

Public Opinion Review 2
(produced 20th April 1987)

This is the first of a new weekly review of all the main published opinion polls.

Summary of Key Findings

- 1 Latest published poll conducted from 10th to 12th April found a 13% Conservative lead over Labour with 'Alliance' in third place.
- 2 Latest poll (MORI) found 42% claiming they would vote Conservative, 29% Labour and 26% 'Alliance'.

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 - b) Marplan (Today) 13th April 1987
 - c) Gallup (Daily Telegraph) 16th April 1987

STOP PRESS: NOP survey published in the Evening Standard (22nd April) and conducted from 9th to 15th April found 44% claiming they would vote Conservative, 29% Labour, 25% 'Alliance' and 2% for "other parties".

DKB/CJS 22nd April 1987
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PUBLIC OPINION REVIEW 2

1. Introduction

Since the first election of Public Opinion Review 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 eight published polls showing voting intentions - Conservative support has ranged from 38% to 44%, Labour support from 28% to 32% and Alliance support from 27% 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 poll can be considerable.

LATEST POLLS - NATIONAL

<u>Polling Company</u>	<u>Fieldwork Date</u>	<u>CON</u>	<u>LAB</u>	<u>SDP/ Liberal</u>	<u>Other</u>	<u>Con lead over Labour</u>	<u>Con lead over SDP/ Liberal</u>
		%	%	%	%	%	%
<u>1986</u>							
MORI	3-4 Nov	40.0	39.0	18.0	3.0	+1.0	+22.0
Marplan	7-11 Nov	39.0	36.0	23.0	2.0	+3.0	+13.0
Gallup	11-17 Nov	36.0	39.5	22.0	2.5	-3.5	+14.0
Marplan	21-25 Nov	39.0	38.0	20.0	3.0	+1.0	+19.0
MORI	20-26 Nov	41.0	39.0	18.0	2.0	+2.0	+23.0
Harris	6-7 Dec	41.0	35.0	22.0	2.0	+6.0	+19.0
Marplan	4-8 Dec	39.0	38.0	21.0	2.0	+1.0	+18.0
Gallup	10-15 Dec	41.0	32.5	23.5	3.0	+8.5	+17.5
MORI	27-30 Dec	39.0	38.0	21.0	2.0	+1.0	+18.0
<u>1987</u>							
Marplan	9-12 Jan	38.0	36.0	23.0	2.0	+2.0	+15
Harris	10-11 Jan	42.0	37.0	20.0	2.0	+5.0	+22.0
NOP	7-14 Jan	42.0	37.0	19.0	2.0	+5.0	+23.0
Gallup	14-20 Jan	34.5	39.5	23.5	2.5	-5.0	+11.0
Harris	20-22 Jan	44.0	36.0	18.0	2.0	+8.0	+26.0
NOP	21-28 Jan	38.0	40.0	20.0	2.0	-2.0	+18.0
Marplan	23-27 Jan	38.5	38.5	20.0	3.0	0.0	+18.5
Harris	30Jan-1Feb	37.0	39.0	22.0	2.0	-2.0	+15
MORI	23-28 Jan	39.0	38.0	21.0	2.0	+1.0	+18.0
NOP	4-9 Feb	39.0	37.0	23.0	2.0	+2.0	+13.0

Latest Polls - National

<u>Polling Company</u>	<u>Fieldwork Date</u>	<u>CON</u>	<u>LAB</u>	<u>SDP/ Liberal</u>	<u>Other</u>	<u>Con lead over Labour</u>	<u>Con lead over SDP/ Liberal</u>
		%	%	%	%	%	%
Marplan	6-10 Feb	38.0	35.0	25.0	2.0	+3.0	+13.0
MORI	6-10 Feb	39.0	36.0	23.0	2.0	+3.0	+16.0
Gallup	11-16Feb	36.0	34.5	27.5	2.0	+1.5	+8.5
Harris	17-19Feb	39.0	37.0	23.0	1.0	+2.0	+13.0
MORI	20-25Feb	41.0	35.0	21.0	3.0	+6.0	+20.0
Telephone							
Survey	28 Feb	35.6	31.9	31.4	1.1	+3.7	+4.2
Harris	28Feb-1Mar	36.0	33.0	29.0	2.0	+3.0	+7.0
NOP	25Feb-2Mar	39.0	34.0	25.0	2.0	+5.0	+14.0
Marplan	6-10 Mar	38.0	32.0	27.0	3.0	+6.0	+11.0
MORI	6-11 Mar	41.0	32.0	25.0	2.0	+9.0	+16.0
MORI	19-20 Mar	39.0	33.0	26.0	2.0	+6.0	+13.0
Harris	18-19 Mar	39.0	33.0	26.0	3.0	+6.0	+13.0
Gallup	19-23 Mar	37.5	29.5	31.5	1.5	+8.0	+6.0
Marplan	20-24 Mar	36.0	31.0	31.0	2.0	+5.0	+5.0
MORI	26Mar-2Apr	41.0	29.0	29.0	1.0	+12.0	+12.0
Marplan	2 April	39.0	29.0	30.0	2.0	+10.0	+ 9.0
Marplan	3-7 Apr	38.0	32.0	27.0	3.0	+ 6.0	+11.0
Harris	3-5 Apr	43.0	30.0	26.0	1.0	+13.0	+17.0
Gallup	8-13 Apr	40.5	28.0	29.0	2.5	+12.5	+11.5
Marplan	8-10 Apr	40.0	30.0	27.0	3.0	+10.0	+13.0
Audience Selection	10-12 Apr	44.0	27.0	27.0	2.0	+17.0	+17.0
MORI	10-12 Apr	42.0	29.0	26.0	3.0	+13.0	+15.0

The Marplan poll conducted from 8th to 10th April for the Press Association involved interviews with 9,170 electors throughout Great Britain, it found 40% claiming they would vote Conservative, 30% Labour and 27% 'Alliance'. The table below shows a regional analysis of the poll compared with the results of the 1983 General Election.

VOTING INTENTION NATIONAL AND REGIONAL

	<u>CONSERVATIVE</u>	<u>LABOUR</u>	<u>'ALLIANCE'</u>	<u>NATIONALIST</u>
<u>LONDON</u>				
April 1987	45	30	25	-
1983	44	30	25	-
<u>SOUTH EAST</u>				
<u>(excl) London</u>				
April 1987	50	16	34	-
1983	55	16	29	-
<u>SOUTH WEST</u>				
April 1987	47	17	35	-
1983	50	15	33	-
<u>EAST ANGLIA</u>				
April 1987	53	20	27	-
1983	51	21	28	-
<u>WEST MIDLANDS</u>				
April 1987	47	26	26	-
1983	45	31	23	-

	<u>CONSERVATIVE</u>	<u>LABOUR</u>	<u>'ALLIANCE'</u>	<u>NATIONALIST</u>
<u>EAST MIDLANDS</u>				
April 1987	48	27	25	-
1983	47	28	24	-
<u>WALES</u>				
April 1987	37	34	24	5
1983	31	38	23	8
<u>YORKSHIRE AND HUMBERSIDE</u>				
April 1987	36	39	25	-
1983	39	35	26	-
<u>NORTH WEST</u>				
April 1987	34	39	26	-
1983	40	36	23	-
<u>NORTH ENGLAND</u>				
April 1987	31	44	24	-
1983	35	40	25	-
<u>SCOTLAND</u>				
April 1987	24	37	26	13
1983	28	35	25	12

2) Voting Intention

The tables below show the results of published voting intention question from the main polling companies since the start of 1986. The tables cover:-

- a) Gallup
- b) MORI
- c) Marplan
- d) Harris
- e) NOP

These tables will be updated weekly.

A) GALLUP - VOTING INTENTION (NATIONAL)
(PUBLISHED POLLS)

	<u>CON</u>	<u>LAB</u>	<u>LIB/</u>	<u>OTH</u>	<u>CON lead</u> <u>over Labour</u>
	%	%	%	%	%
<u>1983</u>					
June 9 (result)	43.5	28.3	26.0	2.2	+15.2
<u>1986</u>					
January	29.5	34.0	35.0	1.5	-4.5
February	29.5	35.5	33.5	1.5	-6.0
March	29.5	34.0	34.5	2.0	-4.5
April	33.5	38.0	26.0	2.5	-4.5
May	27.5	37.0	32.5	3.0	-9.5
June	34.0	39.0	24.5	2.5	-5.0
July	33.0	38.0	27.0	2.0	-5.0
August	30.0	36.5	30.0	3.5	-6.5
September	32.5	38.0	27.5	2.0	-5.5
October	37.5	37.5	22.0	3.0	0.0
November	36.0	39.5	22.0	2.5	-3.5
December	41.0	32.5	23.5	3.0	+8.5
<u>1987</u>					
January	34.5	39.5	23.5	2.5	-5.0
February	36.0	34.5	27.5	2.0	+1.5
March*	37.5	29.5	31.5	1.5	+8.0
April	40.5	28.0	29.0	2.5	+12.5

* Note in March SDP/Liberals in second place - 6 percentage points behind the Conservatives.

B) MORI - VOTING INTENTION (NATIONAL)

	<u>CON</u> %	<u>LAB</u> %	<u>Lib/ SDP</u> %	<u>Other</u> %	<u>CON lead over Lab</u> %
<u>1983</u>					
June 9 (result)	43.5	28.3	26	2.2	15.2
<u>1986</u>					
January 4-8	33	38	28	1	-5
February 22-26	34	35	30	1	-1
March 22-26	34	36	28	2	-2
April 18-22	34	39	25	2	-5
May 16-22	32	40	26	2	-8
June 20-24	34	40	23	3	-6
July 19-23	36	37	25	2	1
August 15-19	37	37	24	2	0
Sept 19-23	35	37	26	2	-2
October 17-22	39	41	17	3	-2
November 20-26	41	39	18	2	2
December 27-30	39	38	21	2	1
<u>1987</u>					
January 23-28	39	38	21	2	1
February 20-25	41	35	21	3	6
March 6-11	41	32	25	2	9
March 19-20	39	33	26	2	6
March 26-Apr 2	41	29	29	1	12
April 10-12	40	30	28	2	10

C) MARPLAN - VOTING INTENTION (NATIONAL)
(PUBLISHED POLLS)

	<u>CON</u> %	<u>LAB</u> %	<u>Lib/</u> <u>SDP</u> %	<u>OTH</u> %	<u>CON lead</u> <u>over Labour</u> %
<u>1983</u>					
June 9 (result)	43.5	28.3	26	2.2	15.2
<u>1986</u>					
January	29	36	33	2	-7
February	27	36	35	2	-9
March	32	35	31	2	-3
April	32	35	30	3	-3
May	28	39	30	3	-11
June	33	39	26	2	-6
July	31	38	28	3	-7
August	32	38	27	3	-6
September	34	40	24	2	-6
October	36	39	23	2	-3
November	39	36	23	2	+3
December	39	38	21	2	+1
<u>1987</u>					
January	38	36	23	3	+2
February	38	35	25	2	+3
March (6-10)	38	32	27	3	+6
March (20-24)	36	31	31	2	+5
April (2)	39	29	30	2	+10
April (3-7)	38	32	27	3	+6
April (8-10)	40	30	27	3	+10

D) HARRIS VOTING INTENTION (NATIONAL)
(PUBLISHED POLLS)

	<u>CON</u>	<u>LAB</u>	<u>Lib/ SDP</u>	<u>OTH</u>	<u>Con lead Over Labour</u>
	%	%	%	%	%
<u>1983</u>					
June 9 (result)	43.5	28.3	26.0	2.2	15.2
<u>1986</u>					
January 12th	32.0	33.0	31.0	4.0	-1
January 24th	31.0	36.0	30.0	3.0	-5
February	-	-	-	-	-
March	-	-	-	-	-
April	-	-	-	-	-
May	-	-	-	-	-
June	31.0	40.0	25.0	4.0	-9
July	-	-	-	-	-
August	-	-	-	-	-
September	-	-	-	-	-
October - Observer	38.0	41.0	20.0	1.0	-3
TV/AM	36.0	39.0	24.0	1.0	-3
November - Observer	-	-	-	-	-
TV/AM	40.0	36.0	21.0	2.0	+4
December - Observer	-	-	-	-	-
TV/AM	41.0	35.0	22.0	2.0	+6
<u>1987</u>					
January - Observer	44.0	36.0	18.0	2.0	+8
TV/AM	42.0	37.0	20.0	2.0	+5
February - Observer	39.0	37.0	23.0	1.0	+2
TV/AM	37.0	39.0	22.0	2.0	-2
March - Observer	39.0	33.0	26.0	2.0	+6
TV/AM	-	-	-	-	-
April - Observer	-	-	-	-	-
TV/AM	43.0	30.0	26.0	1.0	+13

E) NOP - VOTING INTENTION (NATIONAL)
(PUBLISHED POLLS)

	<u>CON</u> %	<u>LAB</u> %	<u>Lib/ SDP</u> %	<u>OTH</u> %	<u>CON lead Over Labour</u> %
<u>1983</u>					
June 9 (result)	43.5	28.3	26.0	2.2	15.2
<u>1986</u>					
January	33	33	32	2.0	0.0
February	30	37	31	2.0	-7.0
March	33	35	31	1.0	-2.0
April	34	35	29	2.0	-1.0
May	34	39	26	1.0	-5.0
June	34	36	28	2.0	-2.0
July	36	36	25	3.0	0.0
August	35	37	25	3.0	-2.0
September	34	42	22	2.0	-8.0
October	38	38	22	3.0	0.0
November	41	38	18	3.0	+3.0
December	41	35	21	3.0	+6.0
<u>1987</u>					
January	42	37	19	2.0	+5.0
February	39	37	23	2.0	+2.0
March	39	34	25	2.0	+5.0

3) Popularity of the Government

The latest Gallup study conducted from 8th to 13th April asked whether electors approved or disapproved of the record of the Government. 41% claimed to approve of the record of the Government to date (30% at start of year), 47% disapprove (57% at start of year) and 12% had no view (13% at start of the year).

Details are shown in the table below:

APPROVAL/DISAPPROVAL OF THE RECORD OF THE GOVERNMENT

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
<u>1986</u>			
January	27	58	14
February	25	65	10
March	29	60	11
April	23	64	12
May	27	61	12
June	27	60	13
July	30	58	12
August	25	62	13
September	30	56	14
October	33	56	11
November	36	52	12
December	34	51	16
<u>1987</u>			
January	30	57	13
February	32	53	15
March	35	51	13
April	41	47	12
<u>Comparisons</u>			
High since			
General Elect: 47		65	15
Low since			
General Elect: 23		42	9

4) Popularity of Political Leaders

Gallup have been asking standard question on the electarate's attitudes to the leaders of the main parties for many years. They currently ask:-

- Are you satisfied or dissatisfied with Mrs Thatcher as Prime Minister.
- Do you think Mr Kinnock is or is not proving a good leader of the Labour Party.
- Do you think Mr Steel is or is not proving a good leader of the Liberal Party.
- Do you think Dr Owen is or is not proving a good leader of the Social Democrat Party.

The latest study found a further increase in Mrs Thatcher's popularity to 43% claiming to be satisfied (35% at start of the year), 50% dissatisfied (61% at start of year) and 6% had no view (5% at start of year). Details are shown in the table below.

SATISFACTION WITH MRS THATCHER AS PRIME MINISTER

	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Don't Know</u>
<u>1986</u>			
January	31	64	5
February	29	67	3
March	33	63	4
April	28	67	5
May	31	63	5
June	30	66	4
July	34	61	4
August	28	66	7
September	35	60	5
October	36	59	5
November	36	59	5
December	38	57	6
<u>1987</u>			
January	35	61	5
February	35	58	6
March	39	54	6
April	43	50	6
<u>Comparisons</u>			
High since:			
General Elect	53	67	7
Low since:			
General Elect	28	57	2

The latest poll found a further fall in Mr Kinnock's popularity to the lowest level since Mr Kinnock became leader of the Labour Party. Gallup, in their April study found 26% claiming to regard Mr Kinnock as a good leader of the Labour Party (39% at start of year), 63% not a good leader (44% at start of year) and 12% had no view (17% at start of year). Details are shown in the table below.

MR KINNOCK - GOOD OR BAD LEADER

	<u>Is</u>	<u>Is Not</u>	<u>Don't Know</u>
<u>1986</u>			
January	44	39	17
February	40	44	16
March	39	47	14
April	40	44	16
May	47	39	14
June	41	43	15
July	43	45	12
August	38	46	16
September	46	40	15
October	47	41	12
November	44	41	15
December	36	53	12
<u>1987</u>			
January	39	44	17
February	37	48	15
March	34	52	14
April	26	63	12

Gallup also asked about the leaders of the Liberal and Social Democratic Parties. Compared with the results of the previous Gallup study conducted in March, Gallup found a fall in Mr Steel's popularity and a marginal increase in that of Mr Owen's. Details are shown in the table below.

MR STEEL IS OR IS NOT A GOOD LEADER OF THE
LIBERAL PARTY

	<u>Is</u>	<u>Is Not</u>	<u>Don't Know</u>
<u>1986</u>			
January	59	21	20
February	59	25	14
March	58	27	16
April	55	27	18
May	55	25	20
June	51	32	17
July	55	30	15
August	55	26	19
September	51	29	20
October	47	35	18
November	49	32	18
December	46	35	19
<u>1987</u>			
January	55	25	21
February	55	29	17
March	62	24	14
April	56	28	16

DR OWEN IS OR IS NOT A GOOD LEADER OF THE
SOCIAL DEMOCRATIC PARTY

	<u>Is</u>	<u>Is Not</u>	<u>Don't Know</u>
<u>1986</u>			
January	55	21	24
February	57	21	22
March	54	25	21
April	52	29	19
May	52	25	23
June	47	33	20
July	51	30	20
August	51	25	24
September	49	28	23
October	52	29	19
November	49	32	19
December	49	32	19
<u>1987</u>			
January	48	26	26
February	53	29	18
March	54	26	20
April	56	25	19

5) Issues

One of the standard questions asked by polling companies is what electors regard as the most urgent problems facing the country. Details of the results from Gallup's question since November 1986 are shown below:

MOST URGENT PROBLEMS FACING THE COUNTRY

	<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>April</u> <u>1987</u> %
Unemployment	84	82	83	83	84	80
Defence	14	25	16	11	11	13
Health	17	17	18	19	20	22
Law & Order	14	9	6	14	12	13
Education	11	9	8	9	10	12
Cost of living	7	8	7	5	6	6
Housing	10	6	11	11	10	11
Pensions	5	5	15	7	11	8
Other economic problem	5	4	7	5	5	4
Immigrants	3	-	-	-	3	3
Others	18	16	14	20	18	10

Since January 1987 Gallup have found the health issue being regarded as the second most important issue after unemployment.

In the latest study the order of importance of the issues was unemployment (80%), health (22%), law and order (13%), defence (13%), education (12%), housing (11%), pensions (8%) and cost of living (6%).

In addition to this standard issue question Gallup have included for a number of years in some of their regular surveys a standard question with regard to which party is seen as having the best policies in a range of areas. The policy areas covered are:-

- Inflation and Prices
- Unemployment
- Britain's Defence
- Common Market
- Strikes and Industrial Relations
- National Health Service
- Education and Schools
- Law and Order

From January 1987 onwards Gallup at our suggestion, will be asking this particular question monthly. The results will be published but are of course available to us at no cost.

Unfortunately this regular Gallup question does not include any assessment of attitudes to general economic policy. Detail of the main findings are shown below together with comparative figures from earlier months when these are available.

(a) Inflation and Prices

The table below shows the results from the standard Gallup question with regard to which party is seen as having the best policies to deal with inflation and prices.

	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTH</u>	<u>DON'T KNOW</u>
<u>INFLATION AND PRICES</u>					
Dec 1985	45	22	14	0	20
Jan 1986	37	23	14	0	25
April 1986	41	27	11	1	19
July 1986	51	25	8	0	15
Oct 1986	55	19	8	0	18
Jan 1987	45	26	9	0	19
Feb 1987	50	20	12	0	18
March 1987	52	18	12	0	19
April 1987	51	17	13	0	19

As can be seen the proportion seeing the Conservative Party as having the best policies to deal with inflation and prices did not change dramatically in the period from December 1985 onwards - it increased from 45% in December 1985 to 51% in April 1987. Labour remains far behind - 22% seeing Labour having the best policies on inflation and prices in December 1985 and 17% in April 1987.

(b) Unemployment

Details from the Gallup question on unemployment are shown below:-

	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTH</u>	<u>DON'T KNOW</u>
<u>UNEMPLOYMENT</u>					
Dec 1985	18	38	18	0	26
Jan 1986	14	42	18	1	25
April 1986	14	46	16	1	23
July 1986	15	48	13	0	24
Oct 1986	22	46	10	0	22
Feb 1987	21	41	15	0	23
March 1987	24	38	17	0	21
April 1987	27	37	16	0	20

There has been little change in the standing of the parties with regard to policies on unemployment. The proportion regarding the Conservative Party as having the best policies on the issue increased from 18% in December 1985 to 27% in April 1987 whilst the proportion taking a similar view about Labour remained stable at 38% in December 1985 and 37% in April 1987.

(c) Britain's Defence

Details from the Gallup question on attitudes to policies on Britain's defence are shown below:-

<u>BRITAIN'S DEFENCE</u>	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTH</u>	<u>DON'T KNOW</u>
Dec 1985	48	20	13	0	19
Jan 1986	40	23	14	0	23
April 1986	39	27	14	0	19
July 1986	47	26	11	0	17
Oct 1986	48	22	11	0	19
Jan 1987	46	26	11	0	17
Feb 1987	46	23	15	0	16
March 1987	46	21	16	0	16
April 1987	49	20	15	0	15

Again there have been very few changes over the December 1985 to April 1987 period. The proportion seeing the Conservatives as being the best party to deal with defence has remained almost unchanged - 48% in December 1985 and 49% in April 1987. This can be compared with 20% in December 1985 regarding Labour as the best party to handle defence and 20% in April 1987.

(d) Common Market

Details from the Gallup question on attitudes to the Party's handling of the Common Market issue are shown below:-

<u>COMMON MARKET</u>	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTH</u>	<u>DON'T KNOW</u>
Dec 1985	39	18	12	0	31
Jan 1986	29	24	14	0	32
April 1986	32	26	12	0	29
July 1986	37	25	10	0	28
Oct 1986	37	20	8	0	36
Jan 1987	33	22	10	0	34
Feb 1987	34	21	12	0	32
March 1987	35	20	13	0	33
April 1987	38	19	12	0	31

The Conservative Party has had a clear lead on its reputation for handling the Common Market issue but the lead is not as great as with inflation and prices or defence. Over the period December 1985 to April 1987 the proportion seeing the Conservatives as being the best party to handle this issue has fallen marginally from 39% to 38% and the proportion seeing Labour as the best party to handle the issue has increased from 18% to 19%.

(e) Strikes and Industrial Relations

Details from the Gallup question on attitudes to the Party's handling of the strikes and industrial relations issue are shown below:-

	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTH</u>	<u>DON'T KNOW</u>
<u>STRIKES & INDUSTRIAL RELATIONS</u>					
Dec 1985	44	30	11	0	15
Jan 1986	39	29	12	0	20
April 1986	40	34	10	1	15
July 1986	44	35	7	1	14
Oct 1986	45	31	7	0	17
Jan 1987	43	33	10	0	15
Feb 1987	42	27	11	0	19
March 1987	47	26	11	0	16
April 1987	46	26	11	0	16

We have had a clear lead in this policy area throughout the period. In December 1985 44% regarded us as the best party to handle the issue and in April 1987 46%. The proportion seeing the Labour party as having the best policies in this area fell from 30% to 26% over the same period.

(f) National Health Service

Details from the Gallup question on attitudes to the Party's handling of the national health service issue are shown below:-

	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTH</u>	<u>DON'T KNOW</u>
<u>NATIONAL HEALTH SERVICE</u>					
Dec 1985	17	46	17	0	21
Jan 1986	14	47	18	0	20
April 1986	13	54	13	1	19
July 1986	17	51	15	0	18
Oct 1986	19	51	11	0	20
Jan 1987	17	49	12	0	22
Feb 1987	19	48	14	1	19
March 1987	19	42	18	0	21
April 1987	20	42	16	0	21

Labour have had a clear lead on the health service issue throughout the period December 1985 to April 1987 and the positions of the parties have remained largely unchanged. 17% in December 1985 saw the Conservative Party as being the best at handling the health service and 20% in April 1987. This can be compared with 46% taking the same view of Labour's policy in December 1985 and 42% in April 1987.

g) Education and Schools

Details from the question on attitudes to the Party's handling of education and schools are shown below:-

	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTH</u>	<u>DON'T KNOW</u>
<u>EDUCATION AND SCHOOLS</u>					
Dec 1985	22	38	18	0	22
Jan 1986	17	40	19	1	23
April 1986	16	46	16	1	21
July 1986	23	42	16	0	17
Oct 1986	30	40	10	0	20
Jan 1987	25	40	13	1	22
Feb 1987	30	35	16	0	19
March 1987	25	34	19	0	21
April 1987	28	32	19	0	20

The Conservative position on education and schools has improved slightly over the December 1985 to April 1987 period. The proportion seeing the Conservatives as being the best party to handle this issue has improved from 22% in December 1985 to 28% in April 1987, whilst the proportion seeing Labour as having the best policies has declined marginally from 38% in December 1985 to 32% in April 1987. Although Labour still lead us in this policy area - the gap is narrowing.

(h) Law and Order

Details of the Gallup question on attitudes to the Party's handling of the law and order issue are shown below:-

	<u>CON</u>	<u>LAB</u>	<u>LIB/SDP</u>	<u>OTHER</u>	<u>DON'T KNOW</u>
<u>LAW AND ORDER</u>					
Dec 1985	46	18	12	0	24
Jan 1986	42	21	12	0	25
April 1986	40	27	10	1	22
July 1986	46	24	9	0	21
Oct 1986	48	22	8	0	21
Jan 1987	42	27	10	0	21
Feb 1987	45	21	12	0	22
March 1987	42	21	13	0	24
April 1987	45	19	14	0	22

The Conservative Party has had a large lead in the law and order area over the December 1985 to March 1987 period - although our standing has remained almost unchanged 46% saw us as the best party on this issue in December 1985 and 45% in April 1987. Labour's position has improved marginally - 18% in December 1986 saw them as having the best policies on this issue and 19% in April 1987.

6. Scottish Polls

The System Three organisation conducts a monthly survey of public opinion in Scotland. The Glasgow Herald included the latest results on 8th April 1987 - details together with the trend from earlier surveys are shown below:-

SYSTEM THREE - SCOTLAND

	<u>Con</u> %	<u>Lab</u> %	<u>SDP/Lib</u> %	<u>SNP</u> %	<u>Other</u> %
General Election	28	35	25	12	-
December 1986	19	49	14	18	-
January 1987	19	50	16	15	-
February 1987	19	48	21	13	-
March 1987 (early)	19	50	20	11	-
March 1987 (26/31)	18	42	25	14	1

The latest System Three survey found a strong improvement in SDP/Liberal support with the Conservative Party in third place only just ahead of the SNP. The improvement in SDP/Liberal support was largely at the expense of Labour.

7. Published Polls

(a) Marplan (BBC) 13th April 1987)

BBC Radio 1 on 13th April included details of a Marplan study conducted among young people in early April. The study found 43% claiming they would vote Labour, 27% Conservative, 25% Liberal/SDP and 4% for other parties.

(b) Marplan (Today 13th April 1987)

Today on 13th April included details of a Marplan study conducted on 18th April. 69% of those interviewed claimed they would be prepared to pay increased tax to improve nurses pay.

(c) Gallup (Daily Telegraph 16th April 1987)

The Daily Telegraph on 16th April included details of a Gallup poll conducted from the 8th to 13th April in addition to the standard voting intention question the survey covered a range of other issues.

The public are becoming increasingly certain that the Conservatives will be returned for a third term in the next Election: 74 per cent think they will win, compared with only 8 per cent giving Labour a chance.

Gallup also asked: "Taking everything into account, which party has the best policies?" as well as a separate question on which party has the best leaders. The Conservatives have a substantial advantage on each of these questions.

	Best policies		Best leaders	
	<u>Mar</u>	<u>Apr</u>	<u>Mar</u>	<u>Apr</u>
Cons	34	36	42	50
Lab	26	24	18	14
Lib/SDP	25	24	28	25
Other	0	1	0	0
Don't Know	15	16	12	11

While 77 per cent of current Labour supporters think their party has the best policies, only 50 per cent think they have the best leaders.

That Labour has leadership problems is backed up by the replies to other questions on the public's image of the party. In January, 53 per cent agreed that "Labour party leadership is poor". Now, 69 per cent of the public, and 39 per cent of Labour supporters, agree with this gloomy view of the party's leaders.

More people now, 67 per cent, also agree that "Labour has become too extreme", compared with 53 per cent in January, and that "Labour is too split and divided," 73 per cent now and 56 per cent then.

Despite the sizeable Conservative advantage, the public remains critical of them on a number of issues. Around three in four, for example, agree that "The Conservatives want to cut back too much on health, education and other services" (74 per cent), and that "Causing unemployment to rise is not an acceptable way to deal with inflation" (73 per cent).

Slightly fewer also agree that "The Conservatives are too rigid and inflexible" (67 per cent), that "The Conservatives have failed to solve Britain's most important problems" (61 per cent) and that "The Conservatives don't care what hardship their policies cause" (61 per cent).

Gallup asked people which of four statements came closest to their view of each of the party leaders. Again, the public's opinion of Mr Kinnock shows a decline, while that of the three other leaders show improvements.

	Thatcher		Kinnock		Steel		Owen	
	<u>Jan</u>	<u>Apr</u>	<u>Jan</u>	<u>Apr</u>	<u>Jan</u>	<u>Apr</u>	<u>Jan</u>	<u>Apr</u>
I like .. and I like his/her policies	21	29	31	21	34	38	30	36
I like .. but I dislike his/her policies	15	14	26	25	25	25	19	18
I dislike .. but I like his/her policies	12	12	10	11	6	5	7	7
I dislike .. and I dislike his/her policies	48	40	27	36	14	16	19	20
Don't know	9	4	6	7	21	16	25	19
Summary:								
Like personality	36	43	57	46	59	63	49	54
Dislike personality	60	52	37	47	20	21	26	27
Like policies	33	41	41	32	40	43	37	43
Dislike policies	63	54	53	61	39	41	38	38

Finally people were asked whether they had seen each of the party leaders on television recently, and whether or not the appearances had increased support for their respective parties. The table below makes gloomy reading for Mr Kinnock and his party:

	<u>Thatcher</u>	<u>Kinnock</u>	<u>Steel</u>	<u>Owen</u>
Did increase support	44	16	23	24
Did not increase support	17	42	11	12
No difference	20	15	16	14
Dont know	<u>4</u>	<u>4</u>	<u>5</u>	<u>5</u>
All seeing	86	77	56	56
Not seen	14	23	44	44

PUBLISHED POLLS

