

Public Opinion Background Note 115
(produced 23rd November 1985)

1. Introduction

The interviewing for our latest Gallup 'tracking' study was conducted from 13th to 18th November and involved interviews with almost 1,000 electors throughout Great Britain. The results are very similar to those of the Marplan survey published in the Guardian on 21st November (conducted 7th to 11th November). Details of the findings for both these studies are shown below:-

<u>Publication</u>	<u>Voting Intention</u>	
	<u>Guardian</u> (21st November '85)	<u>Unpublished</u> -
Fieldwork:	7th-11th November '85	13th-18th November
Company:	Marplan	Gallup
Conservative	34%	35%
Labour	35%	36%
Alliance	29%	28%
Other	2%	1%

Conservative support in our Gallup studies has remained unchanged for the last three weeks at 35%; Labour support has increased marginally and 'Alliance' support has fallen marginally. Details are shown in the tables below:-

2. Voting Intention

(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</u> <u>Over Labour</u> %	<u>SDP &</u> <u>Liberal</u> %	<u>Con lead</u> <u>over Allian</u> <u>Liberal & S</u> %
1979 General Election	43.9	36.9	13.8	-	5.4	+7.0	-	-
1983 General Election	42.4	27.6	13.7	11.6	4.7	+14.8	25.3	+17.1
1985								
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

2. Voting Intention (cont.)

(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>SDP & Liberal</u> %	<u>Con lead over Alliance Liberal & SDP</u> %
1985								
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
3-8 July	30.5	36.5	12.0	19.0	2.0	-6.0	31.0	+0.5
10-15 July	27.5	38.0	12.5	20.0	2.0	-10.5	32.5	-5.0
17-22 July	30.0	30.0	12.5	24.0	3.5	0.0	36.5	-6.5
24-29 July	28.0	34.0	14.5	22.0	1.5	-6.0	36.5	-8.5
31 July-5 Aug	25.0	36.5	12.5	24.0	2.0	-11.5	36.5	-11.5
7-12 Aug	24.0	40.0	13.0	21.0	2.0	-16.0	34.0	-10.0*
14-19 Aug	25.0	38.5	11.0	23.0	2.5	-13.5	34.0	-9.0
21-26 Aug	29.5	35.5	13.0	20.0	2.0	-6.0	33.0	-3.5
28 Aug-2 Sep	27.0	36.5	14.0	21.0	1.5	-9.5	35.0	-8.0
4-9 Sept	26.5	36.5	13.0	22.0	2.0	-10.0	35.0	-8.5
11-16 Sept	29.0	29.5	11.5	27.5	2.5	-0.5	39.0	-10.0*
18-23 Sept	29.0	29.0	12.5	28.0	1.5	0.0	40.5	-11.5
25-30 Sept	29.0	30.0	10.0	28.0	3.0	-1.0	38.0	-9.0
2-7 Oct	28.0	40.5	9.5	20.5	1.5	-12.5	30.0	-2.0
9-14 Oct	37.0	34.0	10.5	16.5	2.0	+3.0	27.0	+10.0
16-21 Oct	32.0	38.0	9.0	19.0	2.0	-6.0	28.0	+4.0*
23-30 Oct	33.0	37.0	9.5	19.0	1.5	-4.0	28.5	+4.5
30 Oct- 4 Nov	35.0	34.0	11.0	19.0	1.0	+1.0	29.0	+6.0
6-11 Nov	35.0	34.0	10.0	19.5	1.5	+1.0	29.5	+5.5
13-18 Nov	35.0	36.0	10.0	18.0	1.0	-1.0	28.0	+7.0

(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> %
1985							
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

(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>							
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
3-8 July	28.0	33.0	11.0	17.0	1.0	9.0	-5.0
10-15 July	26.0	35.0	12.0	19.0	2.0	6.0	-9.0
17-22 July	27.0	28.0	11.0	22.0	3.0	8.0	-1.0
24-29 July	25.0	31.0	13.0	20.0	2.0	9.0	-6.0
31 July - 5 Aug	23.0	33.0	11.0	22.0	1.0	9.0	-10.0
7-12 Aug	22.0	37.0	12.0	19.0	2.0	8.0	-15.0
14-19 Aug	23.0	36.0	10.0	21.0	2.0	8.0	-13.0
21-26 Aug	27.0	32.0	12.0	18.0	2.0	10.0	-5.0
28 Aug - 2 Sep	26.0	34.0	13.0	20.0	1.0	6.0	-8.0
4 - 9 Sep	24.0	33.0	12.0	19.0	2.0	9.0	-9.0
11-16 Sep	26.0	27.0	11.0	26.0	2.0	9.0	-1.0
18-23 Sep	27.0	27.0	12.0	26.0	1.0	8.0	0.0
25-30 Sep	27.0	28.0	10.0	26.0	1.0	6.0	-1.0
2-7 Oct	26.0	37.0	9.0	19.0	2.0	8.0	-11.0
9-14 Oct	34.0	32.0	10.0	15.0	2.0	8.0	+2.0
16-21 Oct	29.0	35.0	8.0	18.0	1.0	9.0	-6.0
23-30 Oct	30.0	34.0	9.0	17.0	2.0	9.0	-4.0
30 Oct - 4 Nov	31.0	30.0	10.0	18.0	1.0	10.0	+1.0
6-11 Nov	32.0	31.0	9.0	18.0	2.0	7.0	+1.0
13-18 Nov	32.0	33.0	9.0	16.0	1.0	8.0	-1.0

3. Government Record

Gallup found a further increase in the popularity of the Government - to 32% approving of our record to date - the highest level since late April. The proportion disapproving has fallen to 53% with 14% with no view. Details are shown in the table below:-

	<u>GOVERNMENT RECORD</u>		
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
<u>1985</u>			
3-8 Jan(%)	32	53	14
9-14Jan(%)	33	54	13
16-21 Jan(%)	35	48	16
23-28 Jan(%)	33	54	12
30 Jan-4 Feb(%)	29	59	12
6-11Feb (%)	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
24-29 April (%)	31	55	14

	GOVERNMENT RECORD (cont.)		
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
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
3-8 July (%)	29	58	12
10-15 July (%)	28	59	13
17 - 22 July(%)	28	60	12
24-29 July(%)	26	61	13
31 July - 5 Aug(%)	25	61	14
7-12 August (%)	23	65	12
14-19 August (%)	24	65	11
21-26 August (%)	27	59	13
28 Aug-2 Sep (%)	27	63	10
4-9 Sep (%)	27	60	13
11-16 Sep (%)	29	56	15
18-23 Sep (%)	28	58	14
25-30 Sep (%)	27	61	11
2-7 Oct (%)	26	60	14
9-14 Oct (%)	33	55	12
16-21 Oct (%)	29	59	13
23-30 Oct (%)	31	56	12
30 Oct - 4 Nov (%)	29	57	15
6-11 Nov (%)	29	59	13
13-18 Nov (%)	32	53	14

4. Popularity of Political Leaders

Gallup found a slight improvement in Mrs. Thatcher's popularity to 38% claiming to be satisfied with her as Prime Minister - the highest level since late June. Mr. Kinnock's popularity remained almost unchanged with 46% regarding him as a good leader of the Labour Party - his popularity remaining very significantly higher than before the Conference. Mr. Steel's popularity fell marginally as did that of Dr. Owen. Details are shown 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>
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

	<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>
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
3-8 July (%)	36	58	6	37	48	16
10-15 July (%)	34	60	5	38	47	15
17 - 22 July (%)	34	61	6	32	52	15
24-29 July (%)	31	63	6	34	49	16
31 July - 5 Aug (%)	32	63	5	36	49	15
7-12 Aug (%)	30	65	5	34	48	18
14-19 Aug (%)	29	66	5	31	52	18
21-26 Aug (%)	34	60	5	37	46	17
28 Aug-2 Sep (%)	33	63	4	37	47	16
4-9 Sep (%)	34	60	6	35	50	15
11-16 Sep (%)	35	60	5	29	52	19
18-23 Sep (%)	35	59	6	34	51	15
25-30 Sep (%)	34	61	5	32	50	18
2-7 Oct (%)	33	60	7	57	30	13
9-14 Oct (%)	37	58	5	51	34	15
16-21 Oct (%)	33	62	5	50	35	15
23-30 Oct (%)	37	58	5	50	36	14
30 Oct - 4 Nov (%)	37	58	5	45	41	14
6-11 Nov (%)	36	58	5	46	39	16
13-18 Nov (%)	38	56	6	46	39	15

	<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>
	%	%	%	%	%	%
1985						
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

	<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> %
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
3-8 July (%)	64	20	16	50	25	25
10-15 July(%)	65	20	15	54	24	22
17-22 July (%)	64	21	15	51	26	23
24-29 July(%)	64	21	14	56	24	20
31 July-5Aug (%)	67	18	15	57	20	23
7-12 Aug (%)	63	21	17	54	24	23
14-19 Aug (%)	62	21	17	54	23	23
21-26 Aug (%)	65	18	17	53	25	22
28 Aug-2Sep (%)	64	20	15	55	23	21
4-9 Sep (%)	61	23	16	54	24	23
11-16 Sep (%)	56	25	19	59	21	20
18-23 Sep (%)	62	24	15	57	23	19
25-30 Sep (%)	61	23	16	56	24	20
2-7 Oct (%)	57	24	20	51	24	25
9-14 Oct(%)	54	27	19	50	27	27
16-21 Oct (%)	53	29	18	47	30	23
23-30 Oct(%)	55	27	18	50	29	22
30 Oct - 4 Nov (%)	54	28	18	51	27	22
6-11 Nov (%)	55	27	18	52	26	22
13-18 Nov (%)	54	27	19	50	26	23

5. Published Polls

(a) Marplan (Guardian, 21st November, 1985)

The Guardian on 21st November included details of a Marplan survey conducted from 7th to 11th November. In addition to the standard voting intention question, Marplan asked who would be the best Prime Minister - 29% selected Mrs. Thatcher, 26% Mr. Kinnock, 12% Mr. Steel and 13% Dr. Owen - 20% did not have a view.

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