

PUBLIC OPINION BACKGROUND NOTE 72  
(produced 12th July 1981)

1. Introduction

Gallup conducted the interviews for our latest 'tracking' studies from 1st until 6th July throughout Great Britain and interviewed almost 1,000 electors. On the basis used for the publication of the results of Gallup polls in the Daily Telegraph our latest survey found a 9% Labour lead compared with 11% in the previous week (24/30 June) and 8% in the last published Gallup poll (conducted 9/15 June). The latest study found no signs of an upsurge of national support for the Liberals, Social Democrats or a Liberal-Social Democrat Alliance. At a comparative point into the 1970-1974 (Feb) Government in June 1972 Gallup found a 6% Labour lead (10% said they would vote Liberal), by July 1972 this lead had increased the 10% (9½% said they would vote Liberal) and in August 1972 it was 9% (7½% said they would vote Liberal).

Support for the Conservatives, when don't knows are included as a separate category showed almost no change - 26% 24/30 June and 27% 1/6 July. Support for Labour almost remained a constant - 35½% 24/30 June and 35% 1/6 July. Support for the Liberals fell from 15% 24/30 to 12% 1/6 July and support for the Social Democrats remained almost constant, 10½% 24/30 June and 11% 1/6 July. When Gallup asked respondents how they would vote if a Social Democrat candidate stood in their constituency Gallup again found almost no change in the level of support for the Conservative, Labour and Social Democrat parties - support for the Liberals fell. When asked how they would vote if a Social Democrat-Liberal candidate stood in their constituency our latest tracking study found almost no change in the level of support for the Conservative and Labour parties. Gallup found a slight fall in support for the Social Democrat-Liberals.

Over the last week we have had the results of two polls conducted in Warrington published. The table below shows the results of the voting intention question from these two surveys.

	<u>Gallup</u> (conducted 2/4 July)	<u>N.O.P.</u> (conducted 8/9 July)
	%	%
Labour	62	60
Social Democrat	27½	29
Conservative	9	10
Other	1½	1

The results of a M.O.R.I. poll conducted in Warrington on 11/12 July are expected to be used in Granada television programmes on Tuesday 14th July.

The tables below show the level of support for the main parties since late March 1981 from the three national voting intention questions we ask in our Gallup weekly tracking studies.

VOTING INTENTION  
(including don't knows)

	<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>16/22</u>	<u>24/30</u>	<u>1/6 July</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>	<u>June</u>	<u>June</u>	<u>%</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Conservative	27	26	27	26	27	29	29	31	28	28	28	27	29	26	27
Labour	27	29	31	34	32	31	32	33	35	33	36	34	33	35½	35
Liberal	16	15	13	16	13	15	16	16	14	17	13	16	14	15	12
Others	3	3	2	2	2	2	3	2	3	2	3	2	2	2	3
Social Democratic Party	17	17	17	16	14	12	10	10	11	12	11	11	11	10½	11
Don't know/ it depends	12	10	16	9	12	11	9	8	9	9	10	10	10	10	11

VOTING INTENTION IF SOCIAL DEMOCRATIC CANDIDATE

Conservative	21	21	22	22	23	25	23	25	23	21	22	23	23	21	22
Labour	20	21	24	25	24	25	24	27	26	27	27	28	28	31	29
Liberal	10	10	10	11	9	10	11	11	10	12	9	12	11	11	8
Others	1	2	1	1	2	4	3	2	2	2	2	1	2	1½	2
Social Democratic Party	29	26	27	22	24	21	21	20	21	20	23	20	19	19	20
Social Democratic/ Liberal Alliance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ it depends	20	20	17	19	18	15	18	15	18	17	17	16	16	16½	16

VOTING INTENTION IF SOCIAL DEMOCRATIC/LIBERAL CANDIDATE

	<u>25/30</u> <u>Mar</u> %	<u>31 Mar</u> <u>6 Apr</u> %	<u>8/13</u> <u>Apr</u> %	<u>15/21</u> <u>Apr</u> %	<u>22/27</u> <u>Apr</u> %	<u>29 Apr</u> <u>5 May</u> %	<u>6/11</u> <u>May</u> %	<u>13/18</u> <u>May</u> %	<u>19/26</u> <u>May</u> %	<u>26 May</u> <u>1 June</u> %	<u>3/8</u> <u>June</u> %	<u>9/15</u> <u>June</u> %	<u>16/22</u> <u>June</u> %	<u>24/30</u> <u>June</u> %	<u>1/6 July</u> %
Conservative	20	20	21	21	22	21	22	24	23	20	21	22	24	20	22
Labour	19	20	23	24	24	24	22	25	25	25	27	27	27	29	28
Liberal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Others	1	2	1	1	2	1	2	2	2	2	2	1	2	1	2
Social Democratic Party	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Social Democratic/ Liberal Alliance	37	35	37	34	33	32	32	32	31	33	32	30	28	32	28
Don't know/ it depends	22	23	17	20	18	20	22	16	19	19	18	19	19	18	19

## 2. Standard Voting Intentions

The table below shows on the basis used to present Gallup figures in the Daily Telegraph the level of support for the main parties. It is expected that the results of a Gallup poll will be published on 16th July 1981 in the Daily Telegraph.

<u>VOTING INTENTION</u> (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> %
<u>1979</u>						
May (GE)	43.9	36.9	13.8	-	5.5	+ 7.0
13/18 June *	42.0	43.5	13.0	-	5.0	- 9.0
<u>1981</u>						
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**
16/22 June	32.0	37.0	15.5	13.0	2.5	- 5.0
24/30 June	29.0	40.0	17.0	12.0	2.0	-11.0
1/6 July	30.5	39.5	14.0	13.0	3.0	- 9.0

\* First Gallup Post-Election survey

\*\* Published Polls

## 3. Government Record

The latest study found almost no change in the level of approval for the record of the Government - 23% approved in the week 24/30 June and 24% in the week 1/6 July. Full details are given 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>1981</u>			
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
16/22 June	29	59	12
24/30 June	23	67	10
1/6 July	24	63	13

4. Popularity of Political Leaders

Our latest study found no change in Mr. Steel's popularity, almost no change in Mrs. Thatcher's popularity and a slight fall in Mr. Foot's popularity.

<u>POPULARITY OF POLITICAL LEADERS</u>	Mrs Thatcher			Mr Foot			Mr Steel		
	<u>Sat.</u>	<u>Dis- sat.</u>	<u>Don't Know</u>	<u>Is</u>	<u>Is Not</u>	<u>Don't Know</u>	<u>Is</u>	<u>Is Not</u>	<u>Don't Know</u>
	%	%	%	%	%	%	%	%	%
<u>1981</u>									
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	5	24	54	22	62	17	21
22/27 April	34	60	6	21	58	20	66	17	19
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
16/22 June	34	60	6	29	50	21	60	20	21
24/30 June	30	65	5	28	52	21	60	19	21
1/6 July	31	62	7	25	54	21	60	17	23

5. Published Polls(a) Gallup Warrington Poll (Daily Telegraph 7th July 1981)

The results of a Gallup poll conducted in Warrington between July 2nd and 4th was published in the Daily Telegraph on July 7th. It found 62% of respondents claiming they would vote Labour, 27½% Social Democrat, 9% Conservative and 1½% for 'other' parties.

Gallup asked these respondents who claimed they would vote Social Democrat which Party they had voted for previously - 29% said they had supported the Conservatives, 48% that they had supported Labour, 11% the Liberals and the remainder other parties or that they had not supported any party.

Only 58% of the electorate claimed they would definitely vote on 16th July.

When asked which local issue they considered to be the most important unemployment (57%) was top of the list followed by education (13%), housing (9%) and rates (8%).

(b) NOP Warrington Poll (Observer, 12th July 1981)

The results of a NOP poll conducted in Warrington between July 8th and 9th was published in The Observer on 12th July. 60% of

those interviewed claimed they would vote Labour, 29% Social Democrat, 10% Conservative and 1% for 'other' parties.

NOP found the issues worrying the Warrington electors included unemployment (mentioned by 69%), inflation (39%), and education (28%).

(c) Audience Selection (The Sun, July 8th 1981)

An Audience Selection poll conducted by telephone on 6th July 1981 and published in The Sun on July 8th 1981 looked at attitudes to the riots. Audience Selection found the electorate expects further trouble and were concerned that it would involve the area in which they live. Respondents blamed unemployment among young people for the violence - 95% mentioned this. Eight out of ten of the respondents also criticised parents for failing to discipline their children. 66% of electors blamed racial tension, and 57% teachers for failing to impose enough discipline in schools.

The electorate was generally in favour of tougher measures to counter riots:-

- 68% thought water canons would be effective
- 57% thought police should have power to order curfews
- 42% thought the army should be used to quell riots.