

PUBLIC OPINION BACKGROUND NOTE 73
(produced 19th July 1981)

1. Introduction

tracking

The interviewing for our latest Gallup/ study was completed on 13th July, well before the Warrington by-election. The results of our survey are the same as the findings of the Gallup survey published in the Daily Telegraph on 16th July. Gallup found an increase in Labour's lead to 10½% when compared with the results of the previous published Gallup poll (conducted 9/15 June) which had found a 8% Labour lead. The Gallup survey did not find any significant improvement in the level of support for the Social Democrats or Liberals or indeed for a Liberal-Social Democrat party, when compared with the previous published Gallup survey or indeed our private surveys. Having said this the survey was conducted before the Warrington by-election and it would seem possible that our next survey, which will have been conducted after the by-election, will find an upsurge in support for the Social Democrats nationally.

Analysis of the Gallup findings allows us to look at support for the Social Democrats in terms of movement of support from the other parties We found:

Voting Intention
(standard unprompted)

| <u>Voting Intention</u> <u>If candidates from</u> <u>Social Democratic</u> <u>party stands</u> | CON | LAB | LIB | SOC DEM | OTHER | DON'T KNOW |
|---|-----|-----|-----|------------|-------|---------------|
| | % | % | % | % | % | % |
| Conservative | 77 | 0 | 2 | 0 | 0 | 1 |
| Labour | 0 | 80 | 0 | 1 | 3 | 3 |
| New Social Democ- rats | 9 | 7 | 20 | 99 | 8 | 13 |
| Liberal | 0 | 1 | 62 | 0 | 9 | 3 |
| Other | 0 | 0 | 0 | 0 | 80 | 0 |
| Would not vote | 1 | 1 | 2 | 0 | 0 | 35 |
| Don't know | 13 | 10 | 14 | 1 | 0 | 45 |
| <u>Voters Intention</u> <u>if Social Democ-</u> <u>rats made allia-</u> <u>nce with Liberals</u> | % | % | % | % | % | % |
| Conservative | 73 | 0 | 3 | 1 | 0 | 1 |
| Labour | 0 | 73 | 4 | 1 | 3 | 3 |
| New Social Democ- rats & Liberals | 13 | 15 | 81 | 88 | 12 | 18 |
| Other | 0 | 0 | 0 | 0 | 80 | 1 |
| Would not vote | 1 | 1 | 4 | 2 | 0 | 33 |
| It depends | 6 | 6 | 4 | 6 | 0 | 5 |
| Don't know | 7 | 4 | 5 | 2 | 4 | 39 |

Of those who in reply to the standard voting intention question claimed they would vote Conservative, 9% switched to the Social Democrats when the possibility of voting for this party was specifically put to them, among Labour supporters 7% switched to the Social Democrats and among Liberal supporters 20%. When asked how they would vote if a candidate for a Social Democrat Liberal Alliance stood in their constituencies, 13% of previous Conservatives switched to supporting the new alliance, 15% of previous Labour supporters and 81% of previous Liberal supporters.

The tables below show the level of support (including 'don't knows' as a separate category) Gallup obtained in response to:-

- (a) the standard voting intention question.
- (b) how electors claimed they would vote when the idea of a Social Democrat candidate was specifically mentioned.
- (c) how electors claimed they would vote when the idea of Social Democrat - Liberal Alliance candidate was specifically mentioned.

These results show very few differences, and none which are statistically significant, from the results of our previous survey - conducted 1st to 6th July.

(tables over)

VOTING INTENTION
(including don't knows)

| | <u>25/30</u> | <u>31 Mar</u> | <u>8/13</u> | <u>15/21</u> | <u>22/27</u> | <u>29 Apr</u> | <u>6/11</u> | <u>13/18</u> | <u>19/26</u> | <u>26 May</u> | <u>3/8</u> | <u>9/15</u> | <u>16/22</u> | <u>24/30</u> | <u>1/6 July</u> | <u>8/13</u> |
|----------------------------|--------------|---------------|-------------|--------------|--------------|---------------|-------------|--------------|--------------|---------------|-------------|-------------|--------------|--------------|-----------------|-------------|
| | <u>Mar</u> | <u>6 Apr</u> | <u>Apr</u> | <u>Apr</u> | <u>Apr</u> | <u>5 May</u> | <u>May</u> | <u>May</u> | <u>May</u> | <u>1 June</u> | <u>June</u> | <u>June</u> | <u>June</u> | <u>June</u> | <u>%</u> | <u>July</u> |
| | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> |
| Conservative | 27 | 26 | 27 | 26 | 27 | 29 | 29 | 31 | 28 | 28 | 28 | 27 | 29 | 26 | 27 | 27 |
| Labour | 27 | 29 | 31 | 34 | 32 | 31 | 32 | 33 | 35 | 33 | 36 | 34 | 33 | 35½ | 35 | 36 |
| Liberal | 16 | 15 | 13 | 16 | 13 | 15 | 16 | 16 | 14 | 17 | 13 | 16 | 14 | 15 | 12 | 13 |
| Others | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 |
| Social Democratic Party | 17 | 17 | 17 | 16 | 14 | 12 | 10 | 10 | 11 | 12 | 11 | 11 | 11 | 10½ | 11 | 11 |
| Don't knqw/ it depends | 12 | 10 | 16 | 9 | 12 | 11 | 9 | 8 | 9 | 9 | 10 | 10 | 10 | 10 | 11 | 11 |

VOTING INTENTION IF SOCIAL DEMOCRATIC CANDIDATE

| | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|----|----|
| Conservative | 21 | 21 | 22 | 22 | 23 | 25 | 23 | 25 | 23 | 21 | 22 | 23 | 23 | 21 | 22 | 21 |
| Labour | 20 | 21 | 24 | 25 | 24 | 25 | 24 | 27 | 26 | 27 | 27 | 28 | 28 | 31 | 29 | 29 |
| Liberal | 10 | 10 | 10 | 11 | 9 | 10 | 11 | 11 | 10 | 12 | 9 | 12 | 11 | 11 | 8 | 9 |
| Others | 1 | 2 | 1 | 1 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 1½ | 2 | 2 |
| Social Democratic Party | 29 | 26 | 27 | 22 | 24 | 21 | 21 | 20 | 21 | 20 | 23 | 20 | 19 | 19 | 20 | 20 |
| Social-Democratic/ Liberal Alliance | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know/ it depends | 20 | 20 | 17 | 19 | 18 | 15 | 18 | 15 | 18 | 17 | 17 | 16 | 16 | 16½ | 16 | 18 |

VOTING INTENTION IF SOCIAL DEMOCRATIC/LIBERAL CANDIDATE

| | <u>25/30</u> | <u>31 Mar</u> | <u>8/13</u> | <u>15/21</u> | <u>22/27</u> | <u>29 Apr</u> | <u>6/11</u> | <u>13/18</u> | <u>19/26</u> | <u>26 May</u> | <u>3/8</u> | <u>9/15</u> | <u>16/22</u> | <u>24/30</u> | <u>1/6 July</u> | <u>8/13</u> |
|--|--------------|---------------|-------------|--------------|--------------|---------------|-------------|--------------|--------------|---------------|-------------|-------------|--------------|--------------|-----------------|-------------|
| | <u>Mar</u> | <u>6 Apr</u> | <u>Apr</u> | <u>Apr</u> | <u>Apr</u> | <u>5 May</u> | <u>May</u> | <u>May</u> | <u>May</u> | <u>1 June</u> | <u>June</u> | <u>June</u> | <u>June</u> | <u>June</u> | <u>%</u> | <u>July</u> |
| | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> | <u>%</u> |
| Conservative | 20 | 20 | 21 | 21 | 22 | 21 | 22 | 24 | 23 | 20 | 21 | 22 | 24 | 20 | 22 | 20 |
| Labour | 19 | 20 | 23 | 24 | 24 | 24 | 22 | 25 | 25 | 25 | 27 | 27 | 27 | 29 | 28 | 27 |
| Liberal | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Others | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 2 |
| Social Democratic Party | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Social Democratic/ Liberal Alliance | 37 | 35 | 37 | 34 | 33 | 32 | 32 | 32 | 31 | 33 | 32 | 30 | 28 | 32 | 28 | 31 |
| Don't know/ It depends | 22 | 23 | 17 | 20 | 18 | 20 | 22 | 16 | 19 | 19 | 18 | 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 (excluded 'don't knows') the level of support for the main parties. There is no significant change in the level of support for the main parties - Labour's lead increased from 9.0% in the week 1/6th July to 10½% in this study.

| <u>VOTING INTENTION</u> (excluding don't knows). | <u>CON</u> | <u>LAB</u> | <u>LIB</u> | <u>SOCIAL</u> <u>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 | - | 5.0 | - 9.0 |
| <u>1981</u> | | | | | | |
| 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 |
| 2/8 June | 31.0 | 40.0 | 14.0 | 12.5 | 2.5 | - 9.0 |
| 7/15 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 |
| 24/30 June | 29.0 | 40.0 | 17.0 | 12.0 | 2.0 | -11.0 |
| 1/6 July | 30.5 | 39.5 | 14.0 | 13.0 | 3.0 | - 9.0 |
| 8/13 July | 30.0 | 40.5 | 14.5 | 12.0 | 3.0 | -10.5** |

* First Gallup Post-Election survey

** Published Polls

3. Government Record

The latest Gallup study found only 23% of the electorate approving of the record of the government to date, 66% disapproved and 11% did not have a view. The level of approval for the government record has dropped 6 percentage points since mid-June - details are given below:

| <u>GOVERNMENT RECORD</u> | <u>Approve</u> % | <u>Disapprove</u> % | <u>Don't Know</u> % |
|--------------------------|---------------------|------------------------|------------------------|
| 1979 | | | |
| 13/18 June | 34 | 41 | 25 |
| 1981 | | | |
| 25/30 March | 22 | 69 | 9 |
| 31 March/6 April | 26 | 65 | 9 |
| 8/13 April | 24 | 67 | 9 |
| 15/21 April | 25 | 65 | 10 |
| 22/27 April | 27 | 63 | 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 |
| 24/30 June | 23 | 67 | 10 |
| 1/6 July | 24 | 63 | 13 |
| 8/13 July | 23 | 66 | 11 |

4. Popularity of Political Leaders

Almost no change in the popularity of Mrs. Thatcher and Mr. Foot but a small fall in Mr. Steel's popularity.

| <u>POPULARITY OF POLITICAL LEADERS</u> | <u>Mrs Thatcher</u> | | | <u>Mr Foot</u> | | | <u>Mr Steel</u> | | |
|--|---------------------|----------------------------|-----------------------------|----------------|-------------------------|-----------------------------|-----------------|-------------------------|-----------------------------|
| | <u>Sat.</u> | <u>Dis-</u> <u>sat.</u> | <u>Don't</u> <u>Know</u> | <u>Is</u> | <u>Is</u> <u>Not</u> | <u>Don't</u> <u>Know</u> | <u>Is</u> | <u>Is</u> <u>Not</u> | <u>Don't</u> <u>Know</u> |
| | % | % | % | % | % | % | % | % | % |
| 1981 | | | | | | | | | |
| 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 |
| 6/13 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 |
| 24/30 June | 30 | 65 | 5 | 28 | 52 | 21 | 60 | 19 | 21 |
| 1/6 July | 31 | 62 | 7 | 25 | 54 | 21 | 60 | 17 | 23 |
| 8/13 July | 30 | 65 | 5 | 25 | 52 | 23 | 56 | 20 | 24 |

5. Published Polls

(a) Opinion Research Centre (ITN News July 15th 1981)

ITN News on 15th July included the report on a survey conducted for them by ORC on July 14th. The survey looked at attitudes to the riots and found that public opinion perceives the principle reasons for the disturbances and riots which have occurred over the last week to be:

- high unemployment among young people 36%
- breakdown of family discipline 27%
- criminal hooliganism & vandalism by young people 13%

The reasons which command least support as an explanation for the disturbances are:

- bad feeling between white and coloured people 2%
- bad housing in run down inner city areas 2%
- police methods 1%

As to who is most to blame, 26% of those surveyed think that parents are, 23% say the rioters themselves, and 20% blame the Government, with society in general being blamed by 16% of respondents. Only 1% think that the police are most to blame and 6% blame newspapers, radio and television.

ORC found that 87% think that those who are caught and convicted of taking part in a riot should be dealt with severely. 83% would approve of the use of water cannon to cope with the riots and disturbances, whereas 72% would approve of forming special riot squads, 68% would approve of bringing in the troops and 55% would approve of using CS Gas. Only the use of plastic bullets would not be approved by the majority of the public - 51% say that they would disapprove of the use of plastic bullets.

In terms of Government priorities, introducing a new Riot Act which 43% support, appears to take precedence over introducing a new range of measures to reduce unemployment, particularly among young people, which 38% support. Detailed results are shown below:

1. What do you think has been the single most important cause of the disturbances and riots which have occurred over the last week or so?

| | All | Area | |
|--|-----|------|------|
| | | Boro | Cnty |
| High unemployment among young people | 36% | 36% | 35% |
| Breakdown of family discipline | 27% | 27% | 27% |
| Criminal hooliganism and vandalism by young people | 13% | 14% | 12% |
| Political trouble makers organising disturbances | 8% | 7% | 9% |
| People copying riots and disturbances seen elsewhere | 8% | 8% | 8% |

(single most important cause contd.)

| | | | |
|---|----|----|----|
| Bad feeling between white and coloured people | 2% | 1% | 3% |
| Bad housing in run down inner city areas | 2% | 1% | 2% |
| Police methods | 1% | 2% | 1% |
| Other/None of these/Don't Know | 3% | 4% | 3% |

2. Who do you think is most to blame for the riots and disturbances?

| | All | Area Boro Cnty | |
|----------------------------------|-----|-------------------|-----|
| Parents | 26% | 28% | 23% |
| The rioters themselves | 23% | 22% | 25% |
| The Government | 20% | 19% | 20% |
| Society in general | 16% | 16% | 17% |
| Newspapers, radio and television | 6% | 6% | 6% |
| Teachers and schools | 3% | 3% | 3% |
| Local Authorities | 2% | 1% | 2% |
| The Police | 1% | 1% | 1% |
| Other/None of these/Don't Know | 3% | 4% | 3% |

3. Do you think the people who are caught and convicted of taking part in a riot or disturbance should be dealt with severely or let off lightly?

| | All | Area Boro Cnty | |
|--------------------------------|-----|-------------------|-----|
| SHOULD BE DEALT WITH SEVERELY | 87% | 82% | 91% |
| SHOULD BE LET OFF LIGHTLY | 5% | 7% | 3% |
| NOT SURE EITHER WAY/DON'T KNOW | 8% | 11% | 6% |

4. What do you think the Government's first reaction to the riots and disturbances should be?

| | All | Area | |
|---|-----|------|------|
| | | Boro | Cnty |
| Introduce a new Riot Act so that anybody taking part in a disturbance would be guilty of an offence | 43% | 39% | 46% |
| Introduce a new range of measures to reduce unemployment particularly among young people | 38% | 44% | 33% |
| Tighten immigration controls | 13% | 11% | 14% |
| Wait for the situation to blow itself out i.e. do nothing. | 2% | 2% | 3% |
| None of these/Don't Know | 4% | 4% | 4% |

5. In order to cope with riots and disturbances would you approve or disapprove of the following measures

| | All | Area | |
|--------------------------------------|-----|------|------|
| | | Boro | Cnty |
| The use of Water Cannon | | | |
| Approve | 83% | 81% | 85% |
| Disapprove | 13% | 13% | 13% |
| Don't Know | 4% | 6% | 2% |
| Forming special riot squads | | | |
| Approve | 72% | 73% | 72% |
| Disapprove | 24% | 22% | 26% |
| Don't Know | 4% | 5% | 2% |
| Bringing in the troops i.e. the army | | | |
| Approve | 68% | 66% | 71% |
| Disapprove | 28% | 29% | 27% |
| Don't Know | 4% | 5% | 2% |
| The use of CS Gas i.e. tear gas | | | |
| Approve | 55% | 54% | 57% |
| Disapprove | 39% | 37% | 40% |
| Don't Know | 6% | 9% | 3% |
| The use of plastic bullets | | | |
| Approve | 42% | 42% | 41% |
| Disapprove | 51% | 48% | 55% |
| Don't Know | 7% | 10% | 4% |

(b) Gallup (Daily Telegraph 16th July 1981)

Apart from the standard voting intentions questions, government record and popularity of political leaders questions the Gallup survey reported in the Daily Telegraph also included a number of other questions that received very little coverage in the paper.

Gallup asked respondents what they regarded as the most urgent problem facing the country. Details of the replies they obtained together with comparable figures for June 1981 are shown below:-

Most urgent problems facing the country

| | <u>July</u> | <u>June</u> |
|-------------------------|-------------|-------------|
| | <u>1981</u> | <u>1981</u> |
| | % | % |
| Unemployment | 84 | 85 |
| Cost of living/prices | 25 | 40 |
| Law and Order | 25 | 8 |
| Other Economic Problems | 10 | 9 |
| Immigration | 7 | 3 |
| Housing | 6 | - |
| Education | 5 | - |

When asked whether they thought there should be an election in the near future - 55% thought there should be an election now, 40% that the government would carry on and 5% did not have a view. When asked 'irrespective of how you, yourself, would vote, who you think will win the next General Election - 63% thought Labour, 13% the Conservatives, 4% the Social Democrats and 1% the Liberals.

Gallup asked respondents 'Do you think the Government is or is not doing enough to control the rise in prices?' - 24% think it is, 70% that it is not and 6% did not have a view. 61% thought the present rise in prices is bound to continue, 35% thought it can be stopped and 5% did not have a view.

Only 23% of those interviewed thought that the Government's policies for tackling the economic situation gave them the feeling they are - 68% took the opposite view (10% did not answer). 18% of respondents thought the government's economic policies are fair to all concerned, 76% they are not fair and 18% did not have a view.

(c) M.O.R.I. (Independent Schools Information Service)

A M.O.R.I. poll conducted for the Independent Schools Information Service found more than half of Labour party supporters against the abolition of independent schools, 68% of trade unionists and 65% of 'unskilled working people' took the same view.

(d) M.O.R.I. (Daily Star, July 20th 1981)

The result of a M.O.R.I. poll conducted in Croydon North West on 18th July was published in the Daily Star on Monday July 20th. M.O.R.I. found that if an unnamed or Social Democrat stood in the seat the Labour would win it. If Shirley Williams stands M.O.R.I. found she would win the seat from us.

Detailed results are shown below:

M.O.R.I. poll Croydon N.W. - Fieldword 18th July 1981

| | <u>General Election Result 1979</u> | <u>Unknown SDP candidate</u> | <u>Shirley Williams as SDP candidate</u> | <u>Unknown Liberal candidate</u> | <u>Pardoe as Liberal candidate</u> |
|--------------|---|--------------------------------------|--|--|--|
| | % | % | % | % | % |
| Conservative | 42 | 28 | 25 | 29 | 30 |
| Labour | 38 | 43 | 30 | 41 | 44 |
| SDP | - | 27 | 44 | - | - |
| Liberal | 17 | - | - | 29 | 24 |
| Other | 3 | 2 | 1 | 1 | 2 |

M.O.R.I. found that 33% of electors who voted Conservative in May 1979 would switch to voting for Shirley Williams as would 44% of Labour voters.

M.O.R.I. also asked a series of image questions in Croydon N.W. and found 53% of electors thought we are out of touch with ordinary people. Details of the main image questions are shown below.

Image of the Parties - Croydon N.W.

| | <u>Con</u> | <u>Lab</u> | <u>SDP</u> |
|--|------------|------------|------------|
| | % | % | % |
| Out of touch with ordinary people | 53 | 18 | 8 |
| Has good leader | 21 | 14 | 24 |
| Divided among themselves | 18 | 45 | 6 |
| Good policies on council spending | 18 | 18 | 8 |
| Too extremist | 17 | 33 | 3 |
| Good policies on riots/inner cities | 17 | 10 | 7 |
| Would keep its election promises | 12 | 15 | 14 |
| Respects all classes | 10 | 16 | 26 |
| Good policies on unemployment | 8 | 28 | 12 |
| Understands problems facing people in this area | 12 | 21 | 14 |
| None of these/don't know | 8 | 10 | 44 |