

PUBLIC OPINION BACKGROUND NOTE 120

(produced 5th July, 1982)

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1. Introduction

Our latest Gallup 'tracking' study was conducted from 23rd to 28th June and Gallup interviewed over 1,000 electors throughout Great Britain. The survey found 45½% claiming they would vote Conservative (49% 16/21 June), 29% Labour (24% 16/21 June), 13% Social Democrat (15½% 16/21 June) and 10% Liberal (10% 16/21 June). This marking a return to the level of Conservative support we found in late May and a return to the level of Labour support found in late April and early May. Full details are shown in the table below:-

VOTING INTENTION
(unprompted question, excluding don't knows)

	<u>CON</u>	<u>LAB</u>	<u>LIB</u>	<u>SOCIAL</u> <u>DEMOCRAT</u>	<u>OTHER</u>	<u>LEAD</u> (CON over LAB)	<u>LIBERAL & SOCIAL</u> <u>DEMOCRAT</u>
	%	%	%	%	%	%	%
<u>1979</u>							
May (GE)	43.9	36.9	13.8	-	5.5	+7.0	13.8
13/16 June*	42.0	43.5	13.0	-	5.0	-9.0	13.0
<u>1982</u>							
6/11 Jan	25.5	30.0	17.0	25.0	2.5	-4.5	42.0
13/18 Jan	27.5	29.5	13.0	26.5	3.5	-2.5**	39.5
20/25 Jan	30.0	27.0	14.0	26.5	2.5	+3.0	40.5
27 Jan/1 Feb	29.0	29.0	15.0	24.0	3.0	0.0	39.0
3/8 Feb	29.0	29.0	15.0	26.0	1.0	0.0	41.0
10/15 Feb	27.5	34.0	14.5	21.5	2.5	-6.5**	35.0
17/22 Feb	26.5	33.5	14.0	22.0	4.0	-7.0	36.0
24 Feb/1 March	31.0	32.5	11.0	22.5	3.0	-1.5	33.5
3/8 March	30.0	33.5	11.5	21.0+	4.0	-3.5	32.5
11/15 March	31.5	33.0	11.5	21.5+	2.5	-1.5**	33.0
17/22 March	34.0	30.0	11.0	21.0+	4.0	+4.0	32.0
24/29 March	32.0	28.0	11.0	27.5+	1.5	+4.0	38.5
31 March/5 April	34.0	27.0	10.0	26.0+	3.0	+7.0	36.0
7/12 April	31.5	29.0	11.0	26.0+	2.5	+2.5**	37.0
13/19 April	31.0	30.0	10.0	26.0+	3.0	+1.0	36.0
21/26 April	31.5	33.0	10.5	24.5+	0.5	-1.5	35.0
28 April/ 3 May	37.0	30.5	11.0	20.0+	1.5	+6.5	31.0
5/10 May	41.5	28.0	9.5	19.5+	1.5	+13.5**	29.0
12/17 May	42.0	31.0	10.0	16.0+	1.0	+11.0	26.0
19/24 May	45.0	27.0	11.0	15.0+	2.0	+18.0	26.0
26/31 May	45.5	27.0	9.5	16.0+	2.0	+18.5	25.5
2/7 June	48.5	23.5	11.5	14.5+	2.0	+25.0	26.0
9/14 June	45.0	25.0	10.0	18.5+	1.5	+20.0**	28.5
16/21 June	49.0	24.0	10.0	15.5+	2.0	+25.0	25.5
23/28 June	45.5	29.0	10.0	13.0+	2.5	+16.5	23.0

2. Government Record

The latest study found a slight fall in Government popularity from the peak found in the previous study. The study found 47% approving of our record (51% 16/21 June) and 41% disapproving (36% 16/21 June). Details are shown below:-

	<u>GOVERNMENT RECORD</u>		
	<u>Approve</u> %	<u>Disapprove</u> %	<u>Don't Know</u> %
<u>1979</u>			
13/18 June	34	41	25
<u>1982</u>			
6/11 January	23	65	12
13/18 January	24	65	12
20/25 January	26	62	13
27 Jan/1 Feb	25	62	13
● Feb	26	63	11
10/15 Feb	24	66	10
17/22 Feb	22	66	13
24 Feb/1 March	23	63	13
3/8 March	24	65	11
11/15 March	29	59	12
17/22 March	28	60	13
24/29 March	29	58	13
31 March/5 April	31	57	12
7/12 April	32	56	12
13/19 April	34	54	12
21/26 April	34	55	11
28 April/3 May	40	47	13
5/10 May	42	46	12
12/17 May	43	42	15
19/24 May	46	44	10
26/31 May	50	38	12
2/7 June	49	39	12
● 14 June	48	40	12
16/21 June	51	36	13
23/28 June	47	41	12

3. Popularity of Political Leaders

The study found a slight fall in Mrs Thatcher's popularity from the peak found in the previous week (16/21 June). Mr Foot's popularity fell back to its lowest point - only claimed to be satisfied with Mr Foot as leader of the opposition. Details are shown on the next page:-

POPULARITY OF POLITICAL LEADERS

	<u>Mrs Thatcher</u>			<u>Mr Foot</u>			<u>Mr Steel</u>		
	<u>Sat.</u>	<u>Dis-</u> <u>sat</u>	<u>Don't</u> <u>Know</u>	<u>Is</u>	<u>Is</u> <u>Not</u>	<u>Don't</u> <u>Know</u>	<u>Is</u>	<u>Is</u> <u>Not</u>	<u>Don't</u> <u>Know</u>
<u>1982</u>									
6/11 January	30	65	5	20	65	14	62	20	18
13/18 January	32	65	4	18	67	16	59	22	19
20/25 January	32	64	4	17	68	15	59	22	19
27 Jan/1 Feb	33	62	5	19	64	17	60	18	22
3/8 Feb	31	65	4	20	63	17	61	20	19
10/15 Feb	29	66	5	19	66	15	59	23	17
17/22 Feb	29	65	5	20	64	16	58	20	21
24 Feb/1st March	32	63	5	21	64	15	55	23	22
3/8 March	30	66	4	20	64	16	58	24	18
11/15 March	34	62	4	21	65	14	58	22	10
17/22 March	33	62	5	22	64	14	59	21	20
24/29 March	35	59	6	19	65	15	61	20	19
31 March/5 April	37	58	5	20	65	15	60	22	18
7/12 April	35	60	5	23	61	16	63	18	19
13/19 April	36	60	5	28	59	14	63	18	19
21/26 April	37	59	4	26	60	14	66	17	17
28 April/3 May	41	53	6	24	65	12	62	20	18
5/10 May	44	51	6	18	71	11	64	20	17
12/17 May	48	47	5	17	71	12	65	18	17
19/24 May	47	48	5	18	72	10	63	18	19
26/31 May	50	43	7	16	75	10	64	18	19
2/7 June	53	42	5	15	74	5	61	21	18
9/14 June	51	44	5	14	75	11	62	21	18
16/21 June	55	40	5	17	74	9	58	20	20
23/28 June	52	42	5	14	75	10	62	19	20

4. Published Polls(a) MORI (Daily Star 1st July 1982)

A MORI study conducted 17-21 June and published in the Daily Star on 1st July found 48% claiming they would vote Conservative, Labour 28% and Alliance 23%.