



MS

10 DOWNING STREET

PRIME MINISTER,

1. HERE WITH LATEST GALLUP
AND MORI POLLS

2. THE REALLY INTERESTING
ONE IS ABOUT THE
COMMON MARKET.

3. WE MUST NOT PRESENT
OURSELVES - AND I
KNOW THAT YOU WILL
NOT - AS UNCONDITIONAL
SUPPORTERS OF THE E.E.C.
THE COMMUNITY BECOMES
DAILY LESS POPULAR. I

Membership of the Common MarketGood/Bad

	<u>All</u>	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>	<u>Alliance</u>
		<u>Supporters</u>	<u>Supporters</u>	<u>Supporters</u>	<u>Supporters</u>
	%	%	%	%	%
Good	25	34	16	24	27
Bad	46	34	53	47	47
Neither	22	26	21	23	22
Don't know	7	6	10	6	5

When Gallup asked 'If you were to be told tomorrow that the European Community (Common Market) had been scrapped would you be very sorry about it, indifferent or relieved', they found 19% claiming to be 'very sorry', 34% 'indifferent', 42% 'relieved' and 5% with no view.

Gallup found only 10% of electors seeing the Common Market as being united, 78% divided and 12% having no view.

Gallup asked 'Do you think the Government's policy on the Common Market has been too tough, not tough enough or about right.' 5% of electors thought our policies have been too tough, 54% 'not tough enough,' 28% about right and 13% did not have a view.

When Gallup asked about how electors would vote on a referendum on membership 36% claimed they would vote to stay in, 54% to leave and 10% that they would not vote or did not know how they would vote.

(c) Economist Intelligence Unit (The Economist 4th December 1982)

The Economist on 4th December included details of an Economist Intelligence Unit survey conducted from 10th to 27th September among the unemployed. Among the unemployed E.I.U. found 23% claiming they would vote Conservative, 54% Labour and 18% Alliance. The E.I.U. asked the unemployed who they blamed for unemployment. They found:-

Who blamed for unemployment?

	<u>Chief blame</u>	<u>Some blame</u>
	%	%
Nobody/world economy	47	47
Thatcher/this Government	24	28
Government and politicians generally	14	25
Trade Unions	3	7
Workers themselves	1	1
Bosses	1	4
Don't know	10	8

4. Published Polls(a) MORI (Daily Express 1st December 1982)

The Daily Express on Wednesday 1st December 1982 included details of the results of a MORI study conducted between November 18th and 24th. The survey found 43% claiming they would vote Conservative, 35% Labour, 21% Alliance and 1% for 'other' parties. Details of the trend of support for the parties is shown below:-

	<u>MORI Voting Intention</u>		
	<u>November</u>	<u>October</u>	<u>November</u>
	<u>1982</u>	<u>1982</u>	<u>1981</u>
	%	%	%
Conservative	43	43	27
Labour	35	32	27
Alliance	21	23	44
Other	1	2	2

MORI also found:-

- Labour has lost support among the 18 to 24 age group and we have a 2% lead.
- Among trade unionists Labour has lost 10% of its support since the last election.
- The two nation divide in Britain is still marked. A Labour lead of 17% in Scotland and 4% in the North of England becomes a Conservative lead of 6% in the Midlands and 22% in the South.
- In support from home-owners we lead Labour by 55 - 24 per cent. Council tenants reverse it and give a 54 - 21 per cent lead to Labour.

(b) Gallup (Channel Four News 28th November 1982)

The Channel Four News programme on 28th November included details of a Gallup poll conducted from 17th to 22nd November on attitudes to the Common Market.

Gallup asked 'Generally speaking, do you think that British membership of the Common Market is a good thing, a bad thing or neither good nor bad.' 25% thought our membership was a good thing, 46% a bad thing, 22% neither good nor bad and 7% did not have a view. Details of the answers to this question among the supporters of the main parties are shown over:-