

PUBLIC OPINION BACKGROUND NOTE 69
(produced 15th June 1981)

1. Introduction

The results from our latest Gallup 'tracking' study are the same as the results of the Gallup poll published in the Daily Telegraph on 18th June 1981. Compared with the previous published Gallup poll (conducted 6/11 May) which found 3½% Labour lead, the latest published study (conducted 9/15 June) found Labour's lead had more than doubled to 8%. Support for the Liberals remained constant between the two published polls and the slight increase in support for the Social Democrats is too small to be statistically significant. Compared with the results of our previous unpublished 'tracking' study conducted 3/8 June, the latest published study found no major changes in the level of support for the parties - Conservative support 31% 3/8 June - 29½% 9/15 June, Labour support 40% 3/8 June 37½% 9/15 June, Liberal support 14% 3/8 June - 18% 9/15 June and Social Democrat support 12½% 3/8 June - 12½% 9/15 June. Labour's lead was 9% in our unpublished 3/8 June study whilst the published study (conducted 9/15 June) found this had hardly changed at 8%. The standard voting intention question found no sign of an upsurge in support for the Social Democrats. When Gallup reminded those being interviewed of the existence of the new party they continued to receive support from one in five electors - but the figure allows no sign of an upward trend. Support for a hypothetical Liberal-Social Democratic Alliance remains around 30%. When don't knows are not excluded (37% in Daily Telegraph when don't knows are excluded).

Details of the trend in support for the main parties in response to the three standard voting intention questions are shown below:-

VOTING INTENTION (including don't knows)

	<u>12/16</u>	<u>18/23</u>	<u>25/30</u>	<u>31 Mar</u>	<u>8/13</u>	<u>15/21</u>	<u>22/27</u>	<u>29 Apr</u>	<u>6/11</u>	<u>13/18</u>	<u>19/26</u>	<u>26 May</u>	<u>3/8</u>	<u>9/15</u>
	<u>Mar</u>	<u>Mar</u>	<u>Mar</u>	<u>6 Apr</u>	<u>Apr</u>	<u>Apr</u>	<u>Apr</u>	<u>5 May</u>	<u>May</u>	<u>May</u>	<u>May</u>	<u>1 June</u>	<u>June</u>	<u>June</u>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	27	23	27	26	27	26	27	29	29	31	28	28	28	27
Labour	30	31	27	29	31	34	32	31	32	33	35	33	36	34
Liberal	16	15	15	15	13	16	13	15	16	16	14	17	13	16
Others	4	2	3	3	2	2	2	2	3	2	3	2	3	2
Social Demo- cratic Party	12	17	17	17	17	16	14	12	10	10	11	12	11	11
Don't know/ it depends	11	12	12	10	16	9	12	11	9	8	9	9	10	10

VOTING INTENTION IF SOCIAL DEMOCRATIC CANDIDATE

	12/16 Mar %	18/23 Mar %	25/30 Mar %	31 Mar 6 Apr %	8/13 Apr %	15/21 Apr %	22/27 Apr %	29 Apr 5 May %	6/11 May %	13/18 May %	19/26 May %	26 May 1 June %	3/8 June %	9/15 June %
Conservative	21	18	21	21	22	22	23	25	23	25	23	21	22	23
Labour	22	22	20	21	24	25	24	25	24	27	26	27	27	28
Liberal	11	11	10	10	10	11	9	10	11	11	10	12	9	12
Others	1	1	1	2	1	1	2	4	3	2	2	2	2	1
Social Demo- cratic Party	25	27	29	26	27	22	24	21	21	20	21	20	23	20
Social Democratic Liberal Alliance	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ it depends	17	20	20	20	17	19	18	15	18	15	18	17	17	16

VOTING INTENTION IF SOCIAL DEMOCRATIC/LIBERAL CANDIDATE

	12/16 Mar %	18/23 Mar %	25/30 Mar %	31 Mar 6 Apr %	8/13 Apr %	15/21 Apr %	22/27 Apr %	29 Apr 5 May %	6/11 May %	13/18 May %	19/26 May %	26 May 1 June %	3/8 June %	9/15 June %
Conservative	20	17	20	20	21	21	22	21	22	24	23	20	21	22
Labour	21	22	19	20	23	24	24	24	22	25	25	25	27	27
Liberal	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	2	1	1	2	1	1	2	1	2	2	2	2	2	1
Social Demo- cratic Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Social Democratic/ Liberal Alliance	37	38	37	35	37	34	33	32	32	32	31	33	32	30
Don't know/ it depends	21	22	22	23	17	20	18	20	22	16	19	19	18	19

2. Standard Voting Intention

The table below shows on the basis used to present Gallup figures in the Daily Telegraph (excluding don't knows) the level of support for the main parties from both the monthly Telegraph survey and our own private tracking studies.

/...

VOTING INTENTION

	<u>CON</u>	<u>LAB</u>	<u>LIB</u>	<u>SOCIAL</u> <u>DEMOCRAT</u>	<u>OTHER</u>	<u>LEAD</u>
	%	%	%	%	%	%
<u>1979</u>						
May (GE)	43.9	36.9	13.8	-	5.5	+7.0
13/18 June*	42.0	43.5	13.0	-	2.5	-1.5*
<u>1981</u>						
12/16 March	30.0	34.0	18.0	14.0	4.0	-4.0
18/23 March	26.0	35.0	17.0	17.0	5.0	-9.0
25/30 March	30.0	30.5	18.0	19.0	2.5	-0.5**
31 March/6 April	29.0	32.0	17.0	19.0	3.0	-3.0
8/13 April	30.0	34.5	14.0	19.0	2.5	-4.5**
15/21 April	28.5	37.5	17.5	15.0	1.5	-9.0
22/27 April	30.5	36.5	15.0	15.5	2.5	-6.0
29 April/ 5 May	33.0	35.0	17.0	13.5	1.5	-2.0
6/11 May	32.0	35.5	18.0	11.0	3.5	-3.5**
13/18 May	33.5	36.0	17.0	10.5	3.0	-2.5
19/26 May	31.0	38.0	15.5	12.0	3.5	-7.0
26 May/1 June	30.0	36.0	18.0	13.0	3.0	-6.0
3/8 June	31.0	40.0	14.0	12.5	2.5	-9.0
9/15 June	29.5	37.5	18.0	12.5	2.5	-8.0**

* First Gallup Post-Election survey

** Published Polls

3. Government Record

The latest Gallup tracking study found no significant change in the level of approval for the policies of the Government when compared with our previous unpublished study. Details are shown below.

GOVERNMENT RECORD

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>
	%	%	%
<u>1979</u>			
13/18 June	34	41	25
<u>1981</u>			
12/16 March	23	67	9
25/30 March	22	69	9
31 March/6 April	26	65	9
8/13 April	24	67	9
15/21 April	25	65	10
22/27 April	27	63	10
29 April/5 May	26	62	12
6/11 May	29	60	11
13/18 May	30	57	13
19/26 May	28	60	12
26 May/ 1 June	27	61	12
3/8 June	26	60	14
9/15 June	26	63	11

4. Popularity of Political Leaders

Mrs Thatcher's popularity dropped slightly in the latest study, as did Mr Foot's popularity. Mr Steel's popularity improved slightly.

POPULARITY OF POLITICAL LEADERS

	Mrs Thatcher			Mr Foot			Mr Steel		
	<u>Sat.</u>	<u>Dis-</u>	<u>Don't</u>	<u>Is</u>	<u>Is</u>	<u>Don't</u>	<u>Is</u>	<u>Is</u>	<u>Don't</u>
	%	sat.	Know	%	Not	Know	%	Not	Know
<u>1981</u>									
12/16 March	30	64	6	23	52	26	63	15	22
18/23 March	28	67	5	24	55	24	63	18	19
25/ 30 March	30	66	4	20	55	25	61	19	19
31 March/6 April	31	63	6	24	55	22	64	17	19
8/13 April	30	65	5	21	54	24	60	20	20
15/21 April	31	64	6	24	54	22	62	17	21
22/27 April	34	60	6	21	58	20	66	17	18
29 April/5 May	34	59	7	20	58	22	60	19	21
6/11 May	35	60	5	26	52	23	63	17	21
13/18 May	36	58	6	27	52	22	63	17	21
19/26 May	35	59	6	27	50	23	60	17	23
26 May/ 1 June	32	62	6	27	54	19	62	17	20
3/8 June	36	58	6	29	51	21	59	19	22
9/15 June	33	61	6	28	48	24	61	18	21

5. Published Polls

(a) Audience Selection (The Sun 17th June)

An Audience Selection opinion poll conducted on June 15th and published in the Sun on 17th June looked at public attitudes towards capital punishment. They found that 85% of the electorate thought that Britain should bring back the death penalty for certain types of murder. The electorate did not want the death penalty for all types of killing - only 35% thought a murderer should be hanged no matter what type of murder has been committed. When they asked which types of murder should carry the death penalty, Audience Selection found:-

<u>TYPES OF MURDER THAT SHOULD CARRY THE DEATH PENALTY</u>	<u>%</u>
Terrorist murder (e.g. IRA killings)	80
Killing a policeman	76
Killing a child	75
Sex murders	70
Killing in pursuit of a crime	64
Killing a member of the armed forces	63

b) Audience Selection (The Sun 18th June)

An Audience Selection poll conducted on June 15th found 33% claiming they will vote Conservative, 33% Labour, 27% Liberal/Social Democratic Alliance and 7% for 'other' parties. The figure for support for a Liberal/Social Democratic Alliance is higher than the result of the latest published Gallup poll (37% poll conducted 9/15 June).

Audience Selection also asked 'Which party would you most like to see win in Warrington' - 46% claimed they would like to see the Liberal/Social Democrats win, 33% Labour and 19% the Conservatives.

(c) M.O.R.I. (Daily Star 18th June)

An M.O.R.I. poll conducted on June 15th/16th and published in the Daily Star on 18th June found 37% claiming they would vote Conservative, 39% Labour, 11% Liberal, 11% Social Democrat and 2% for other parties.

When M.O.R.I. asked whether electors thought the death penalty was ever justified - 78% said they thought it was. When asked 'What crimes should carry the death penalty', M.O.R.I. found:

CRIMES THAT SHOULD CARRY THE DEATH PENALTY

	<u>1978</u>	<u>1981</u>
Murder of a policeman	77	74
Terrorist murders	76	78
Murder of kidnap victim	73	73
Murder during armed robbery	67	68
Planned murder of husband/wife	57	57
Killing burglar in the home	12	13
Murder of husband/wife in a fit of rage	11	12
Accidentally killing someone during a fight	5	4

(d) N.O.P. (Daily Mail June 18th 1981)

An N.O.P. poll for B.U.P.A. among trade unionists and published in the Daily Mail on June 18th found that generally union leaders are seen as out of touch with the political opinion of union members. Details of the results obtained from members of the main health unions are shown below:

WHAT TRADE UNIONISTS THOUGHT POLITICAL VIEWS OF UNION

	<u>LEADERS WERE</u>			
	<u>To the left</u>	<u>Broadly</u>	<u>To the right</u>	<u>Don't know</u>
	<u>of my own</u>	<u>same as</u>	<u>of my own</u>	<u>their views</u>
		<u>mine</u>		
T.G.W.U. (%)	31	20	11	37
A.S.T.M.S. (%)	46	20	7	27
N.A.L.G.O. (%)	38	19	9	33
N.U.P.E. (%)	29	14	8	49
G.M.W.U. (%)	27	24	6	44
C.O.H.S.E. (%)	21	18	2	50

(e) Gallup (Daily Telegraph 18th June)

The Gallup survey published in the Daily Telegraph on 18th June and conducted between June 9th and 15th as well as the standard voting and image questions considered above also looked at the level of approval for the Government's handling of a range of issues.

'In general do you approve or disapprove of the way the government is handling...'

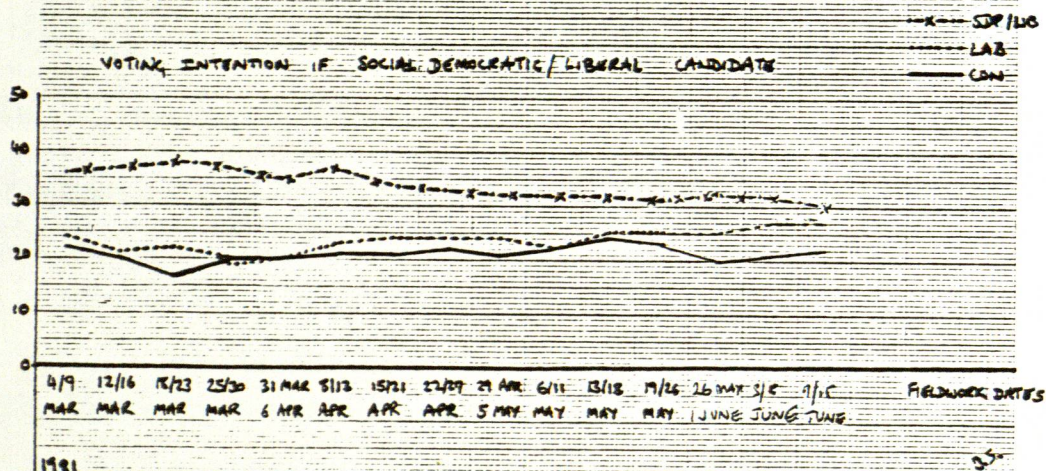
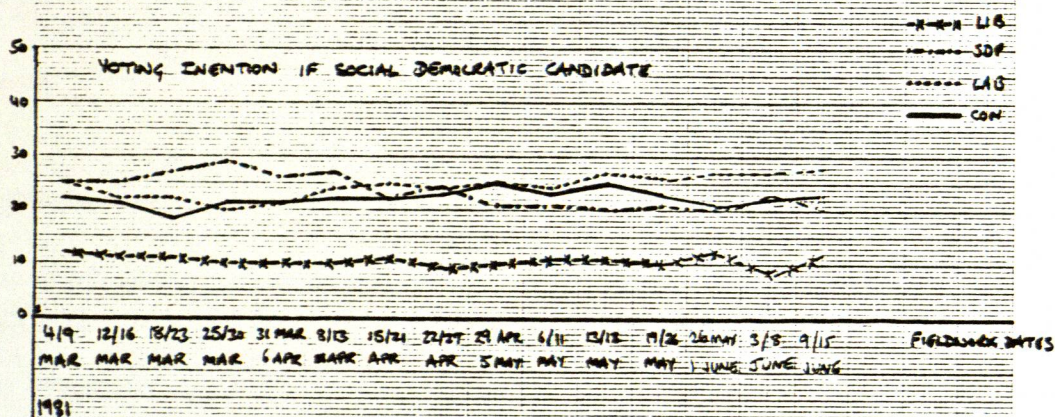
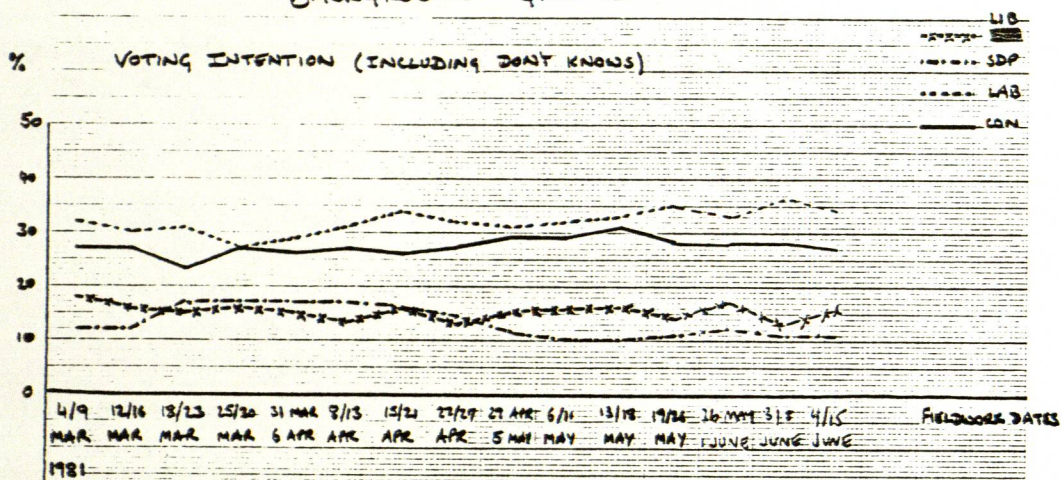
(a plus sign indicates an excess of approvers over disapprovers and a minus sign the opposite)

	<u>MAY</u> 1981	<u>MARCH</u> 1981	<u>SEPT</u> 1980	<u>OCT</u> 1979
Law and order	+5	+20	+9	+33
Immigration	-7	-16	-13	+ 8
Old age pensions	-10	-10	-26	+25
Defence and armaments	-14	-13	+14	+11
Common Market	-15	-14	-14	-11
Housing	-17	-33	-18	+ 8
Health Service	-20	-28	-36	-30
Education	-22	-37	-39	-36
Strikes and labour relations	-24	-25	-25	-14
Roads	-24	-32	-22	-10
Economic & financial affairs	-35	-41	-27	-13
Taxation	-44	-48	-19	+ 6
Cost of living, prices	-50	-65	-56	-46
Full employment	-65	-70	-62	-14

(f) M.O.R.I. (Sunday Times 21st June 1981)

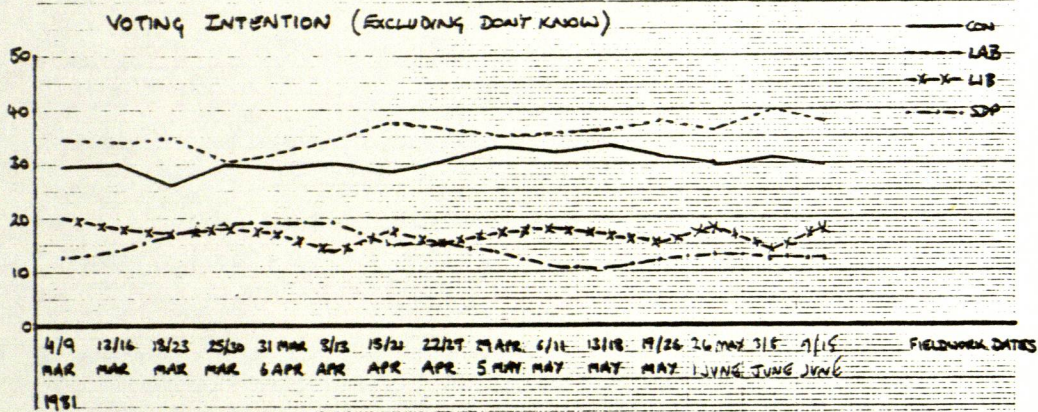
An M.O.R.I. poll published in the Sunday Times on 21st June and conducted between May 28th and June 9th looked at attitudes among Labour voters to the various candidates in the leadership elections. M.O.R.I. found that three in five Labour voters chose Healey, one in five Benn and fewer than one in ten John Silkin.

BACKGROUND GRAPHS

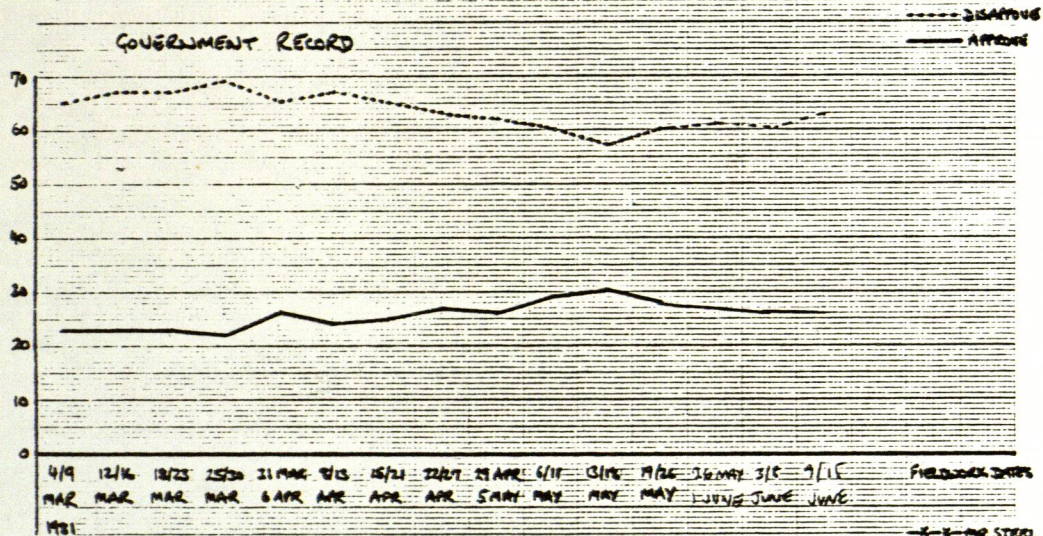


BACKGROUND GRAPHS

VOTING INTENTION (EXCLUDING DON'T KNOW)



GOVERNMENT RECORD



POPULARITY OF POLITICAL LEADERS

