

PUBLIC OPINION BACKGROUND NOTE 138

(produced 7th November 1982)

1. Introduction

Gallup conducted the interviewing for our latest 'tracking' study from 27th October to 1st November. Compared with the results of the previous published Gallup survey (conducted 20/25 October) they found a very sharp increase in Conservative support - up from 40½% to 48% - not far short of the peak reached during the Falklands crisis. Labour support over the same period increased very slightly - up from 29% to 31%. The combined level of Liberal and Social Democrat support fell from 27% to 19½% - Liberal support is down from 12% to 8½% and Social Democrat support from 15% to 11%. Details of the latest results and the trend since the start of the year are shown in the table on the following page:-

VOTING INTENTION(unprompted question, excluding
don't knows)

	<u>CON</u>	<u>LAB</u>	<u>LIB</u>	<u>SOCIAL</u> <u>DEMOCRAT</u>	<u>OTH</u>	<u>LEAD</u> Con over Lab	<u>LIBERAL & 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
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
30 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
4/9 Aug	46.0	28.0	9.0	13.5+	3.5	+18.0	22.5
11/16 Aug	44.5	26.5	10.5	17.0+	1.5	+18.0**	27.5
18/23 Aug	45.5	27.0	9.0	16.5+	2.0	+18.5	25.5
25/30 Aug	40.0	32.0	11.5	15.0+	1.5	+ 8.0	26.5
1/6 Sept	43.5	28.5	8.0	17.0+	3.0	+15.0	25.0
8/13 Sept	44.0	30.5	8.5	14.5+	2.5	+13.5**	23.0
15/21 Sept	42.0	33.0	8.0	15.0+	2.0	+ 9.0	23.0
22/27 Sept	43.0	29.5	12.5	13.0+	2.0	+13.5	25.5
29 Sept/4 Oct	40.0	31.5	13.5	13.0+	2.0	+ 8.5	26.5
6/11 Oct	42.5	32.0	10.5	13.0+	2.0	+10.5	23.5
13/18 Oct	43.0	31.0	9.0	13.5+	3.5	+12.0	22.5
20/25 Oct	40.5	29.0	12.0	15.0+	3.5	+11.5**	27.0
27 Oct/1Nov	48.0	31.0	8.5	11.0+	1.5	+17.0	19.5

* First Gallup Post-Election survey, ** Published Polls, + Includes those saying they would vote for the Alliance.

2. Government Record

The latest study found a continuation of the upward trend of approval for the record of the Government - 42% approved of our record to date, 45% disapproved and 13% did not have a view. This can be compared with the position at the start of the year when 23% approved of our record, 41% disapproved, and 12% did not have a view.

Details of the trend since the start of the year are shown in the table 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
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
9/14 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
4/9 Aug	42	45	12
11/16 Aug	42	44	14
18/23 Aug	43	43	14
25/30 Aug	37	52	11
1/6 Sept	41	45	14
8/13 Sept	40	48	13
15/21 Sept	38	49	13
22/27 Sept	38	50	12
29 Sept/4 Oct	36	51	13
6/11 Oct	40	47	13
13/18 Oct	38	48	14
20/25 Oct	40	49	11
27/Oct/1 Nov	42	45	13

3. Popularity of Political Leader

This latest Gallup study found a further slight improvement in the popularity of the Prime Minister - 48% claimed to be satisfied with her record, 48% dissatisfied and 4% did not have a view. This compares very favourably to the situation at the start of 1982 when only 30% claimed to be satisfied with Mrs Thatcher as Prime Minister, 65% dissatisfied and 5% did not have a view. Mr Foot's popularity remained unchanged in the latest study - 20% thought he is a good leader of the Labour Party, 66% he is not a good leader and 14% did not have a view. Mr Steel's popularity remained almost unchanged - 57% thought he is a good leader of the Liberals, 24% that he is not a good leader and 18% did not have a view.

Details of the trend of approval/disapproval for the leaders of the three main parties 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>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
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
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
4/9 Aug	48	47	5	12	73	12	60	20	20
11/16 Aug	49	47	4	15	74	11	62	19	19
18/23 Aug	49	46	5	13	74	13	58	21	21
25/30 Aug	44	50	6	18	72	10	61	19	20
1/ Sept	49	45	6	14	74	12	59	20	21
8/13 Sept	48	47	5	16	74	10	59	21	20
15/21 Sept	46	49	6	14	73	12	62	19	19
22/27 Sept	46	50	4	16	74	11	64	20	16
29 Sept/4 Oct	44	51	5	27	60	13	64	19	17
6/11 Oct	46	48	6	25	62	13	62	22	17
13/18 Oct	45	50	5	23	66	11	56	25	19
20/25 Oct	46	50	4	20	69	12	60	22	18
27 Oct/1 Nov	48	48	4	20	66	14	57	24	18

4. Published Polls(a) MORI (Daily Star 3rd November 1982)

The Daily Star on 3rd November included details of a MORI poll conducted from October 21st to 26th. The survey found 43% claiming they would vote Conservative, 32% Labour and 23% for the Alliance Parties.

(b) Gallup (Sunday Telegraph 7th November 1982)

The Sunday Telegraph on 7th November included details of a Gallup poll conducted from 27th October to 1st November on attitudes to America in Great Britain.

Gallup asked 'Is it your impression that Britain and America have been drawing closer together recently or getting further apart?' They found:-

	<u>Oct</u>	<u>June</u>
	<u>1982</u>	<u>1982</u>
	%	%
Drawing closer together	20	50
Getting further apart	53	23
No change	19	21
Don't know	8	6

They also asked 'How much confidence do you have in the ability of the United States to deal wisely with present world problems - very great, considerable, little, a very little?' Only 3% claimed to have 'very great' confidence in U.S. ability to deal with world problems, 22% 'considerable' confidence, 31% 'little' confidence, 25% 'very little' confidence, 13% no confidence and 6% did not have a view.

When Gallup asked about Mr Reagan they found 23% saw him as a good President of the United States, 60% as not being a good President and 17% did not have a view. This compares with the situation in August 1981 when 37% of the electorate saw him as a good President, 38% a bad President and 25% did not have a view.