April	14	44	30	10	1
May	14	46	29	10	1
June	14	43	33	9	1
July	13	48	28	8	2
August	13	46	31	8	1
September	13	45	31	10	1
October	14	43	29	12	1
November	13	42	31	13	2
Early January 1999	13	46	28	11	2

1999	Conservative	Labour	SNP	Liberal Democrat	Other
Late January	11	45	32	10	1
February	14	44	29	11	2
March	13	50	22	13	2
April	13	51	24	11	1
May	13	47	22	14	3
June	13	49	24	10	4
July	13	49	24	11	2
August	16	46	24	12	3
September	14	42	29	13	3
October	13	45	27	12	3
November	12	50	24	11	2
Early January 2000	12	50	27	9	2

2000	Conservative	Labour	SNP	Liberal Democrat	Other
Late January	14	49	24	11	2
February	15	45	27	11	3
March	16	40	29	11	3
April	17	44	26	9	3
May	14	48	24	10	4
June	17	39	31	11	3
July	15	46	26	9	4
August	15	45	28	9	3
September	15	33	33	17	2
October	13	48	27	10	2
November	16	48	24	9	3
Early January 2001	13	46	28	9	3

2001	Conservative	Labour	SNP	Liberal Democrat	Scottish Socialist	Other
Late January	13	46	28	11	n/a	2
February	16	45	29	9	n/a	2
March	12	52	25	8	n/a	3
April	15	47	27	9	n/a	3
May	13	47	26	11	3	1
ELECTION	16	44	20	16	3	1
June	11	50	24	12	2	1
July	13	44	21	15	4	2
August	13	49	21	12	3	1
September	13	52	20	11	3	1
October	9	54	23	10	2	1
November	14	47	25	10	2	1
Early January 2002	15	46	23	12	3	2

2002	Conservative	Labour	SNP	Liberal Democrat	Scottish Socialist	Other
Late January	12	47	24	13	3	1
February	13	46	24	12	2	2
March	14	41	26	15	2	1
April	14	47	21	14	2	2
May	13	49	21	13	4	1
June	15	46	23	11	3	2
July	13	49	21	10	5	2
August	14	46	23	13	2	2
September	11	47	21	15	3	3
October	13	45	22	16	3	2
November	12	43	25	15	4	1
Early January 2003	12	45	24	14	3	3

2003	Conservative	Labour	SNP	Liberal Democrat	Scottish Socialist	Other
Late January	14	42	25	15	1	2
February	12	42	25	15	4	2
March	13	38	25	17	4	4
April	13	45	22	13	4	3
May	13	41	22	15	5	3
June	14	40	20	17	6	3
July	15	40	24	14	4	3
August	13	41	24	14	4	4
September	12	39	24	18	4	2
October	13	43	22	18	3	2
November	17	42	24	12	4	1
Early January 2004	11	43	27	12	4	2