

Public Opinion Background Note 95
(produced 1st July 1985)

1. Introduction

Gallup conducted the interviewing for our latest 'tracking' study for 26th June to 1st July - it was completed before the Brecon and Radnor by-election. This survey found for the first time since mid-April a small (1%) Conservative lead over Labour. Although such a small lead is not significant in terms of the statistics of opinion polls and we need to take great care not to build too much on a single poll - this latest 'tracking' study shows the start of a trend which may be continued in post-Brecon surveys. Alliance support in this latest survey is at about the average for the last six weeks - we will need to monitor carefully any post-Brecon changes.

Full details of the trend of support for the main parties since January 1985 showing voting intentions when those respondents not giving details of voting intention are excluded and when they were included as a separate group 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 Allian Liberal & S %
<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
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
17-22 April	34.0	37.5	12.0	14.0	2.0	-3.5	26.5	+7.5*
24-29 April	33.5	38.0	10.0	16.5	2.0	-4.5	26.5	+7.0
1 - 6 May	31.5	36.0	11.5	18.5	2.5	-4.5	30.0	+1.5
6-13 May	30.5	34.0	11.5	22.0	2.0	-3.5	33.5	-3.0*
15-20 May	31.0	36.5	10.0	21.0	1.5	-5.5	31.0	0.0
23-28 May	29.0	35.0	12.0	21.0	3.0	-6.0	33.0	-4.0
29 May - 3 June	31.0	37.0	13.0	17.0	2.0	-6.0	30.0	+1.0
5-10 June	28.0	36.0	12.0	21.5	2.5	-8.0	33.5	-5.5
12-17 June	34.5	34.5	12.0	18.0	1.0	0.0	30.0	+4.5*
19-24 June	31.0	35.0	13.0	19.0	2.0	-4.0	32.0	-1.0
26 June-1 July	35.0	34.0	12.0	17.0	2.0	+1.0	29.0	+6.0

/.....

(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>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
17-22 April	31.0	34.0	12.0	13.0	2.0	9.0	-3.0
24-29 April	31.0	35.0	9.0	15.0	2.0	8.0	-4.0
1 - 6 May	29.0	33.0	11.0	17.0	2.0	9.0	-4.0
6-13 May	28.0	31.0	11.0	20.0	2.0	8.0	-3.0
15-20 May	28.0	34.0	9.0	19.0	2.0	8.0	-6.0
23-28 May	27.0	33.0	12.0	19.0	2.0	7.0	-6.0
29 May-3rd June	28.0	33.0	11.0	15.0	2.0	11.0	-5.0
5 - 10 June	26.0	33.0	11.0	20.0	2.0	8.0	-7.0
12 - 17 June	32.0	32.0	11.0	17.0	1.0	7.0	0.0
19-24 June	29.0	32.0	12.0	17.0	3.0	7.0	-3.0
26 June-1 July	32.0	31.0	11.0	16.0	1.0	8.0	+1.0

3. Government Record

The latest study found a marginal improvement in the popularity of the Government - 30% claimed to approve of our record to date, 57% disapprove and 12% did not have a view. Details are shown in the tables below:-

<u>1985</u>	<u>GOVERNMENT RECORD</u>		
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</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
17-22 April (%)	32	57	11

/.....

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
24-29 April (%)	31	55	14
1 - 6 May (%)	31	56	13
6-13 May (%)	28	58	14
15-20 May (%)	27	60	13
23-28 May (%)	28	60	12
29 May-3 June (%)	27	59	14
5 - 10 June (%)	26	61	13
12-17 June (%)	31	59	9
19-24 June (%)	28	60	12
26 June-1 July (%)	30	57	12

4. Popularity of Political Leaders

Gallup found an improvement in the popularity of both Mrs Thatcher and Mr Kinnock but there was no change in that of Mr Steel or Dr Owen. Details are shown in the table below:-

	<u>Mrs Thatcher</u>			<u>Is Good Leader</u>	<u>Mr. Kinnock</u>	
	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Don't Know</u>		<u>Is Not Good Leader</u>	<u>Don't Know</u>
1985						
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
17-22 April (%)	38	57	5	36	48	16
24-29 April (%)	37	57	6	35	48	16
1 - 6 May (%)	37	58	5	36	49	16
6 - 13 May (%)	36	59	5	38	45	17
15-20 May (%)	32	63	5	36	47	18
23-28 May (%)	35	60	5	35	49	16
29 May-3 June (%)	34	61	5	34	50	16
5 - 10 June (%)	34	61	6	33	49	17
12-17 June (%)	38	56	8	37	51	12
19-24 June (%)	36	59	5	34	51	15
26 June-1 July (%)	40	56	5	37	46	17

/.....

	<u>Is Good</u> <u>Leader</u> %	<u>Mr Steel</u> <u>Is Not Good</u> <u>Leader</u> %	<u>Don't Know</u> %	<u>Is Good</u> <u>Leader</u> %	<u>Dr Owen</u> <u>Is Not Good</u> <u>Leader</u> %	<u>Don't</u> <u>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	54	24	22
3 - 9 April (%)	58	25	17	52	26	22
10-15 April (%)	58	24	18	49	26	25
17-22 April (%)	60	24	17	52	26	22
24-29 April (%)	60	22	18	51	24	25
1 - 6 May (%)	65	20	15	54	22	24
6 - 13 May (%)	64	19	16	56	21	23
15-20 May (%)	60	24	16	51	23	25
23-28 May (%)	65	20	15	52	26	21
29 May-3 June (%)	61	22	17	49	27	24
5 - 10 June (%)	62	22	16	53	25	22
12-17 June (%)	63	22	15	56	23	21
19-24 June (%)	63	21	16	51	25	23
26-June-1 July (%)	62	20	18	52	24	25

5. Published Polls

(a) Gallup (Sunday Telegraph 7th July 1985)

The Sunday Telegraph on 7th July included some details of a Gallup survey conducted from 26th June to 1st July on attitudes to public spending. They asked respondents, "Do you think the Government is spending too much, too little, or about the right amount on". They found.

	<u>Too Much</u>	<u>Too Little</u>	<u>About Right</u>	<u>Don't Know</u>
Armaments and Defence (%)	53	9	27	11
Roads (%)	5	63	24	8
Education and Schools (%)	4	74	15	7
Health Service (%)	2	76	17	5
Old Age Pensions (%)	1	70	24	5