

Public Opinion Background Note 50
(produced 10th August 1984)

1. Introduction

Gallup conducted the interviewing for our latest 'tracking' study from 1st to 6th August and the results will not be published. The results from this study are in sharp conflict with the findings from the previous survey which had found a 6% Labour lead over Conservatives - the latest survey found a 1½% Conservative lead over Labour. The latest survey confirms the general trend we have found since early mid-February of the Labour and Conservative parties being neck and neck with the small leads switching between them. Details are shown in the tables in Section 2.

2. Voting Intention

The two tables below show voting intention when 'don't knows' have been excluded (the conventional way of presenting opinion research figures) and when don't knows are shown as a separate category.

(a) Voting Intention (excluding don't knows) - all figures are percentages

	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>SDP</u>	<u>Others</u>	<u>Con lead over Labour</u>	<u>Alliance (SDP & Liberal)</u>	<u>Con lead over Alliance (Liberal & SDP)</u>
	%	%	%	%	%	%	%	%
<u>1983</u>								
General Election 1983	42.4	27.6	13.7	11.6	4.6	+14.8	25.3	+17.1
29 June/4 July	46.5	25.5	12.0	15.0	1.0	+21.0	27.0	+19.5
7-11 July	44.0	28.5	11.0	15.0	1.5	+15.5*	26.0	+18.0
13-18 July	42.0	26.0	14.0	16.0	2.0	+16.0	30.0	+12.0
21-25 July	41.0	29.0	13.0	16.0	1.0	+12.0	29.0	+12.0
28 July/1 August	43.5	26.0	14.0	15.0	1.5	+17.5	29.0	+14.5
3-8 August	45.0	26.5	11.0	15.0	2.5	+18.5	26.0	+19.0
10-15 August	44.5	25.0	13.0	16.0	1.5	+19.5*	29.0	+15.5
17-22 August	44.5	25.0	12.0	16.5	2.0	+19.5	28.5	+16.0
24-30 August	45.0	27.5	12.0	14.0	1.5	+17.5	26.0	+19.0
31 August/5 September	44.0	27.0	11.0	16.0	2.0	+17.0	27.0	+17.0
7-12 September	45.5	24.5	10.5	18.5	1.0	+21.0*	29.0	+16.5
14-19 September	43.0	24.5	12.0	19.0	1.5	+18.5	31.0	+12.0
21-26 September	41.0	26.0	16.0	15.0	2.0	+15.0	31.0	+10.0
28 Sept - 3 Oct	46.0	24.0	12.5	16.0	1.5	+22.0	28.5	+17.5
5-10 October	42.0	36.0	10.0	12.0	2.0	+8.0	22.0	+20.0
12-18 October	43.5	40.0	6.5	9.0	1.0	+3.5	15.5	+28.0
19-24 October	42.5	35.5	9.5	10.5	2.0	+7.0*	20.0	+22.5
26-31 October	42.5	37.0	9.5	9.0	2.0	+5.5	18.5	+24.0
2-7 November	41.5	37.5	9.0	10.0	2.0	+4.0	19.0	+22.5
9-14 November	43.5	36.0	11.0	8.5	1.0	+7.5*	19.5	+24.0
16-21 November	41.0	38.0	8.0	11.0	2.0	+3.0	19.0	+22.0
23-26 November	41.0	37.0	13.0	8.0	1.0	+4.0	21.0	+20.0
30-5 December	44.0	38.0	8.0	9.0	1.0	+6.0	17.0	+27.0
7-12 December	42.5	36.5	8.0	11.5	2.0	+6.0*	19.5	+23.0

	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>SDP</u>	<u>Others</u>	<u>Con lead Over Labour</u>	<u>(SDP & Liberal</u>	<u>Con lead over Alliance Liberal & SDP</u>
	%	%	%	%	%	%	%	%
<u>1984</u>								
6-9 January	41.0	38.0	10.5	10.0	1.0	+3.0	20.0	+21.0
11-16 January	41.5	38.0	9.5	10.0	1.0	+3.5*	19.5	+22.0
18-23 January	40.0	39.5	10.0	8½	2.0	+0.5	18.5	+21.5
25-30 January	41.5	39.0	10.0	9	0.5	+2.5	19.0	+22.5
1-6 February	44.0	39.0	8.0	8	1.0	+5.0	16.0	+28.0
8-13 February	43.0	33.5	11.5	10.0	2.0	+9.5*	21.5	+21.5
15-20 February	39.5	39.5	10.0	10.0	1.0	0.0	20.0	+19.5
22-27 February	38.0	43.0	9.0	10.0	0.0	-5.0	19.0	+19.0
29 Feb - 5 March	39.0	41.0	8.0	10.0	2.0	-2.0	18.0	+21.0
7-12 March	36.0	42.0	11.0	9.0	2.0	-6.0	20.0	+16.0
15-19 March	41.0	38.5	11.0	8.5	1.0	+2.5*	19.5	+19.5
21-26 March	37.0	40.0	11.5	10.5	1.0	-3.0	22.0	+15.0
28 Mar - 2nd April	37.0	40.0	10.5	11.0	1.5	-3.0	21.5	+15.5
4-9 April	37.0	40.5	11.0	10.0	1.5	-3.5	21.0	+16.0
11-16 April	41.0	36.5	10.0	10.5	2.0	+4.5*	20.5	+20.0
18-23 April	38.5	41.0	9.0	9.0	2.5	-2.5	18.0	+20.5
25-30 April	40.0	36.0	11.0	11.0	2.0	+4.0	22.0	+18.0
2-7 May	38.0	37.0	11.5	12.0	1.5	+1.0	23.5	+14.5
10-14 May	38.5	36.5	9.0	14.0	2.0	+2.0*	23.0	+15.5
16-21 May	38.0	38.5	11.0	12.0	0.5	-0.5	23.0	+15.0
23-28 May	38.5	37.0	9.0	13.5	2.0	+1.5	22.5	+16.0
30 May-4 June	35.0	40.0	8.0	15.0	2.0	-5.0	23.0	+13.0
6-11 June	37.5	38.0	7.5	15.5	1.5	-0.5*	23.0	+14.5
13-18 June	38.0	34.0	9.0	16.0	3.0	+4.0	25.0	+13.0
20-25 June	36.0	35.5	10.0	17.0	1.5	+0.5	27.0	+9.0
27 June-2 July	40.0	36.0	8.0	14.0	2.0	+4.0	22.0	+18.0
4-9 July	39.0	35.0	9.0	14.0	3.0	+4.0	23.0	+16.0
11-16 July	37.5	38.5	7.5	14.5	1.5	-1.0*	22.0	+15.5
18-23 July	38.5	38.5	9.5	12.0	1.5	0.0	21.5	+17.0
25-30 July	35.5	41.5	7.5	13.0	2.5	-6.0	20.5	+15.0
1-6 August	38.0	36.5	9.0	14.0	2.5	+1.5	23.0	+15.0

* Published in the Daily Telegraph

(b) Voting Intention (including don't knows)

	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>	<u>SDP</u>	<u>Others</u>	<u>Don't Know</u>	<u>Conservative lead over Labour</u>
	%	%	%	%	%	%	%
<u>1983</u>							
29 June/4 July	43.0	24.0	11.0	14.0	1.0	6.0	+19.0
7-11 July	41.0	27.0	10.0	14.0	1.0	6.0	+14.0
13-18 July	39.0	24.0	13.0	15.0	2.0	7.0	+15.0
21-25 July	39.0	27.0	12.0	16.0	1.0	5.0	+12.0
28 July/1 August	41.0	24.0	13.0	14.0	1.0	7.0	+17.0
3-8 August	43.0	25.0	11.0	15.0	2.0	5.0	+18.0
10-15 August	42.0	23.0	12.0	15.0	2.0	6.0	+19.0
17-22 August	41.0	23.0	11.0	15.0	2.0	7.0	+18.0
24-30 August	41.0	25.0	11.0	13.0	1.0	9.0	+16.0
31 August-5 Sept	41.0	25.0	10.0	15.0	1.0	7.0	+16.0
7-12 September	41.0	21.0	9.0	16.0	2.0	12.0	+20.0
14-19 September	40.0	23.0	11.0	18.0	1.0	7.0	+17.0
21-26 September	39.0	25.0	15.0	15.0	2.0	5.0	+14.0
28 Sept - 3 Oct	43.0	23.0	12.0	14.0	1.0	7.0	+20.0
5-10 October	38.0	33.0	9.0	10.0	1.0	8.0	+5.0
12-18 October	41.0	37.0	6.0	8.0	1.0	7.0	+4.0
19-24 October	40.0	34.0	9.0	10.0	2.0	6.0	+6.0
26-31 October	40.0	35.0	9.0	9.0	1.0	7.0	+5.0

	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>	<u>SDP</u>	<u>Others</u>	<u>Don't Know</u>	<u>Conservative lead over Labour</u>
	%	%	%	%	%	%	%
2-7 November	38.0	35.0	8.0	9.0	1.0	8.0	+3.0
9-14 November	41.0	33.0	10.0	8.0	1.0	7.0	+8.0
16-21 November	39.0	36.0	8.0	11.0	1.0	6.0	+3.0
23-28 November	38.0	34.0	12.0	8.0	1.0	8.0	+4.0
30 Nov-5 Dec	41.0	35.0	7.0	9.0	1.0	7.0	+6.0
7-12 Dec	40.0	33.0	8.0	11.0	2.0	7.0	+7.0
<u>1984</u>							
6-9 January	39.0	36.0	9.0	10.0	1.0	6.0	+3.0
11-16 January	39.0	35.0	9.0	9.0	0.0	7.0	+4.0
18-23 January	37.0	37.0	9.0	8.0	2.0	7.0	0.0
25-30 January	38.0	36.0	9.0	8.0	1.0	7.0	+2.0
1-6 February	41.0	36.0	7.0	7.0	2.0	6.0	+5.0
8-13 February	41.0	32.0	11.0	9.0	2.0	6.0	+9.0
15-20 February	36.0	36.0	9.0	9.0	1.0	8.0	0.0
22-27 February	35.0	39.0	8.0	9.0	0.0	8.0	-4.0
29 Feb-5 March	36.0	39.0	8.0	10.0	2.0	6.0	-3.0
7-12 March	33.0	38.0	10.0	9.0	1.0	9.0	-5.0
15-19 March	38.0	36.0	10.0	8.0	1.0	8.0	+2.0
21-26 March	34.5	37.0	10.5	9.5	1.0	7.5	-2.5
28 Mar - 2 April	35.0	38.0	10.0	10.0	1.0	6.0	-3.0
4-9 April	35.0	38.0	10.0	10.0	1.0	6.0	-3.0
11-16 April	38.0	34.0	10.0	9.0	2.0	7.0	+4.0
18-23 April	36.0	38.0	9.0	9.0	2.0	7.0	+2.0
25-30 April	37.0	33.0	10.0	10.0	2.0	8.0	+4.0
2-7 May	35.0	34.0	11.0	12.0	2.0	7.0	+1.0
10-14 May	36.0	35.0	8.0	14.0	2.0	6.0	+1.0
16-21 May	35.0	36.0	10.0	11.0	2.0	6.0	-1.0
23-28 May	36.0	34.0	9.0	13.0	2.0	6.0	+2.0
30 May-4 June	32.0	37.0	7.0	14.0	2.0	8.0	-5.0
6-11 June	35.0	35.0	7.0	11.0	1.0	8.0	0.0
13-18 June	36.0	33.0	8.0	15.0	2.0	5.0	+3.0
20-25 June	34.0	33.0	9.0	16.0	1.0	6.0	+1.0
27 June-2 July	37.0	34.0	7.0	14.0	2.0	7.0	+3.0
4-9 July	36.0	33.0	8.0	13.0	3.0	8.0	+3.0
11-16 July	35.0	36.0	7.0	14.0	2.0	7.0	-1.0
18-23 July	36.0	36.0	9.0	10.0	1.0	7.0	0.0
25-30 July	33.0	39.0	7.0	13.0	2.0	7.0	-6.0
1-8 August	34.5	33.5	8.0	12.0	2.0	10.0	+1.0

3. Government Record

The latest study found no change in the popularity of the government - 33% approving of our record to date, 52% disapproving and 15% with no view. Details are shown in the table below:-

GOVERNMENT RECORD

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
<u>1984</u>			
6-9 January (%)	40	48	12
11-16 January (%)	42	46	12
18-23 January (%)	37	52	12
25-30 January (%)	39	48	13
1-6 February (%)	40	49	11
8-13 February (%)	41	45	14
15-20 February (%)	39	48	13
22-27 February (%)	34	52	14
29 Feb - 5 March (%)	35	54	11

GOVERNMENT RECORD

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
<u>1984</u>			
7-12 March (%)	33	53	14
15-19 March (%)	41	49	10
21-26 March (%)	36	51	13
28 Mar - 2 April (%)	36	52	12
4-9 April (%)	35	54	11
11-16 April (%)	42	45	13
18-23 April (%)	35	54	11
25-30 April (%)	37	49	14
2-7 May (%)	39	49	12
10-14 May (%)	37	51	11
16-21 May (%)	35	53	12
23-28 May (%)	38	49	13
30 May-4 June (%)	32	55	13
6-11 June (%)	36	53	11
13-18 June (%)	37	51	12
20-25 June (%)	36	55	9
27 June-2 July (%)	37	49	14
4-9 July (%)	35	51	13
11-16 July (%)	36	54	10
18-23 July (%)	34	53	13
25-30 July (%)	33	54	13
1-6 August (%)	33	52	15

4. Popularity of Political Leaders

The latest study found no change in Mrs Thatcher's popularity, a sharp drop in Mr. Kinnock's popularity and no change in that of Mr. Steel or Dr. Owen. Details are shown in the table below:-

	<u>Mrs Thatcher</u>			<u>Mr. Kinnock</u>		
	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Don't Know</u>	<u>Is Good Leader</u>	<u>Is Not Good Leader</u>	<u>Don't Know</u>
	%	%	%	%	%	%
<u>1984</u>						
6-9 January (%)	47	49	5	46	22	31
11-16 January (%)	49	46	5	43	23	34
18-23 January (%)	44	52	4	45	21	34
25-30 January (%)	45	49	6	43	24	33
1-5 February (%)	46	49	4	48	24	28
8-13 February (%)	48	48	5	45	24	30
15-20 February (%)	46	49	5	41	28	31
22-27 February (%)	41	54	5	45	28	27
29 Feb - 5 March (%)	41	55	4	50	26	24
7-12 March (%)	41	54	5	48	24	28
15-19 March (%)	40	52	2	47	27	26
21-26 March (%)	42	52	6	48	25	27
28 Mar - 2 April (%)	42	54	5	45	29	26
4-9 April (%)	40	55	5	47	30	24
11-16 April (%)	40	50	5	42	34	24
18-23 April (%)	40	55	5	43	32	25
25-30 April (%)	43	51	6	42	33	24

Mrs Thatcher

Mr. Kinnock

	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Don't Know</u>	<u>Is Good</u>	<u>Is Not Good</u>	<u>Don't</u>
	%	%	%	<u>Leader</u>	<u>Leader</u>	<u>Know</u>
				%	%	%
<u>1984</u>						
2-7 May (%)	44	50	6	43	36	20
10-14 May (%)	41	54	5	42	32	24
16-21 May (%)	42	54	4	45	30	25
23-28 May (%)	43	51	5	42	36	21
30 May - 4 June (%)	41	55	4	41	36	21
6-11 June (%)	41	54	5	43	36	21
13-18 June (%)	41	54	5	42	40	19
20-25 June (%)	39	58	3	40	40	20
27 June- 2 July (%)	42	52	6	37	41	22
4-9 July (%)	42	54	5	41	40	19
11-16 July (%)	41	55	5	43	37	20
18-23 July (%)	39	55	6	38	41	20
25-30th July (%)	39	55	5	42	38	19
1-6 August (%)	39	57	4	34	42	24

Mr. Steel

Dr. Owen

	<u>Is Good</u>	<u>Is Not Good</u>	<u>Don't Know</u>	<u>Is Good</u>	<u>Is Not Good</u>	<u>Don't</u>
	<u>Leader</u>	<u>Leader</u>		<u>Leader</u>	<u>Leader</u>	<u>Know</u>
	%	%	%	%	%	%
<u>1984</u>						
6-9 January (%)	62	22	16	48	24	28
11-16 January (%)	59	23	18	45	25	30
18-23 January (%)	63	19	18	49	22	29
25-30 January (%)	60	21	18	44	25	31
1-6 February (%)	57	25	19	43	29	27
8-13 February (%)	61	22	17	45	24	30
15-20 February (%)	63	21	17	45	26	29
22-27 February (%)	65	20	15	46	23	30
29 Feb-5 March (%)	57	24	19	44	27	29
7-12 March (%)	61	21	18	43	27	31
15-19 March (%)	67	18	15	48	23	29
21-26 March (%)	67	19	14	45	25	30
28 Mar-2 April (%)	61	20	19	48	24	28
4-9 April (%)	63	20	17	43	26	31
11-16 April (%)	61	22	17	48	25	27
18-23 April (%)	59	22	19	44	24	32
25-30 April (%)	63	19	19	48	21	30
2-7 May (%)	62	21	17	50	23	27
10-14 May (%)	67	19	15	51	25	24
16-21 May (%)	63	19	18	50	22	28
23-28 May (%)	63	22	15	48	24	28
30 May-4 June (%)	64	20	16	49	25	26
6-11 June (%)	63	23	15	52	22	26
13-18 June (%)	61	23	16	51	24	25
20-25 June (%)	62	21	17	53	25	22
27 June-2 July (%)	61	19	20	50	24	26
4-9 July (%)	57	24	18	50	25	25
11-16 July (%)	61	22	17	52	23	25
18-23 July (%)	58	25	17	52	22	26
25-30 July (%)	56	26	18	49	23	28
1-6 August (%)	57	26	17	48	24	28