

Conservative Research Department



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KB/sgc

Director: ALAN HOWARTH

Mr Derek Howe
10 Downing Street
London SW1

CONFIDENTIAL

30th June 1981

Dear Derek,

PUBLIC OPINION BACKGROUND NOTE 70

Our latest Gallup 'tracking' study conducted from 16th to 22nd June found for the eighth week running almost no change in the level of unprompted support for the Social Democrats. There is no signs of an upsurge in support for them.

It must be stressed that this survey is a national survey and the findings cannot be generalised to the unique situation in Warrington.

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PUBLIC OPINION BACKGROUND NOTE 70

(produced 26th June 1981)

1. Introduction

The interviewing for our latest 'tracking' study was conducted from 16th to 22nd June and for the eighth week running Gallup found the level of unprompted support for the Social Democrats about stable at around 10/11 per cent of the electorate. When Gallup reminded respondents about the existence of the Social Democrats the level of support for them also shows no sign of an upward trend. Support for a Liberal-Social Democratic Alliance continues to fall and now stands at 28% compared to 38% in mid-March. Support for the Liberals has also in recent months remained stable. Support for Labour has not shown any change whilst our support has increased slightly. The next effect of these changes has been to decrease Labour's lead on the standard Gallup basis (excluding don't knows) from 8% in the poll published in the Daily Telegraph on 18th June (conducted 9/15 June) to 5% in our latest unpublished study.

VOTING INTENTION (including don't knows)

	18/23 Mar	25/30 Mar	31 Mar 6 Apr	8/13 Apr	15/21 Apr	22/27 Apr	29 Apr 5 May	6/11 May	13/18 May	19/26 May	26 May 1 June	3/8 June	9/15 June	16/22 June
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	23	27	26	27	26	27	29	29	31	28	28	28	27	29
Labour	31	27	29	31	34	32	31	32	33	35	33	36	34	33
Liberal	15	16	15	13	16	13	15	16	16	14	17	13	16	14
Others	2	3	3	2	2	2	2	3	2	3	2	3	2	2
Social Democratic Party	17	17	17	17	16	14	12	10	10	11	12	11	11	11
Don't know/ It depends	12	12	10	16	9	12	11	9	8	9	9	10	10	10

VOTING INTENTION IF SOCIAL DEMOCRATIC CANDIDATE

	18/23 Mar	25/30 Mar	31 Mar 6 Apr	8/13 Apr	15/21 Apr	22/27 Apr	29 Apr 5 May	6/11 May	13/18 May	19/26 May	26 May 1 June	3/8 June	9/15 June	16/22 June
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	18	21	21	22	22	23	25	23	25	23	21	22	23	23
Labour	22	20	21	24	25	24	25	24	27	26	27	27	28	28
Liberal	11	10	10	10	11	9	10	11	11	10	12	9	12	11
Others	1	1	2	1	1	2	4	3	2	2	2	2	1	2
Social Democratic Party	27	29	26	27	22	24	21	21	20	21	20	23	20	19
Social Democratic Liberal Alliance	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ It depends	20	20	20	17	19	18	15	18	15	18	17	17	16	16

VOTING INTENTION IF SOCIAL DEMOCRATIC/LIBERAL CANDIDATE

	18/23 Mar	25/30 Mar	31 Mar 6 Apr	8/13 Apr	15/21 Apr	22/27 Apr	29 Apr 5 May	6/11 May	13/18 May	19/26 May	26 May 1 June	3/8 June	9/15 June	16/22 June
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	17	20	20	21	21	22	21	22	24	23	20	21	22	24
Labour	22	19	20	23	24	24	24	22	25	25	25	27	27	27
Liberal	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	1	1	2	1	1	2	1	2	2	2	2	2	1	2
Social Demo- cratic Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Social Democratic Liberal Alliance	38	37	35	37	34	33	32	32	32	31	33	32	30	28
Don't know/ It depends	22	22	23	17	20	18	20	22	16	19	19	18	19	19

2. Standard Voting Intention

The table below shows on the basis used to present Gallup figures in the Daily Telegraph (excluding don't knows) the level of support for the main parties.

VOTING INTENTION

	<u>CON</u>	<u>LAB</u>	<u>LIB</u>	<u>SOCIAL DEMOCRAT</u>	<u>OTHER</u>	<u>LEAD</u>
	%	%	%	%	%	%
<u>1979</u>						
May (GE)	43.9	36.9	13.8	-	5.5	+7.0
13/18 June*	42.0	43.5	13.0	-	2.5	-1.5*
<u>1981</u>						
18/23 March	26.0	35.0	17.0	17.0	5.0	-9.0
25/30 March	30.0	30.5	18.0	19.0	2.5	-0.5**
31 March/6 April	29.0	32.0	17.0	19.0	3.0	-3.0
8/13 April	30.0	34.5	14.0	19.0	2.5	-4.5**
15/21 April	28.5	37.5	17.5	15.0	1.5	-9.0
22/27 April	30.5	36.5	15.0	15.5	2.5	-6.0
29 April/ 5 May	33.0	35.0	17.0	13.5	1.5	-2.0
6/11 May	32.0	35.5	18.0	11.0	3.5	-3.5**
13/18 May	33.5	36.0	17.0	10.5	3.0	-2.5
19/26 May	31.0	38.0	15.5	12.0	3.5	-7.0
26 May/1 June	30.0	36.0	18.0	13.0	3.0	-6.0
3/8 June	31.0	40.0	14.0	12.5	2.5	-9.0
9/15 June	29.5	37.5	18.0	12.5	2.5	-8.0**
16/22 June	32.0	37.0	15.5	13.0	2.5	-5.0

* First Gallup Post-Election survey

** Published Polls

3. Government Record

Improvement in the level of approval for the record of the Government in the latest study - it is to be hoped this marks the start of an upward trend in popularity.

GOVERNMENT RECORD

	<u>Approve</u> %	<u>Disapprove</u> %	<u>Don't know</u> %
<u>1979</u>			
13/18 June	34	41	25
<u>1981</u>			
25/30 March	22	59	9
31 March/6 April	26	55	9
8/13 April	24	57	9
15/21 April	25	55	10
22/27 April	27	53	10
29 April/5 May	26	62	12
6/11 May	29	60	11
13/18 May	30	57	13
19/26 May	28	60	12
26 May/ 1 June	27	61	12
3/8 June	26	60	14
9/15 June	26	63	11
16/22 June	29	59	12

4. Popularity of Political Leaders

Almost no change in the popularity of the leaders of the three main parties in our latest study. Details are given below.











POPULARITY OF POLITICAL LEADERS

	<u>Mrs Thatcher</u>			<u>Mr Foot</u>			<u>Mr Steel</u>		
	<u>Sat.</u> %	<u>Dis- sat.</u> %	<u>Don't Know</u> %	<u>Is</u> %	<u>Is Not</u> %	<u>Don't Know</u> %	<u>Is</u> %	<u>Is Not</u> %	<u>Don't Know</u> %
<u>1981</u>									
18/23 March	28	67	5	24	55	24	63	18	19
25/ 30 March	30	66	4	20	55	25	61	19	19
31 March/6 April	31	63	6	24	55	22	64	17	19
8/13 April	30	65	5	21	54	24	60	20	20
15/21 April	31	64	6	24	54	22	62	17	21
22/27 April	34	60	6	21	58	20	66	17	18
29 April/5 May	34	59	7	20	58	22	60	19	21
6/11 May	35	60	5	26	52	23	63	17	21
13/18 May	36	58	6	27	52	22	63	17	21
19/26 May	35	59	6	27	50	23	60	17	23
26 May/ 1 June	32	62	6	27	54	19	62	17	20
3/8 June	36	58	6	29	51	21	59	19	22
9/15 June	33	61	6	28	48	24	61	18	21
16/22 June	34	60	6	29	50	21	60	20	21

5. Published Polls

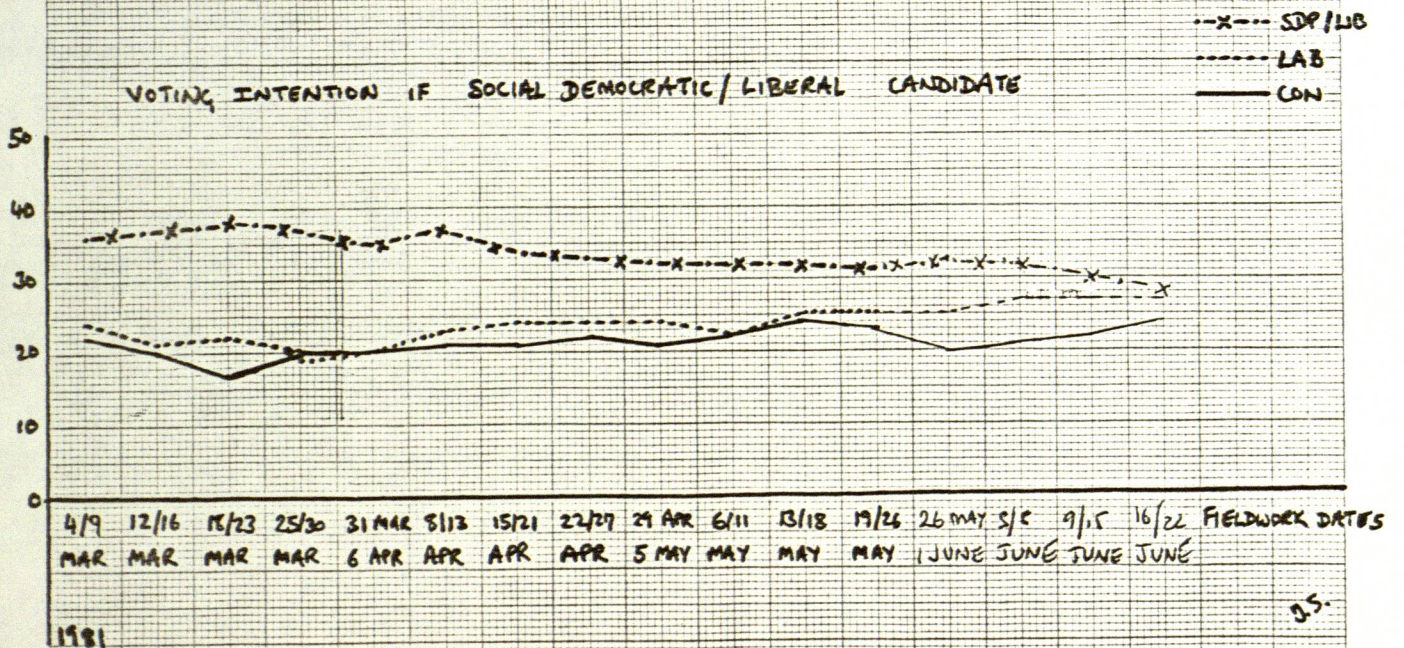
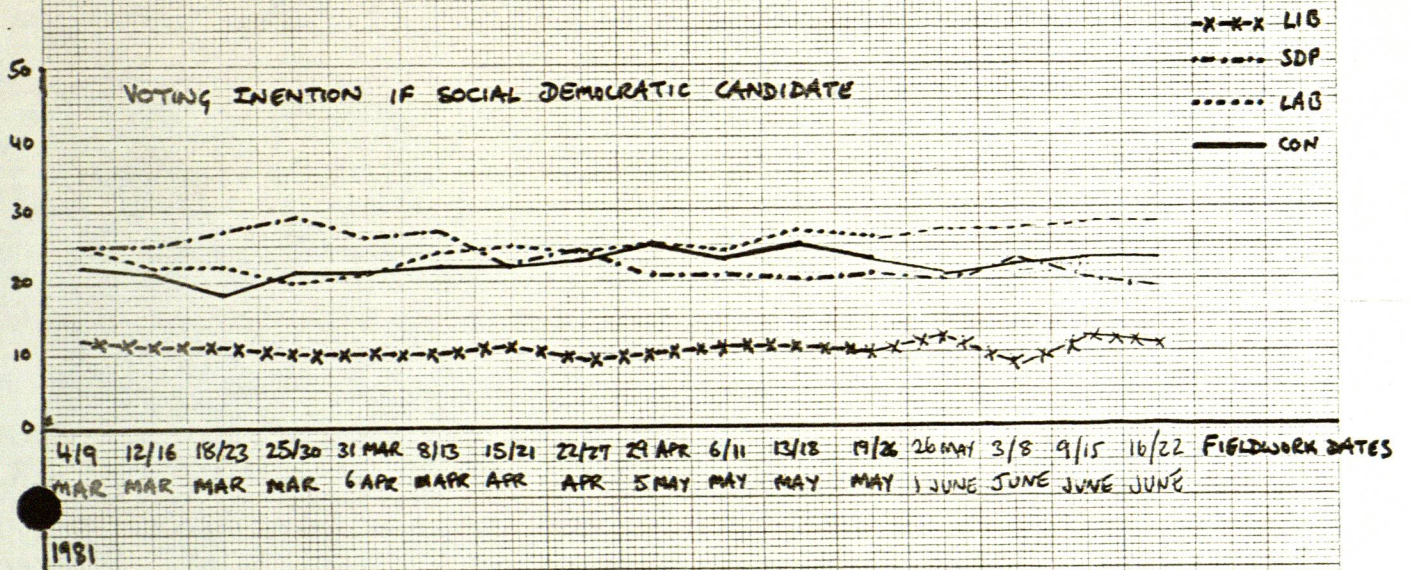
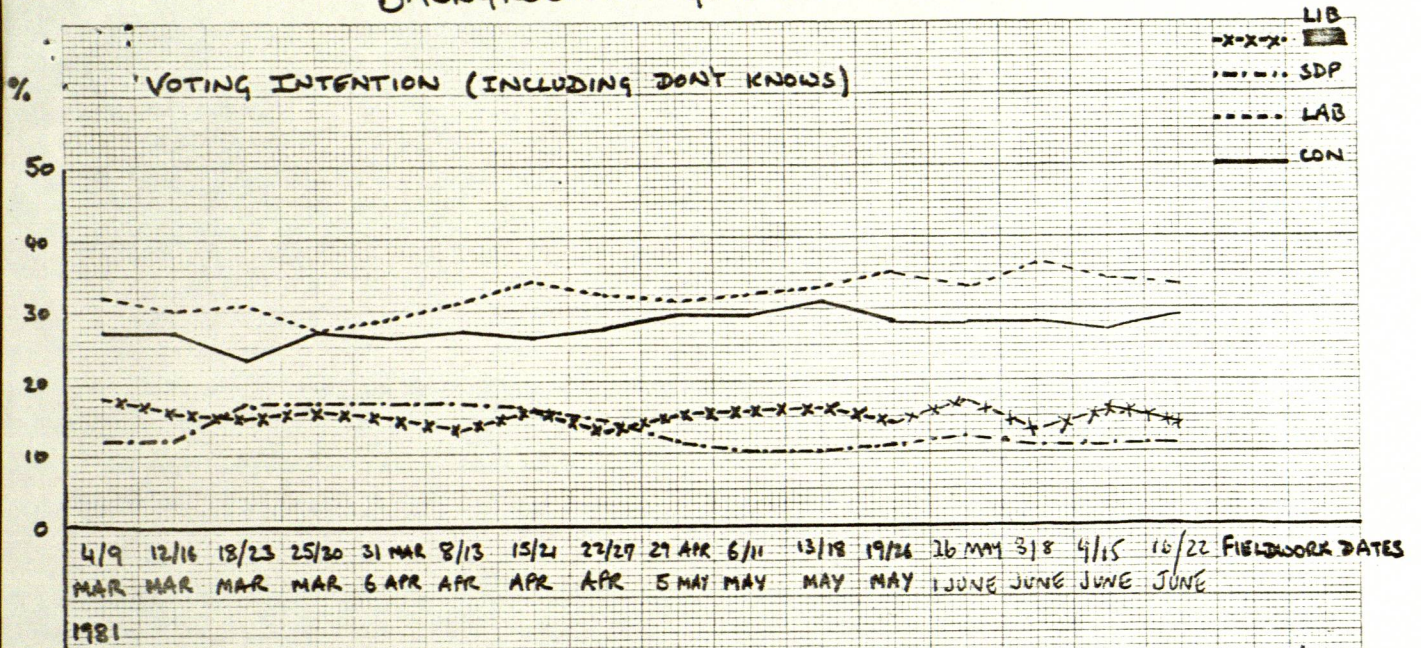
(a) M.O.R.I. (Sunday Times 28th June 1981)

The Sunday Times on 28th June 1981 included a report on an M.O.R.I. survey conducted in Northern Ireland from June 18th to 22nd. The key findings are:-

		John Grimwade				
Opinion poll—the key results				PROTESTANTS	CATHOLICS	ALL
THE OPTIONS						
Which of these suggestions for solving the problem in Northern Ireland is acceptable to you personally?						
	Northern Ireland to be fully integrated with the United Kingdom	Acceptable	91%	39%	72%	
		Unacceptable	6	51	23	
	NI to remain part of the UK but with its own assembly with guarantees for Catholics	Acceptable	70%	62%	67%	
		Unacceptable	23	32	26	
	NI to be an independent state	Acceptable	16%	10%	14%	
		Unacceptable	78	82	79	
	NI to be repartitioned with some of it becoming part of the Republic	Acceptable	9%	22%	14%	
		Unacceptable	85	67	79	
	NI to be part of a federal Irish state but with its own assembly with guarantees for Protestants	Acceptable	13%	58%	30%	
		Unacceptable	80	31	62	
	NI to be fully integrated with the Republic of Ireland	Acceptable	6%	58%	25%	
		Unacceptable	91	33	70	
POWER SHARING						
	How strongly do you approve or disapprove of power-sharing?	Strongly approve	18%	53%	30%	
		Tend to approve	35	24	32	
		Neither approve nor disapprove	14	9	12	
		Tend to disapprove	14%	6%	11%	
		Strongly disapprove	13	4	10	
THE ARMY						
	Which of these statements best describes your attitude to the British Army's future in Northern Ireland?	The British Army should stay in Northern Ireland at its present numerical strength	57%	30%	47%	
		The British Army should stay at an increased numerical strength	26	3	17	
		The British Army should stay at a reduced numerical strength	10	20	14	
		The British Army should be withdrawn from Northern Ireland	6	41	19	
		It has been suggested that the British government could encourage a political settlement by announcing a date for withdrawing the army. Do you agree?	Agree	7%	49%	22%
Disagree	87	34	68			
Don't know/neither	5	17	10			
THE HUNGER STRIKERS						
	Do you think the Government should make concessions to the H-Block prisoners?	Yes	1%	54%	20%	
		No	97	38	76	
THE SCHOOLS						
	Do you think Catholic and Protestant children should go to the same schools?	Yes	75%	66%	72%	
		No	16	25	19	

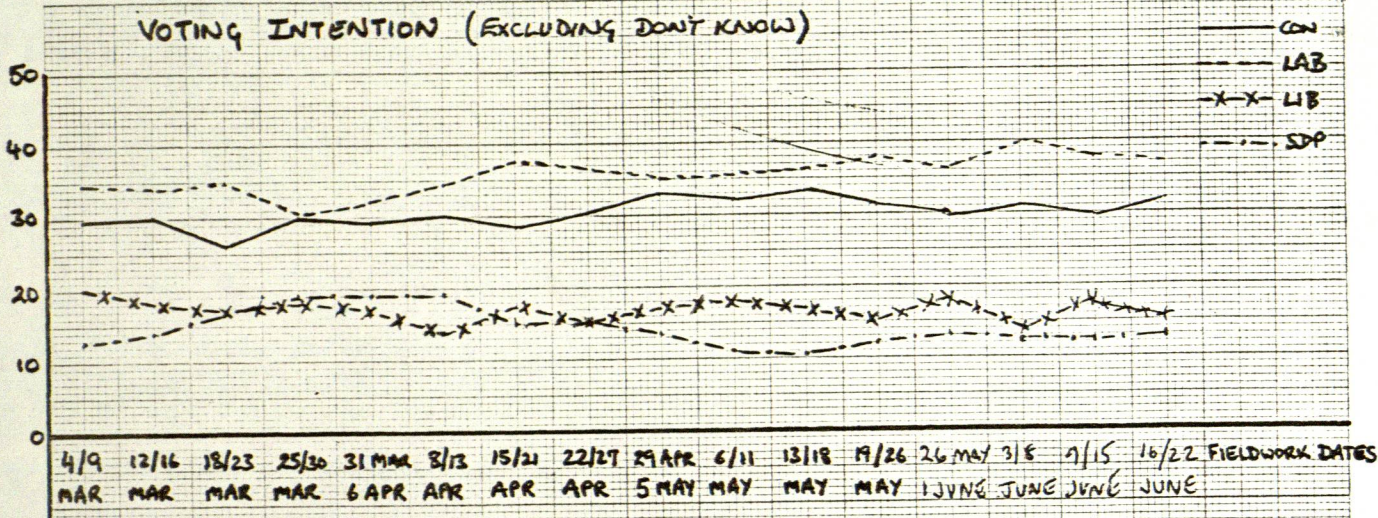
Some percentages do not add up to 100% because Don't Knows have been excluded

BACKGROUND GRAPHS

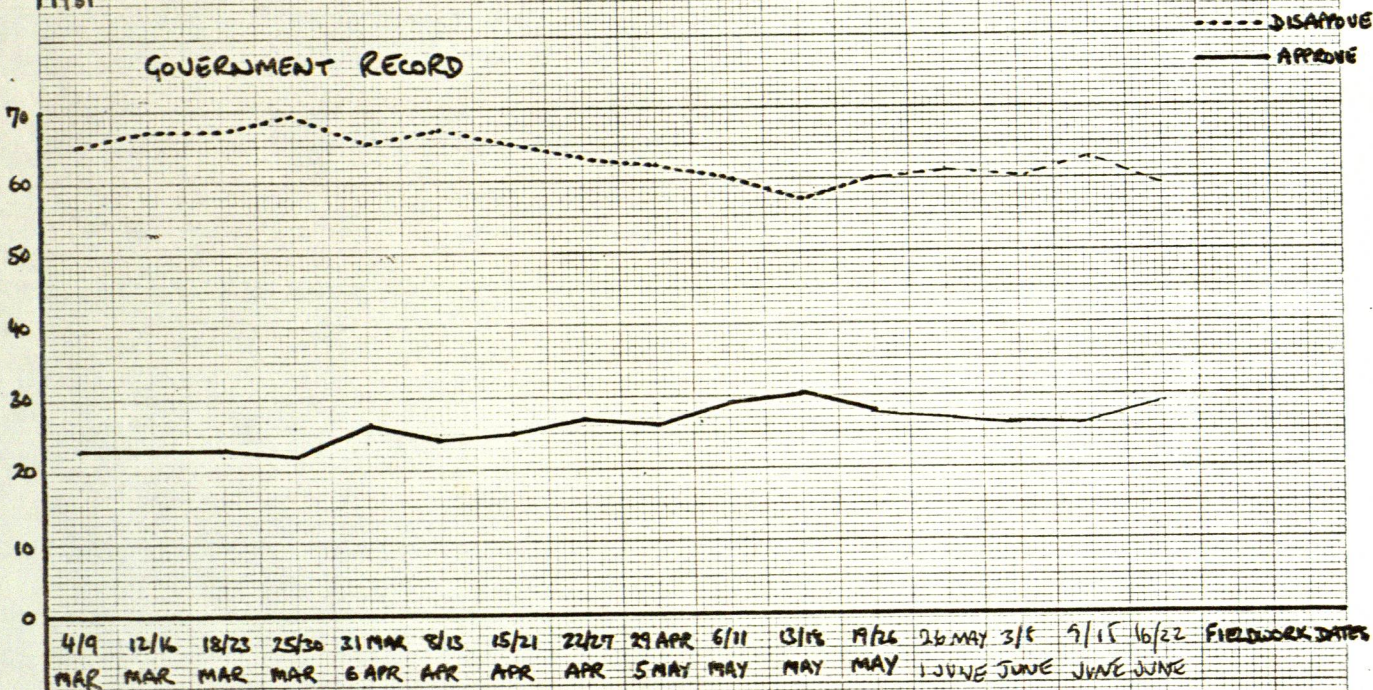


BACKGROUND GRAPHS

VOTING INTENTION (EXCLUDING DON'T KNOW)



GOVERNMENT RECORD



POPULARITY OF POLITICAL LEADERS

