

Public Opinion Background Note 84
(produced 21st April 1985)

1. Introduction

Gallup conducted the interviewing for our latest 'tracking' study from 10th to 15th April. The survey effectively found the Labour and Conservative parties 'neck and neck' although with the Conservatives having a 1% lead over Labour. In response to the standard voting intention question, they found 36.5% claiming they would vote Conservative, 35.5% Labour and 26% for one of the 'Alliance' parties. Conservative support remained almost unchanged when compared with the results of the previous study, whilst Labour support has dropped substantially and 'Alliance' support increased. The increase in Alliance support brought them back to near the 'average' they have had since the start of the year.

Details are shown in the tables in Section 2 below:-

2. Voting Intention

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

	Con %	Lab %	Lib %	SDP %	Others %	Con lead Over Labour %	SDP & Liberal %	Con lead over Alliance Liberal & SD %
<u>1984</u>								
1-6 August	38.0	36.5	9.0	14.0	2.5	+1.5	23.0	+15.0
8-13 August	36.0	39.0	9.5	13.0	2.5	-3.0*	22.5	+13.5
15-20 August	38.5	37.5	9.5	12.0	2.5	+1.0	21.0	+17.5
22-27 August	35.5	38.0	11.0	14.0	1.5	-2.5	25.0	+11.5
29 Aug - 3 Sept	41.5	35.0	10.0	11.5	2.0	+6.5	21.5	+20.0
5-10 Sept	37.0	36.0	11.5	14.0	1.5	+1.0*	25.5	+11.5
12-17 Sept	35.5	38.0	9.5	15.0	2.0	-2.5	24.5	+11.0
19-24 Sept	36.5	34.0	11.0	16.0	2.5	+2.5	27.0	+9.5
26 Sept - 1 Oct	37.0	34.0	13.0	15.0	1.0	+3.0	28.0	+9.0
3-8 October	39.0	34.5	9.0	16.0	1.5	+4.5	25.0	+14.0
11-15 October	41.5	34.0	9.0	14.0	1.5	+7.5	23.0	+18.5
17-22 October	44.5	32.0	6.0	15.5	2.0	+12.5*	21.5	+23.0
24-29 October	42.0	32.0	9.0	15.0	2.0	+10.0	24.0	+18.0
31 Oct - 5 Nov	39.0	38.0	9.0	11.0	3.0	+1.0	20.0	+19.0
7-12 Nov	44.5	30.5	9.0	14.5	1.5	+14.0	23.5	+21.0
14-19 Nov	43.0	30.0	13.0	14.0	1.0	+13.0	27.0	+16.0
21-26 Nov	40.0	28.0	14.0	15.5	2.5	+12.0	29.5	+10.5
28 Nov - 3rd Dec	42.0	30.0	9.0	17.0	2.0	+12.0	26.0	+16.0
5-10 Dec	39.5	31.0	10.5	17.0	2.0	+8.5	27.5	+12.0*
12-17 Dec	38.5	31.5	11.0	17.0	2.0	+7.0	28.0	+9.5
<u>1985</u>								
3-8 Jan	35.0	35.0	11.0	17.0	2.0	0.0	28.0	+7.0
9-14 Jan	39.0	33.0	9.5	16.0	2.5	+6.0	25.5	+13.5*
16-21 Jan	39.0	34.0	10.0	16.0	1.0	+5.0	26.0	+13.0
23-28 Jan	36.0	32.0	11.0	20.0	1.0	+4.0	31.0	+5.0
30 Jan-4 Feb	34.0	37.0	10.0	17.5	1.5	-3.0	27.5	+6.5
6-11 Feb	35.0	32.0	10.5	21.0	1.5	+3.0	31.5	+3.5*
13-18 Feb	38.0	33.0	10.0	16.5	2.5	+5.0	26.5	+11.5
20-25 Feb	33.5	38.0	10.0	17.0	1.5	-4.5	27.0	+6.5
27 Feb-4 March	35.0	35.0	10.0	18.0	2.0	0.0	28.0	+7.0
6-11 March	37.0	34.0	10.5	17.0	1.5	+3.0	27.5	+10.5
13-18 March	35.0	34.0	12.0	16.0	3.0	+1.0	28.0	+7.0
21-25 March	33.0	39.5	10.0	16.0	1.5	-6.5	26.0	+6.0

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

	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>SDP</u>	<u>Others</u>	<u>Con lead</u> <u>Over Labour</u>	<u>SDP &</u> <u>Liberal</u>	<u>Con lead</u> <u>over Alliance</u> <u>Liberal & SDP</u>
	%	%	%	%	%	%	%	%
<u>1985</u>								
27 March - 1 April	38.0	33.0	13.0	15.0	1.0	+5.0	28.0	+10.0
3 - 9 April	37.0	40.0	7.5	13.5	2.0	-3.0	21.0	+16.0
10 - 15 April	36.5	35.5	13.0	13.0	2.0	+1.0	26.0	+11.5

(*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</u> <u>Know</u>	<u>Conservative</u> <u>lead over Labour</u>
	%	%	%	%	%	%	%
<u>1984</u>							
1-6 August	34.5	33.5	8.0	12.0	2.0	10.0	+1.0
8-13 August	33.0	36.0	9.0	12.0	2.0	8.0	-3.0
15-20 August	35.0	34.0	9.0	11.0	2.0	10.0	+1.0
22-27 August	33.0	36.0	10.0	13.0	2.0	6.0	-3.0
29 Aug - 3 Sept	38.0	32.0	9.0	10.0	2.0	8.0	+6.0
5-10 Sept	34.0	33.0	10.0	13.0	1.0	9.0	+1.0
12-17 Sept	33.0	35.0	9.0	14.0	2.0	8.0	-2.0
19-24 Sept	33.0	31.0	10.0	15.0	2.0	9.0	+2.0
26 Sept - 1 Oct	33.0	30.0	12.0	13.0	2.0	10.0	+3.0
3-8 October	35.0	31.0	8.0	14.0	2.0	9.0	+4.0
11-15 October	38.0	32.0	9.0	12.0	2.0	7.0	+6.0
17-22 October	41.0	29.0	6.0	14.0	2.0	9.0	+12.0
24-29 October	38.0	29.0	9.0	14.0	1.0	8.0	+9.0
31 Oct - 5 Nov	36.0	35.0	9.0	10.0	2.0	9.0	+1.0
7-12 Nov	41.0	28.0	8.0	14.0	1.0	8.0	+13.0
14-19 Nov	39.0	27.0	12.0	12.0	1.0	9.0	+12.0
21-26 Nov	36.0	25.0	13.0	14.0	2.0	10.0	+11.0
28 Nov - 3 Dec	39.0	28.0	8.0	15.0	3.0	8.0	+11.0
5 - 10 Dec	36.0	29.0	10.0	15.0	2.0	8.0	+7.0
12-17 Dec	35.0	29.0	10.0	15.0	2.0	9.0	+6.0
<u>1985</u>							
3-8 Jan	33.0	32.0	10.0	16.0	2.0	7.0	+1.0
9-14 Jan	36.0	30.0	9.0	15.0	3.0	8.0	+6.0
16-21 Jan	35.0	31.0	9.0	14.0	1.0	9.0	+4.0
23-28 Jan	33.0	29.0	10.0	18.0	1.0	8.0	+4.0
30 Jan - 4 Feb	31.0	33.0	9.0	16.0	1.0	11.0	-2.0
6-11 Feb	32.0	29.0	9.0	19.0	1.0	9.0	+3.0
13-18 Feb	35.0	30.0	9.0	15.0	2.0	8.0	+5.0
20-25 Feb	31.0	35.0	9.0	15.0	1.0	9.0	-4.0
27 Feb-4 March	32.0	32.0	9.0	16.0	2.0	9.0	0.0
6 - 11 March	34.0	31.0	10.0	15.0	1.0	9.0	+3.0
13-18 March	33.0	32.0	11.0	15.0	3.0	7.0	+1.0
21-25 March	30.0	36.0	9.0	14.0	2.0	8.0	-6.0
27 March-1 April	35.0	30.0	13.0	12.0	1.0	8.0	+5.0
3 - 9 April	34.0	37.0	7.0	12.0	2.0	8.0	-3.0
10 - 15 April	33.0	32.0	12.0	12.0	3.0	9.0	+1.0

3. Government Record

Gallup found no change in the popularity of the government - 32% claimed to approve of our record to date (32% in the previous study) with 54% disapproving (57% in the previous study). Details are shown in the table below:-

	<u>GOVERNMENT RECORD</u>		<u>Don't Know</u>
	<u>Approve</u>	<u>Disapprove</u>	
<u>1984</u>			
1-6 August (%)	33	52	15
8-13 August (%)	34	54	13
15-20 August (%)	36	50	14
22-27 August (%)	36	54	10
29 Aug - 3 Sept (%)	37	57	12
5-10 Sept (%)	34	52	14
12-17 Sept (%)	34	52	14
19-24 Sept (%)	35	51	14
26 Sept - 1 Oct (%)	34	53	13
3 - 8 Oct (%)	36	51	13
11-15 Oct (%)	40	48	12
17-22 Oct (%)	43	43	14
24-29 Oct (%)	41	47	12
31 Oct - 5 Nov (%)	38	51	11
7-12 Nov (%)	41	46	13
14-19 Nov (%)	38	48	14
21-26 Nov (%)	36	47	16
28 Nov - 3 Dec (%)	38	51	11
5 - 10 Dec (%)	34	52	14
12-17 Dec (%)	34	54	12
<u>1985</u>			
3-8 Jan (%)	32	53	14
9-14 Jan (%)	33	54	13
16-21 Jan (%)	35	48	16
23-28 Jan (%)	33	54	12
30 Jan - 4 Feb (%)	29	59	12
6-11 Feb (%)	31	55	13
13-18 Feb (%)	33	55	12
20-25 Feb (%)	29	58	13
27 Feb-4 March (%)	34	53	13
6 - 11 March (%)	32	55	13
13-18 March (%)	31	56	13
21-25 March (%)	30	58	12
27 March - 1 April (%)	34	55	11
3 - 9 April (%)	32	57	11
10 -15 April (%)	32	54	14

4. Popularity of Political Leaders

Mrs. Thatcher's popularity remained almost unchanged in the latest study, whilst that of Mr. Kinnock slumped from the peak reached in last week's study. Mr. Steel's popularity remained unchanged, whilst that of Dr. Owen fell slightly. Details are shown in the tables 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>1985</u>						
3-8 Jan (%)	39	57	5	33	48	19
9-14 Jan (%)	40	54	6	36	49	15
16-21 Jan (%)	43	51	6	31	51	18
23-28 Jan (%)	40	56	5	33	52	15
30 Jan to 4 Feb (%)	38	56	6	36	49	15
6-11 Feb (%)	37	57	6	31	54	15
13-18 Feb (%)	40	55	5	31	57	12
20-25 Feb (%)	38	58	4	34	52	14
27 Feb-4 March (%)	40	54	5	31	53	16
6 - 11 March (%)	41	55	4	34	51	15
13-18 March (%)	40	55	5	32	52	16
21-25 March (%)	37	58	5	37	47	6
27 March - 1 April (%)	39	56	5	33	50	16
3 - 9 April (%)	37	59	4	43	44	13
10-15 April (%)	38	57	6	35	47	18

	<u>Mr. Steel</u>			<u>Dr. Owen</u>		
	<u>Is Good Leader</u>	<u>Is Not Good Leader</u>	<u>Don't Know</u>	<u>Is Good Leader</u>	<u>Is Not Good Leader</u>	<u>Don't Know</u>
	%	%	%	%	%	%
<u>1985</u>						
3-8 Jan (%)	56	24	20	50	25	25
9-14 Jan (%)	57	26	17	52	27	21
16-21 Jan (%)	60	24	16	52	22	26
23-28 Jan (%)	57	25	18	55	21	24
30 Jan - 4 Feb (%)	55	28	18	51	25	23
6-11 Feb (%)	57	24	18	55	21	24
13-18 Feb (%)	59	24	17	57	24	20
20-25 Feb (%)	61	23	16	57	22	21
27 Feb-4 March (%)	57	25	19	52	23	25
6 - 11 March (%)	56	27	17	52	25	23
13-18 March (%)	57	27	17	53	23	24
21-25 March (%)	60	23	17	53	21	25
27 March-1 April (%)	64	21	15	34	24	22
3 - 9 April (%)	58	25	17	52	26	22
10-15 April (%)	58	24	18	49	26	25