

PUBLIC OPINION BACKGROUND NOTE 117
(produced 12th June 1982)

1. Introduction

Gallup completed the interviewing for the latest 'tracking' study in the period 2nd to 7th June. The survey, conducted in the same way as . Gallup surveys published in the Daily Telegraph found 48½% claiming they will vote Conservative, 23½% Labour, 14½% Social Democrat and 11½% Liberal. Details of the trend in support since the start of the year are shown in the table below:-

	VOTING INTENTION						
	(unprompted question, 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> (CON over % LAB)	<u>LIBERAL AND SOCIAL</u> <u>DEMOCRAT</u>
%	%	%	%	%	%	%	
<u>1979</u>							
May (GE)	43.9	36.9	13.8	-	5.5	+7.0	13.8
13/16 June*	42.0	43.5	13.0	-	5.0	-9.0	13.0
<u>1982</u>							
6/11 Jan	25.5	30.0	17.0	25.0	2.5	-4.5	42.0
13/18 Jan	27.5	29.5	13.0	26.5	3.5	-2.5**	39.5
20/25 Jan	30.0	27.0	14.0	26.5	2.5	+3.0	40.5
27 Jan/1 Feb	29.0	29.0	15.0	24.0	3.0	0.0	39.0
3/8 Feb	29.0	29.0	15.0	26.0	1.0	0.0	41.0
10/15 Feb	27.5	34.0	14.5	21.5	2.5	-6.5**	35.0
17/22 Feb	26.5	33.5	14.0	22.0	4.0	-7.0	36.0
24 Feb/1 March	31.0	32.5	11.0	22.5	3.0	-1.5	33.5
3/8 March	30.0	33.5	11.5	21.0+	4.0	-3.5	32.5
11/15 March	31.5	33.0	11.5	21.5+	2.5	-1.5**	33.0
17/22 March	34.0	30.0	11.0	21.0+	4.0	+4.0	32.0
24/29 March	32.0	28.0	11.0	27.5+	1.5	+4.0	38.5
31 March/5 April	34.0	27.0	10.0	26.0+	3.0	+7.0	36.0
7/12 April	31.5	29.0	11.0	26.0+	2.5	+2.5**	37.0
14/19 April	31.0	30.0	10.0	26.0+	3.0	+1.0	36.0
21/26 April	31.5	33.0	10.5	24.5+	0.5	-1.5	35.0
28 April/ 3 May	37.0	30.5	11.0	20.0+	1.5	+6.5	31.0
5/10 May	41.5	28.0	9.5	19.5+	1.5	+13.5**	29.0
12/17 May	42.0	31.0	10.0	16.0+	1.0	+11.0	26.0
19/24 May	45.0	27.0	11.0	15.0+	2.0	+18.0	26.0
26/31 May	45.5	27.0	9.5	16.0+	2.0	+18.5	25.5
2/7 June	48.5	23.5	11.5	14.5+	2.0	+25.0	26.0

* First Gallup post-Election survey

** Published Polls

+ Includes those saying they would vote for the Alliance

In looking at the trend it is perhaps worth noting the following points:-

- a) The continuing upward trend in Conservative support - up from 31.0% (13/19 April) to 48½% in the latest study. It is worth noting that only 43.9% of the electorate voted Conservative in May 1979.
- b) The virtual collapse of Labour support. The latest survey found only 23½% claiming they would vote for them. This compares with the 26% who claimed they would vote Liberal or Social Democrat and the 36.9% who actually voted Labour in May 1979.
- c) The Conservative lead over Labour of 25 percentage points is the highest lead we have had since November 1976 during the last Labour Government.
- d) Liberal support appears to have stabilised at around the 10/11 percent level and although showing some minor fluctuations has not increased or decreased drastically since late February.
- e) Social Democrat support shows no sign of increasing - it now stands at 14½% (2/7 June) compared with 27½% in late March.

The analysis of our 'tracking' study allows us to look at our support among various groups in the electorate. Details are shown below:-

a) <u>SEX</u>	<u>TOTAL</u> %	<u>MEN</u> %	<u>WOMEN</u> %
Conservative	48½	53	44
Labour	23½	24	23
Liberal	11½	7	16
Social Democrats	14½	14	15
Other	2	2	2

It is worth noting that 53% of men now claim they will vote Conservative compared with 44% of women. Support for the Labour party is almost identical among men and women - 24% of men claimed they would vote Labour and 23% of women. Liberal support is much higher amongst women than men, whilst Social Democrat support is at about the same level among men and women.

b) <u>AGE</u>	<u>TOTAL</u> %	<u>18-34</u> %	<u>35-44</u> %	<u>45-64</u> %	<u>65+</u> %
Conservative	48½	47	47	49	51
Labour	23½	22	19½	26½	24
Liberal	11½	11½	17½	10	10
Social Democrats	14½	17½	15	12½	13
Other	2	2	1	2	2

Conservative support is highest in the 65+ age group in which 51% claimed they would vote Conservative however even in the 18-34 age group 47% claimed they would vote Conservative. Labour support is highest in the 45-64 and 65+ age groups in which 26½% and 24% respectively, claimed they would vote Conservative. Liberal support tends to be lowest in the 18-34, 45-64 and 65+ age groups. Social Democrat support is lowest in the 45-64 and 65+ age groups.

c) SOCIAL CLASS

	<u>Total</u>	<u>ABC1</u>	<u>C2</u>	<u>DE</u>
	%	%	%	%
Conservative	48½	60	43½	38
Labour	23½	13	25	36
Liberal	11½	8½	13½	13½
Social Democrat	14½	18	16	10
Others	2	½	2	2½

Support for the Conservatives was highest in the ABC1 group - 60% claimed they would vote/ (59% in May 1979). Labour support is at its lowest in this group and Social Democrat support at its highest. Among skilled workers (C2) 43½% claimed they would vote Conservative (41% May 1979), 25% Labour, 16% Social Democrat and 13½% Liberal. In the DE group 38% claimed they would vote Conservative (34% May 1979), 36% Labour, 13½% Liberal and 10% Social Democrat.

Conservative

d) TRADE UNION MEMBERSHIP

	<u>TOTAL</u>	<u>MEMBER</u>	<u>NON-MEMBER</u>
	%	%	%
Conservative	48½	39	54
Labour	23½	30	20
Liberal	11½	12½	11
Social Democrat	14½	18	12½
Others	2	½	2½

Even among members of Trade Unions 39% claimed they would vote Conservative (33% May 1979) 30% Labour (51% May 1979), 18% Social Democrat and 12½% Liberal (13% May 1979).

2. Government Record

49% approved of the record of the Government to date and 39% disapproved. Details are shown on the following page:-

GOVERNMENT RECORD

	<u>Approve</u> %	<u>Disapprove</u> %	<u>Don't Know</u> %
<u>1979</u>			
13/18 June	34	41	25
<u>1982</u>			
6/11 January	23	65	12
13/18 January	24	65	12
20/25 January	26	62	13
27 Jan/1 Feb	25	62	13
3/8 Feb	26	63	11
10/15 Feb	24	66	10
17/22 Feb	22	66	13
24 Feb/1 March	23	63	13
3/8 March	24	65	11
11/15 March	29	59	12
17/22 March	28	60	13
24/29 March	29	58	13
31 March/5 April	31	57	12
7/12 April	32	56	12
13/19 April	34	54	12
21/26 April	34	55	11
28 April/3 May	40	47	13
5/10 May	42	46	12
12/17 May	43	42	15
19/24 May	46	44	10
26/31 May	50	38	12
2/7 June	49	39	12

3. Popularity of Political Leaders

Mrs Thatcher's popularity showed a further increase in our latest study - 53% now claimed to be satisfied with her as Prime Minister. Mr Foot's popularity has fallen even further than the record low point we found last week - only 15% of the electorate see him as being a good leader of the opposition. Mr Steel's popularity remained almost unchanged

POPULARITY OF POLITICAL LEADERS

	<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>
<u>1982</u>									
6/11 January	30	65	5	20	65	14	62	20	18
13/18 January	32	65	4	18	67	16	59	22	19
20/25 January	32	64	4	17	68	15	59	22	19
27 Jan/1 Feb	33	62	5	19	64	17	60	18	22
3/8 Feb	31	65	4	20	63	17	61	20	19
10/15 Feb	29	66	5	19	66	15	59	23	17
17/22 Feb	29	65	5	20	64	16	58	20	21
24 Feb/1st March	32	63	5	21	64	15	55	23	22
3/8 March	30	66	4	20	64	16	58	24	18
11/15 March	34	62	4	21	65	14	58	22	10
17/22 March	33	62	5	22	64	14	59	21	20
24/29 March	35	59	6	19	65	15	61	20	19
March/5 April	37	58	5	20	65	15	60	22	18
7/12 April	35	60	5	23	61	16	63	18	19
13/19 April	36	60	5	28	59	14	63	18	19
21/26 April	37	59	4	26	60	14	66	17	17
28 April/3 May	41	53	6	24	65	12	62	20	18
5/10 May	44	51	6	18	71	11	64	20	17
12/17 May	48	47	5	17	71	12	65	18	17
19/24 May	47	48	5	18	72	10	63	18	19
26/31 May	50	43	7	16	75	10	64	18	19
2/7 June	53	42	5	15	74	5	61	21	18

4. Published Pollsa) NOP (Observer 13th June 1982)

The Observer on 13th June included the results of an NOP poll conducted in Coatbridge & Airdrie on 11th June. NOP found 74% claiming they would vote Labour 15% Conservative, 7% SNP and 4% Alliance.

NOP asked respondents 'Have the events in the Falklands affected the way you intend to vote or have they made no difference' - nine out of ten claimed they had made no difference.