

PUBLIC OPINION BACKGROUND NOTE 122
(produced 18th July 1982)

1. Introduction

The results of our latest 'tracking' study are the same as the results of the Gallup survey published in the Daily Telegraph on 15th July 1982. The interviewing for the survey was conducted from 7th to 12th July and Gallup interviewed over 900 electors throughout Great Britain. The survey found 46½% claiming they would vote Conservative (45% in previous published poll - 9/14 June), 27½% Labour (25% in previous published poll), 16½% Social Democrat (18½% in previous published poll) and 7½% Liberal (10% in previous published poll). If we compare the results of this latest published poll with the previous unpublished study (conducted 30th June to 5th July) we find a slight increase in Conservative Labour and Social Democrat support, and a sharp fall in Liberal support. Compared with the start of the year Liberal /Social Democratic support has fallen from 42% to 24%. Details of the trend in support for the parties are shown on the following page.

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

	<u>CON</u>	<u>LAB</u>	<u>LIB</u>	<u>SOCIAL</u> <u>DEMOCRAT</u>	<u>OTH</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
13/13 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
30 June/5 July	45.0	25.5	12.5	15.0+	2.0	+19.5	27.5
7/12 July	46.5	27.5	7.5	16.5+	2.0	+19.0**	24.0

* First Gallup post-Election survey

** Published Polls

+ Includes those saying they would vote for Alliance

2. Government Record

For the third week running, Gallup found no change in the level of approval for the record of the Government - 47% approved (23% in early January 1982) and 41% disapproved (65% early January 1982). Details of the trend are shown on the following page.

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GOVERNMENT RECORD

	<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
3/8 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
9/14 June	48	40	12
16/21 June	51	36	13
23/28 June	47	41	12
30 June/5 July	47	39	14
7/12 July	47	41	12

3. Popularity of Political Leaders

Gallup found almost no change in the popularity of the leaders of the Conservative, Labour and Liberal parties. 52% claimed to be satisfied with Mrs Thatcher as Prime Minister (30% at the start of the year). They found only 16% claiming to be satisfied with Mr Foot as Leader of the Opposition - 20% at the start of the year. 61% claimed to be satisfied with Mr Steel as Leader of the Liberals (62% at the start of the year).

Gallup also asked "Do you think Mr Jenkins will or will not prove a good leader of the Social Democratic Party?" 50% thought he will be a good leader, 22% he will not and 28% did not have a view.

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/1 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
14/19 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
30 June/ 5 July	53	41	6	14	77	9	64	18	18
7/12 July	52	43	5	16	72	12	61	20	19

4. Published Polls

(a) Gallup (Daily Telegraph 15th July 1982)

In addition to the standard 'tracking' questions considered above the Gallup poll in the Daily Telegraph on 15th July also asked respondents whether they saw the Conservative, Labour and Alliance parties as being united or divided. They found:

	<u>Labour</u>	<u>Conservative</u>	<u>Alliance</u>
	%	%	%
United	7	68	47
Divided	88	25	28
Don't know	5	7	25