

STRICTLY CONFIDENTIAL

Public Opinion Background Note 181
(produced 20th April 1987)

Summary of Main Findings

- 1a) Latest tracking study was same as survey published in Daily Telegraph. It found 40.5% claiming they would vote Conservative, 29% Alliance and 28% Labour.
- 1b) Survey found Mr Kinnock's popularity at the lowest level reached since he became leader of the Labour Party

Contents

- 1. Introduction
- 2. Voting Intention
- 3. Government Record
- 4. Popularity of Political Leaders
- 5. Voting Intention - Analysis by Category
- 6. Marginal Seats Research

NOTE:

FOR FURTHER DETAILS OF PUBLISHED POLLS PLEASE
SEE PUBLIC OPINION REVIEW.

DKB/CJS 22nd April 1987
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PUBLIC OPINION BACKGROUND NOTE 181

1. Introduction

Public Opinion Background in it's new format is designed to present the results from our unpublished and confidential 'tracking' studies. Published opinion polls are reviewed in a new publication - Public Opinion Review. Published polls are only included in this publication if needed to help put the findings from our private surveys into context.

The results from our latest Gallup 'tracking' study are the same as those published in the Daily Telegraph on 16th April. This survey found the 'Alliance' in second place but with Labour very close to them. Gallup found 40.5% claiming they would vote Conservative, 29% Alliance and 28% Labour.

Since the latest edition of Public Opinion Background Note (number 179/180) we have had four published opinion polls showing voting intention, three conventional polls and one conducted wholly by telephone. Of these only the Gallup study found 'Alliance' in second place, however the other studies either found the two parties neck and neck or the 'Alliance' very close to Labour. The surveys found Conservative support ranging from 40% (Marplan) to 44% (Audience Selection), Labour support ranging from 27% (Audience Selection) to 30% (Marplan) with 'Alliance' support in the 26% (MORI) to 29% (Gallup) band .

Over the period since the start of April, we have had nine published and unpublished polls - Conservative support has ranged from 38% to 44%, Labour support from 27% to 32% and 'Alliance' support from 26% to 30%.

Details are shown in the table on the next page and in the accompanying graph. The results from the Audience Selection poll conducted by telephone should be treated with caution as the degree of error involved in this type of polling can be considerable.

Latest Polls - National

<u>Polling Company</u>	<u>Published/Unpublished</u>	<u>Fieldwork Date 1986</u>	<u>CON</u>	<u>LAB</u>	<u>SDP/ Liberal</u>	<u>Other</u>	<u>Con lead over Labour</u>
			%	%	%	%	%
MORI	Published	3-4 Nov	40.0	39.0	18.0	3.0	+1.0
Gallup	Unpublished	4-10 Nov	37.0	40.0	21.0	2.0	-3.0
Marplan	Published	7-11 Nov	39.0	36.0	23.0	2.0	+3.0
Gallup	Published	11-17 Nov	36.0	39.5	22.0	2.5	-3.5
Gallup	Unpublished	19-24 Nov	35.0	40.0	22.0	3.0	-5.0
Marplan	Published	21-25 Nov	39.0	38.0	20.0	3.0	+1.0
MORI	Published	20-26 Nov	41.0	39.0	18.0	2.0	+2.0
Gallup	Unpublished	28.11-1.12	37.5	37.5	22.0	3.0	0.0
Harris	Published	6-7 Dec	41.0	35.0	22.0	2.0	+6.0
Marplan	Published	4-8 Dec	39.0	38.0	21.0	2.0	+1.0
Gallup	Unpublished	4-8 Dec	39.0	34.0	25.0	2.0	+5.0
Gallup	Published	10-15 Dec	41.0	32.5	23.5	3.0	+8.5
Gallup	Unpublished	17-23 Dec	37.0	37.0	24.0	2.0	0.0
MORI	Published	27-30 Dec	39.0	38.0	21.0	2.0	+1.0

Latest Polls - National

<u>Polling Company</u>	<u>Published/Unpublished</u>	<u>Fieldwork Date 1987</u>	<u>CON</u>	<u>LAB</u>	<u>SDP/ Liberal</u>	<u>Other</u>	<u>Con lead over Labour</u>
			%	%	%	%	%
MORI	Published	3-4 Nov	40.0	39.0	18.0	3.0	+1.0
Gallup	Unpublished	4-10 Nov	37.0	40.0	21.0	2.0	-3.0
Marplan	Published	7-11 Nov	39.0	36.0	23.0	2.0	+3.0
Gallup	Published	11-17 Nov	36.0	39.5	22.0	2.5	-3.5
Gallup	Unpublished	19-24 Nov	35.0	40.0	22.0	3.0	-5.0
Marplan	Published	21-25 Nov	39.0	38.0	20.0	3.0	+1.0
MORI	Published	20-26 Nov	41.0	39.0	18.0	2.0	+2.0
Gallup	Unpublished	28.11-1.12	37.5	37.5	22.0	3.0	0.0
Harris	Published	6-7 Dec	41.0	35.0	22.0	2.0	+6.0
Marplan	Published	4-8 Dec	39.0	38.0	21.0	2.0	+1.0
Gallup	Unpublished	4-8 Dec	39.0	34.0	25.0	2.0	+5.0
Gallup	Published	10-15 Dec	41.0	32.5	23.5	3.0	+8.5
Gallup	Unpublished	17-23 Dec	37.0	37.0	24.0	2.0	0.0
MORI	Published	27-30 Dec	39.0	38.0	21.0	2.0	+1.0
Marplan	Published	9-12 Jan	38.0	36.0	23.0	2.0	+2.0
Harris	Published	10-11 Jan	42.0	37.0	20.0	2.0	+5.0
Gallup	Unpublished	7-12 Jan	36.0	39.0	22.5	2.5	-3.0
NOP	Published	7-14 Jan	42.0	37.0	19.0	2.0	+5.0
Gallup	Published	14-20 Jan	34.5	39.5	23.5	2.5	-5.0
Harris	Published	20-22 Jan	44.0	36.0	18.0	2.0	+8.0
Gallup	Unpublished	21-26 Jan	41.0	34.0	23.0	2.0	+7.0
NOP	Published	21-28 Jan	38.0	40.0	20.0	2.0	-2.0
Marplan	Published	23-27 Jan	38.5	38.5	20.0	3.0	0.0
MORI	Published	23-28 Jan	39.0	38.0	21.0	2.0	+1.0
Gallup	Unpublished	28.01-02.02	35.5	34.5	27.0	3.0	+1.0
Harris	Published	30.01-01.02	37.0	39.0	22.0	2.0	-2.0
Gallup	Unpublished	4-9 Feb	36.0	33.0	29.0	2.0	+3.0
NOP	Published	4-9 Feb	39.0	37.0	23.0	2.0	+2.0
Marplan	Published	6-10 Feb	38.0	35.0	25.0	2.0	+3.0
MORI	Published	6-10 Feb	39.0	36.0	23.0	2.0	+3.0
Gallup	Published	11-16 Feb	36.0	34.5	27.5	2.0	+1.5
Harris	Published	17-19 Feb	39.0	37.0	23.0	1.0	+2.0
Gallup	Unpublished	18-23 Feb	36.0	40.0	22.0	1.0	-4.0
MORI	Published	20-25 Feb	41.0	35.0	21.0	3.0	+6.0
Telephone							
Survey	Published	28 Feb	35.6	31.9	31.4	1.1	+3.7*
Harris	Published	28.02-01.03	36.0	33.0	29.0	2.0	+3.0
Gallup	Unpublished	25.02-02.03	40.0	30.0	29.0	1.0	+10.0
NOP	Published	25.02-02.03	39.0	34.0	25.0	2.0	+5.0
Gallup	Unpublished	4-9 March	38.5	30.0	30.5	1.0	+8.5
Marplan	Published	6-10 March	38.0	32.0	27.0	3.0	+6.0
MORI	Published	6-11 March	41.0	32.0	25.0	2.0	+9.0
Gallup	Unpublished	12-16 March	33.5	30.0	34.0	2.5	+3.5
MORI	Published	19-20 March	39.0	33.0	26.0	2.0	+6.0
Harris	Published	18-19 March	39.0	33.0	26.0	2.0	+6.0
Marplan	Published	20-24 March	36.0	31.0	31.0	2.0	+5.0
Gallup	Published	19-23 March	37.5	29.5	31.5	1.5	+8.0
Marplan	Published	20-24 March	36.0	31.0	31.0	2.0	+5.0
Gallup	Unpublished	26-30 March	36.5	30.0	31.5	2.0	+6.5
MORI	Published	26.03-02.04	41.0	29.0	29.0	1.0	+12.0
Marplan	Published	2 April	39.0	29.0	30.0	2.0	+10.0

Latest Polls - National

<u>Polling Company</u>	<u>Published/Unpublished</u>	<u>Fieldwork Date 1987</u>	<u>CON</u>	<u>LAB</u>	<u>SDP/Liberal</u>	<u>Other</u>	<u>Con lead over Labour</u>
			%	%	%	%	%
Marplan	Published	3-7 April	38.0	32.0	27.0	3.0	+ 6.0
Harris	Published	3-5 April	43.0	30.0	26.0	1.0	+13.0
Gallup	Unpublished	1-6 April	39.0	30.0	29.5	1.5	+ 9.0
Gallup	Published	8-13 April	40.5	28.0	29.0	2.5	+12.5
Marplan	Published	8-10 April	40.0	30.0	27.0	3.0	+10.0
Audience Selection	Published	10-12 April	44.0	27.0	27.0	2.0	+17.0*
MORI	Published	10-12 April	42.0	29.0	26.0	3.0	+13.0

* Telephone Polls

2. Voting Intention

The tables on this page and the following page show the results of the 1979 and 1983 General Elections, the findings from the monthly aggregation of our Gallup surveys conducted during 1985, 1986 and early 1987 together with the week by week trend since the start of August 1986. The tables show voting intention when 'don't knows are excluded - this is the conventional way of presenting these figures and is generally used when such figures are published.

Voting Intention
(excluding don't knows)

	<u>Con</u>	<u>Lab</u>	<u>SDP/Liberals</u>	<u>Others</u>	<u>Con lead Over Lab</u>	<u>Con lead Over SDP/Liberals</u>
	%	%	%	%	%	%
<u>1979 General Election</u>	43.9	36.9	13.8	5.4	+7.0	+30.1
<u>1983 General Election</u>	42.4	27.6	25.3	4.7	+14.8	+17.1

<u>1985 - Monthly Figures</u>	(based on aggregation of weekly surveys)					
	<u>Con</u>	<u>Lab</u>	<u>SDP/Liberals</u>	<u>Others</u>	<u>Con lead Over Lab</u>	<u>Con lead Over SDP/Liberals</u>
	%	%	%	%	%	%
January	37.7	34.0	26.5	1.8	+3.7	+11.2
February	35.7	34.9	27.5	2.0	+0.8	+8.2
March	36.1	34.5	27.5	1.9	+1.6	+8.6
April	33.8	38.5	25.7	2.1	-4.7	+8.1
May	31.8	34.0	32.2	2.0	-2.2	-0.4
June	31.6	35.9	30.7	1.8	-4.3	+0.9
July	28.8	34.1	34.9	2.2	-5.3	-6.1
August	26.9	37.2	34.0	2.0	-10.3	-7.1
September	28.6	31.4	38.1	2.0	-2.8	-9.5
October	32.4	37.6	28.5	1.7	-5.2	+3.9
November	34.9	33.9	29.1	2.2	+1.0	+5.8
December	33.4	33.1	31.5	2.1	+0.3	+1.9

Voting Intention
(excluding don't knows)

1986 - Monthly Figures

January	29.9	35.4	32.7	2.0	-5.5	-2.8
February	29.2	34.3	34.8	1.9	-5.1	-5.6
March	30.3	34.5	32.9	2.3	-4.2	-2.6
April	31.4	37.5	28.6	2.5	-6.1	+2.8
May	31.2	38.1	28.8	2.2	-6.9	+2.4
June	32.4	38.2	27.2	2.4	-5.8	+5.2
July	31.8	38.2	27.8	2.2	-6.4	+4.0
August	31.7	38.4	27.6	2.3	-6.7	+4.1
September	33.8	37.5	26.4	2.4	-3.7	+7.4
October	37.3	38.5	22.0	2.2	-1.2	+15.3
November	37.7	38.3	21.6	2.6	-0.6	+16.1
December	38.3	35.1	24.1	2.6	+3.2	+14.2

1987 - Monthly Figures

January	37.4	36.4	23.8	2.3	+1.0	+13.6
February	37.7	33.7	26.6	2.4	+4.0	+11.1
March	36.7	29.6	31.8	1.9	+7.1	+4.9

1986

30 Jul-4 Aug	33.0	35.0	29.0	3.0	-2.0	+4.0
6-11 Aug	30.0	36.5	30.0	3.5	-6.5	0.0*
12-18 Aug	29.0	40.0	29.0	2.0	-11.0	0.0
21-24 Aug	33.0	39.5	25.5	2.0	-6.5	+7.5
28 Aug - 1 Sep	34.0	35.5	29.0	1.0	-1.5	+4.5
4-8 Sep	34.5	40.0	23.0	2.5	-5.5	+11.5
10-15 Sep	32.5	38.0	27.5	2.0	-5.5	+5.0*
19-22 Sep	33.0	36.5	28.5	2.0	-3.5	+4.5
25-29 Sep	34.5	35.5	27.0	3.0	-1.0	+7.5
1-6 Oct	33.5	41.5	22.0	3.0	-8.0	+11.5
8-13 Oct	39.5	39.5	19.5	1.5	0.0	+20.0
16-21 Oct	37.5	37.5	22.0	3.0	0.0	+15.5*
22-27 Oct	36.0	40.0	22.0	2.0	-4.0	+14.0
29 Oct - 3 Nov	35.0	42.0	20.5	2.5	-7.0	+14.5
4-11 Nov	37.0	40.0	21.0	2.0	-3.0	+16.0
11-17 Nov	36.0	39.5	22.0	2.5	-3.5	+14.0
19-24 Nov	35.0	40.0	22.0	3.0	-5.0	+13.0
28 Nov-1 Dec	37.5	37.5	22.0	3.0	0.0	+14.5
4-8 Dec	39.0	34.0	25.0	2.0	+5.0	+14.0
10-15 Dec	41.0	32.5	23.5	3.0	+8.5	+17.5*
17-23 Dec	37.0	37.0	24.0	2.0	0.0	+13.0

1987

7-12 Jan	36.0	39.0	22.5	2.5	-3.0	+13.5
14-20 Jan	34.5	39.5	23.5	2.5	-5.0	+11.0*
21-26 Jan	41.0	34.0	23.0	2.0	+7.0	+18.0
28 Jan - 2 Feb	35.5	34.5	27.0	3.0	+1.0	+8.5
4-9 Feb	36.0	33.0	29.0	2.0	+3.0	+7.0
11-16 Feb	36.0	34.5	27.5	2.0	+1.5	+8.5*
18-23 Feb	36.0	40.0	23.0	1.0	-4.0	+13.0
25 Feb - 2 Mar	40.0	30.0	29.0	1.0	+10.0	+11.0
4-9 Mar	38.5	30.0	30.5	1.0	+8.5	+8.0
12-16 Mar	33.5	30.0	34.0	2.5	+3.5	-0.5
19-23 Mar	37.5	29.5	31.5	1.5	+8.0	+6.0*
26-30 Mar	36.5	30.0	31.5	2.0	+6.5	+5.0
1-6 April	39.0	30.0	29.5	1.5	+9.0	+9.5
8-13 April	40.5	28.0	29.0	2.5	+12.5	+11.5

* Published Poll

3. Government Record

The findings from the latest published 'tracking' study found a further improvement in the level of approval of our record in Government - up to 41% claiming to approve of our record (31% at start of year), 47% disapproving (53% at start of year). Details are shown in the table below:

Government Record

	<u>Approve</u> %	<u>Disapprove</u> %	<u>Don't Know</u> %
<u>1986 Weekly Figures</u>			
1-6 Oct	29.0	57.0	14.0
8-13 Oct	36.0	52.0	12.0
16-21 Oct	33.0	56.0	11.0
22-27 Oct	32.0	53.0	15.0
29 Oct - 3 Nov	32.0	54.0	14.0
4-10 Nov	33.0	54.0	13.0
12-17 Nov	36.0	52.0	12.0
19-24 Nov	31.0	54.0	15.0
28 Nov - 1 Dec	32.0	54.0	14.0
4-8 Dec	32.0	53.0	15.0
10-15 Dec	34.0	51.0	16.0
17-23 Dec	37.0	50.0	14.0
<u>1987 Weekly Figures</u>			
7-12 Jan	31.0	53.0	16.0
14-19 Jan	30.0	57.0	13.0
21-26 Jan	35.0	51.0	14.0
28 Jan - 2 Feb	34.0	52.0	14.0
4-9 Feb	34.0	54.0	13.0
11-16 Feb	32.0	53.0	15.0
18-23 Feb	32.0	53.0	14.0
25 Feb - 2 Mar	37.0	47.0	16.0
4-9 Mar	36.0	50.0	14.0
12-16 Mar	35.0	52.0	13.0
19-23 Mar	35.0	51.0	13.0
26-30 Mar	37.0	52.0	10.0
1-6 April	40.0	47.0	13.0
8-13 April	41.0	47.0	12.0

4. Popularity of Political Leaders

Gallup in the latest study found 43% claiming to be satisfied with Mrs Thatcher as Prime Minister (36% at start of year), 50% dissatisfied (59% at start of year) and 6% with no view (6% at start of year).

The latest Gallup study found a sharp further fall in Mr Kinnock's personal popularity to the lowest level since he became leader of the Labour party. The study found only 26% claiming to be satisfied with Mr Kinnock as Labour leader (40% at start of year) 63% dissatisfied with him (46% at start of year) and 12% had no view (15% at start of year).

Gallup found almost no change in the popularity of either 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>1986</u>						
1-6 Oct	31	64	5	54	32	14
8-13 Oct	37	58	5	47	41	12
16-21 Oct	36	59	5	47	41	12
22-27 Oct	35	60	5	47	40	13
29Oct-3Nov	34	59	6	45	42	14
4-10 Nov	36	60	4	43	41	15
12-17 Nov	36	59	5	44	41	15
19-24 Nov	34	60	6	43	42	15
28Nov-1Dec	35	60	5	44	40	16
4-8 Dec	36	59	5	40	47	13
10-15 Dec	38	57	6	36	53	12
17-23 Dec	38	56	6	39	47	14
<u>1987</u>						
7-12 Jan	36	59	6	40	46	15
14-19 Jan	35	61	5	39	44	17
21-26 Jan	39	56	5	38	49	13
28Jan-2Feb	37	57	5	37	48	15
4-9 Feb	35	59	6	41	45	14
11-16 Feb	36	58	6	37	48	15
18-23 Feb	37	58	5	42	43	14
25Feb-2Mar	41	53	6	30	54	15
4-9 Mar	41	54	5	32	54	14
12-16 Mar	38	57	5	34	54	13
19-23 Mar	39	54	6	34	52	14
26-30 Mar	42	53	5	32	57	11
1-6 April	44	51	5	32	53	15
8-13 April	43	50	6	26	63	12

Popularity of Political Leaders contd.

	<u>Is Good</u>	<u>Mr Steel</u>	<u>Don't</u>	<u>Dr Owen</u>	<u>Is Not</u>	<u>Don't</u>
	<u>Leader</u>	<u>Is Not</u>	<u>Know</u>	<u>Is Good</u>	<u>Good</u>	<u>Know</u>
	%	<u>Leader</u>	%	<u>Leader</u>	<u>Leader</u>	%
		%		%	%	
<u>1986</u>						
1-6 Oct	49	33	18	49	31	21
8-13 Oct	44	37	19	49	32	19
6-21 Oct	47	35	18	52	29	19
22-27 Oct	47	36	18	48	30	22
29Oct-3Nov	46	36	19	46	33	21
4-10 Nov	48	36	16	46	35	18
12-17 Nov	49	32	18	49	32	19
19-24 Nov	49	31	20	49	29	22
28Nov-1Dec	51	32	17	49	32	19
4-8 Dec	51	31	17	54	27	20
10-15 Dec	46	35	19	49	32	19
17-23 Dec	49	33	18	50	28	21
<u>1987</u>						
7-12 Jan	51	30	19	50	28	23
14-19 Jan	55	25	21	48	26	26
21-26 Jan	54	27	19	51	28	21
28Jan-2Feb	49	33	17	54	26	20
4-9 Feb	55	28	16	51	28	21
11-16 Feb	55	29	17	53	29	18
18-23 Feb	54	28	18	51	28	21
25Feb-2Mar	57	26	17	54	24	22
4-9 Mar	60	25	15	58	25	17
12-16 Mar	61	24	15	58	22	19
19-23 Mar	62	24	14	54	26	20
26-30 Mar	61	23	16	57	24	19
1-6 April	57	25	18	56	24	20
8-13 April	56	28	16	56	25	19

5. Voting Intention and Analysis by Category

The tables below show movement of support among the main groups in the electorate from July 1983 to March 1987. The analysis is based on the monthly aggregation of Gallup's weekly survey.

VOTING INTENTION - GALLUP (EXCLUDING DON'T KNOWS)

	<u>OVERALL</u>						
	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 -</u> <u>March 1987</u>
Conservative	44.0	37.7	38.3	37.4	37.7	36.7	- 7.3
Labour	27.7	38.3	35.1	36.6	33.7	29.6	+ 1.9
'Alliance'	26.9	21.6	24.1	23.8	26.6	31.8	+ 4.9
Others	1.4	2.6	2.6	2.3	2.4	1.9	+ 0.5

	<u>WALES</u>						
	<u>General</u> <u>Election</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>Election to</u> <u>March 1987</u>
Conservative	31.1	19.9	26.1	20.9	23.2	23.3	- 7.8
Labour	37.5	60.9	50.3	56.0	53.8	45.5	+ 8.0
'Alliance'	23.2	14.5	19.2	19.6	21.0	27.0	+ 3.8
Others	8.2	4.9	4.4	3.4	2.3	4.5	- 3.7

	<u>SCOTLAND</u>						
	<u>General</u> <u>Election</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>Election to</u> <u>March 1987</u>
Conservative	28.4	20.3	21.1	22.2	19.6	21.9	- 6.5
Labour	35.1	48.2	43.9	49.2	44.4	39.7	+ 4.6
'Alliance'	24.5	15.7	18.9	14.7	18.9	23.4	- 1.1
Others	12.1	16.0	16.1	14.1	17.5	15.2	+ 3.1

SOUTH ENGLAND

	<u>General Election 1983</u>	<u>Nov 1986</u> %	<u>Dec 1986</u> %	<u>Jan 1987</u> %	<u>Feb 1987</u> %	<u>March 1987</u> %	<u>Change Election to March 1987</u>
Conservative	50.6	45.2	45.4	44.5	44.9	43.7	- 6.9
Labour	19.8	29.4	26.6	27.1	25.0	21.0	+ 1.2
'Alliance'	28.6	24.4	26.7	27.1	29.6	34.3	+ 5.7
Others	1.0	1.0	1.3	1.4	1.2	1.7	+ 0.7

MIDLANDS - ENGLAND

	<u>General Election 1983</u>	<u>Nov 1986</u> %	<u>Dec 1986</u> %	<u>Jan 1987</u> %	<u>Feb 1987</u> %	<u>March 1987</u> %	<u>Change Election to March 1987</u>
Conservative	46.8	43.1	41.9	40.9	42.5	40.5	- 6.3
Labour	28.1	36.3	31.5	34.6	30.2	27.3	- 0.8
'Alliance'	24.5	20.0	25.7	24.1	26.9	32.3	+ 7.8
Others	0.5	0.6	0.9	0.4	0.5	0.4	- 0.1

ENGLAND NORTH

	<u>General Election 1983</u>	<u>Nov 1986</u> %	<u>Dec 1986</u> %	<u>Jan 1987</u> %	<u>Feb 1987</u> %	<u>March 1987</u> %	<u>Change Election to March 1987</u>
Conservative	38.4	32.2	33.9	32.7	32.5	31.2	- 7.2
Labour	36.7	45.0	44.0	44.0	41.6	37.6	+ 0.9
'Alliance'	24.4	21.9	21.7	22.9	25.7	31.4	+ 7.0
Others	0.5	1.0	0.7	0.4	0.3	0.5	0.0

VOTING INTENTION - GALLUP DON'T KNOWS

MEN

	<u>Jul</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 -</u> <u>March 1987</u>
Conservative	43.5	38.0	40.6	38.0	38.3	36.6	- 6.9
Labour	30.0	39.7	34.3	37.3	34.0	30.3	+ 0.3
'Alliance'	24.9	19.2	22.0	22.3	25.1	30.7	+ 5.8
Others	1.6	3.2	2.2	2.5	2.9	2.8	+ 1.2

WOMEN

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 -</u> <u>March 1987</u>
Conservative	44.4	37.4	36.1	36.8	37.2	36.8	- 7.6
Labour	25.6	36.9	35.8	36.0	33.4	28.9	+ 3.3
'Alliance'	28.9	23.8	26.0	25.3	28.1	32.8	+ 3.9
Others	1.2	2.0	2.0	2.0	1.9	2.2	+ 1.0

18 - 24

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change July</u> <u>1983 to</u> <u>March 1987</u>
Conservative	42.5	32.0	34.8	30.4	33.6	33.4	- 9.1
Labour	27.6	45.6	41.7	46.1	41.6	36.4	+ 8.8
'Alliance'	27.9	19.2	20.4	20.5	22.0	27.8	- 0.1
Others	2.1	3.5	3.4	3.0	3.0	3.0	+ 0.9

25 - 34

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 -</u> <u>March 1987</u>
Conservative	43.2	36.1	33.9	35.4	35.1	33.3	- 9.9
Labour	27.3	40.7	38.3	38.4	36.2	32.3	+ 5.0
'Alliance'	28.1	21.0	24.8	23.9	26.7	31.1	+ 3.0
Others	1.4	2.2	3.1	2.3	2.3	3.9	+ 2.5

35 - 44

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 to</u> <u>March 1987</u>
Conservative	45.7	38.1	39.7	38.5	38.4	38.8	- 6.9
Labour	22.5	33.7	28.7	31.2	30.3	25.7	+ 3.2
'Alliance'	30.3	25.4	28.6	28.2	30.1	34.5	+ 4.2
Others	1.5	3.0	3.0	2.2	2.1	1.7	+ 0.2

45 - 64

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 to</u> <u>March 1987</u>
Conservative	43.4	38.5	39.5	39.3	39.1	37.1	- 6.3
Labour	29.1	36.5	33.4	35.0	31.1	27.4	- 1.7
'Alliance'	26.1	22.9	25.0	23.7	27.4	33.5	+ 7.4
Others	1.5	2.3	2.1	2.3	2.8	2.6	+ 1.1

65+

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 to</u> <u>March 1987</u>
Conservative	45.3	42.6	42.8	41.6	41.3	40.5	- 4.8
Labour	30.9	36.9	34.7	34.4	31.3	28.0	- 2.9
'Alliance'	23.1	18.4	20.7	22.5	26.0	30.7	+ 7.6
Others	0.8	2.2	1.8	1.7	1.7	1.3	+ 0.5

AB

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 to</u> <u>March 1987</u>
Conservative	60.9	52.8	51.6	52.0	53.7	51.0	- 9.9
Labour	10.9	17.9	18.0	17.1	15.5	14.1	+ 3.2
Alliance'	27.7	27.5	28.3	29.0	29.7	33.6	+ 5.9
Others	0.5	2.0	2.1	2.0	1.7	1.6	+ 1.1

C1

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983 to</u> <u>March 1987</u>
Conservative	54.5	45.0	45.3	47.0	45.1	44.2	- 10.2
Labour	14.9	28.7	26.5	24.9	24.2	20.4	+ 5.5
Alliance'	29.5	24.1	25.7	25.6	28.8	32.9	+ 3.4
Others	1.2	2.4	2.5	2.6	2.3	3.1	+ 1.9

C2

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983</u> <u>to March</u> <u>1987</u>
Conservative	40.3	34.9	35.4	34.1	34.5	35.2	- 5.1
Labour	31.3	42.9	38.4	41.0	37.7	32.6	- 1.3
'Alliance'	26.7	19.6	24.1	23.3	26.2	30.3	+ 3.6
Others	1.8	2.7	2.2	1.8	2.2	2.4	+ 0.6

DE

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983</u> <u>to March</u> <u>1987</u>
Conservative	30.8	26.2	28.6	25.4	26.1	24.2	- 6.6
Labour	42.6	52.7	47.6	51.8	47.3	42.6	0
'Alliance'	24.9	18.3	20.4	20.3	23.6	31.4	+ 6.5
Others	1.8	2.9	3.5	2.6	3.1	1.8	0

ABC2

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	<u>Change</u> <u>July 1983</u> <u>to March</u> <u>1987</u>
Conservative	57.2	48.4	48.0	49.1	48.8	47.1	-10.1
Labour	13.3	23.9	22.9	21.6	20.5	17.7	+ 4.4
'Alliance'	28.7	25.6	26.8	27.0	29.2	33.2	+ 4.5
Others	0.9	2.2	2.3	2.3	2.0	2.4	+ 1.5

-15-
C2DE

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	Change July 1983 to March <u>1987</u>
Conservative	35.8	30.7	32.1	29.8	30.4	29.8	- 6.0
Labour	36.7	47.7	42.9	46.3	42.4	37.5	+ 0.8
'Alliance'	25.8	18.9	22.3	21.8	24.9	30.8	+ 5.0
Others	1.7	2.9	2.8	2.2	2.7	2.5	+ 0.8

HOME TENURE - OWN

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	Change July 1983 to March <u>1987</u>
Conservative	53.2	45.6	45.5	44.9	45.5	44.0	- 9.2
Labour	18.8	29.3	26.6	27.8	25.3	21.8	+ 3.0
'Alliance'	27.3	23.3	25.8	25.7	28.1	33.1	+ 5.8
Others	0.8	1.9	2.1	1.7	1.6	1.7	+ 0.9

HOME TENURE - COUNCIL

	<u>July</u> <u>1983</u> %	<u>Nov</u> <u>1986</u> %	<u>Dec</u> <u>1986</u> %	<u>Jan</u> <u>1987</u> %	<u>Feb</u> <u>1987</u> %	<u>March</u> <u>1987</u> %	Change July 1983 to March <u>1987</u>
Conservative	25.0	19.5	21.1	18.9	19.5	20.6	- 4.4
Labour	46.1	59.2	54.9	58.3	54.1	46.8	+ 0.7
'Alliance'	26.3	17.1	20.6	19.2	22.4	29.0	+ 2.7
Others	2.7	4.2	3.4	3.6	4.3	4.1	+ 1.4

6. Marginal Seats Research

The Second of our Harris 'tracking' studies was conducted in the 'target' seats from the 7th to 9th April copies of the Harris reports on the research are attached.