

PUBLIC OPINION BACKGROUND NOTE 125

(produced 8th August 1982)

1. Introduction

Gallup conducted the interviewing for our latest 'tracking' study from 28th July to 2nd August and they interviewed over 1,000 electors. Our previous 'tracking' study (conducted 21/26 July) had found a sharp drop in Conservative support - this drop was not confirmed by our latest study. This study found 43½% claimed they would vote Conservative - this compared with 44% 14 - 19th July and 39% 21/26 July. The survey found almost no change in Labour support - 30½% (21/26 July) and 30% (28 July/2 August). Liberal support dropped slightly from 10% to 8½% and Social Democrat support fell from 17½% to 16%. The combined level of Liberal and Social Democrat support fell from 27½% to 24½%. Details of the trend of support for the main parties are shown below:-

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VOTING INTENTION

(unprompted question, excluding don't knows)

	<u>CON</u>	<u>LAB</u>	<u>LIB</u>	<u>SOCIAL</u> DEMOCRAT	<u>OTH</u>	<u>LEAD</u> Con over Lab	<u>LIBERAL & SOCIAL</u> DEMOCRAT
	%	%	%	%	%	%	%
<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
7/22 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
13/19 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	+ 11.5	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
9/14 June	45.0	25.0	10.0	18.5+	1.5	+ 20.0**	28.5
16/21 June	49.0	24.0	10.0	15.5+	2.0	+ 25.0	25.5
23/28 June	45.5	29.0	10.0	13.0+	2.5	+ 16.5	23.0
10 June/5 July	45.0	25.5	12.5	15.0+	2.0	+ 19.5	27.5
7/12 July	46.5	27.5	7.5	16.5+	2.0	+ 19.0**	24.0
14/19 July	44.0	27.5	8.5	18.0+	2.0	+ 16.5	26.5
21/26 July	39.0	30.5	10.0	17.5+	3.0	+ 8.5	27.5
28 July/2 Aug	43.5	30.0	8.5	16.0+	2.0	+ 13.5	24.5

* First Gallup post-Election survey

** Published Polls

+ Includes those saying they would vote for the Alliance.

2. Government Record

The latest study found no change in the level of approval of the record of the Government - 43% approved and 43% disapproved. Details of the trend since the start of the year are shown below:-

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
7 Jan/1 Feb	25	62	13
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
14 June	48	40	12
16/21 June	51	36	13
23/28 June	47	41	12
30 June/5 July	47	39	14
7/12 July	47	41	12
14/19 July	44	43	13
21/26 July	43	45	12
28 July/2 Aug	43	43	15

3. Popularity of Political Leaders

The latest study found almost no change in Mrs Thatcher's popularity - 47% 21/26 July and 48% 28 July/August. The survey found almost no change in Mr Foot's popularity, but a slight improvement in Mr Steel's popularity. Details are shown below.

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/1 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
31 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
20/26 April	37	59	4	26	60	14	66	17	17
27/3 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
9/14 June	51	44	5	14	75	11	62	21	18
16/21 June	55	40	5	17	74	9	58	20	20
23/28 June	52	42	5	14	75	10	62	19	20
30 June/5 July	53	41	6	14	77	9	64	18	18
7/12 July	52	43	5	16	72	12	61	20	19
14/19 July	49	46	5	14	75	11	60	18	21
21/26 July	47	47	6	15	74	11	59	21	20
28 July/2 Aug	48	46	6	14	75	11	62	18	20

4. Published Polls(a) MORI (Daily Express 5th August 1982)

The Daily Express on 5th August included the results of a MORI survey conducted 22/26 July. The survey found only 22% would vote for one of the Alliance Parties.

MORI asked 'If the Liberal/SDP Alliance was to win the next General Election which of their two leaders would you prefer to see as Prime Minister - 27% wanted Roy Jenkins, 55% David Steel and 18% did not have a view. The table below shows an analysis by supporters of the main parties:-

	<u>Who prefer as Prime Minister</u>			
	<u>All</u>	<u>Lib/SDP</u>	<u>Liberal</u>	<u>SDP</u>
	%	%	%	%
Roy Jenkins	27	29	14	49
David Steel	55	66	83	43
Don't Know	18	5	3	7