

PUBLIC OPINION BACKGROUND NOTE 100  
(produced 15th February 1982)

1. Introduction

Gallup conducted the interviewing for our 'tracking' study from 3rd to 8th February - the results will not be published. Compared with the findings from the previous survey (conducted 27 Jan/1st Feb) Gallup found no change in the level of support for the Conservative, Labour and Liberal parties and only a very small increase in the level of support for the Social Democrats - up from 24% to 26%. This small increase is probably not significant and Social Democrat support still remains far short of the 38% reached in early December 1981.

The latest study found 29% claiming they will vote Conservative, 29% Labour, 26% Social Democrat, 15% Liberal and 1% for other parties. Details of the trend in support for the main parties is shown 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>	<u>LIBERAL + SOCIAL 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>1981</u>							
3/8 June	31.0	40.0	14.0	12.5	2.5	-9.0	26.5
9/15 June	29.5	37.5	18.0	12.5	2.5	-8.0**	30.5
16/22 June	32.0	37.0	15.5	13.0	2.5	-5.0	28.5
24/30 June	29.0	40.0	17.0	12.0	2.0	-11.0	29.0
1/6 July	30.5	39.5	14.0	13.0	3.0	-9.0	27.0
8/13 July	30.0	40.5	14.5	12.0	3.0	-10.5**	26.5
15/20 July	29.0	36.0	16.0	17.0	2.0	-7.0	33.0
22/27 July	26.0	38.0	13.0	21.0	2.0	-12.0	34.0
29 July/3 Aug	25.5	40.0	11.5	20.5	2.5	-14.5	32.0
5/10 Aug	27.0	36.0	15.0	19.0	4.0	-9.0	33.0
12/17 Aug	28.0	38.5	13.0	19.0	1.5	-10.5**	32.0
19/24 Aug	29.0	34.0	17.0	18.0	2.0	-5.0	35.0
26/31 Aug	26.0	41.0	15.0	16.0	2.0	-15.0	31.0
1/7 Sept	25.0	41.0	15.0	16.0	3.0	-16.0	31.0
9/14 Sept	32.0	36.5	11.5	17.5	2.5	-4.5**	29.0
16/21 Sept	25.0	36.5	16.0	19.0	3.5	-11.5	35.0
23/28 Sept	24.5	33.5	16.5	24.0	1.5	-9.0	40.5
30 Sept/5 Oct	26.0	38.0	12.0	21.0	3.0	-12.0	33.0
7/12 Oct	27.0	31.0	12.5	26.5	3.0	-4.0	39.0
14/19 Oct	28.5	34.0	12.5	22.0	3.0	-5.5	34.5
21/25 Oct	29.5	28.0	13.5	26.5	2.5	+1.5**	40.0
28 Oct/ 2 Nov	26.5	29.0	13.0	29.5	2.5	-2.5	42.5
4/9 Nov	26.5	28.5	14.5	28.5	2.0	-2.0	43.0
11/16 Nov	26.5	29.0	15.0	27.0	2.5	-2.5**	42.0
18/23 Nov	25.5	26.0	14.0	32.0	2.5	-0.5	46.0
25/30 Nov	25.0	26.5	15.5	30.0	3.0	-1.5	45.5
2/7 Dec	26.0	21.0	13.5	38.0	1.5	+5.0	51.5
9/14 Dec	23.0	23.5	14.5	36.0	3.0	-0.5**	50.5
<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	-2.0**	39.5
20/25 Jan	30.0	27.0	14.0	26.5	2.5	+3.0	40.5
27Jan/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

\* First Gallup Post-election survey

\*\* Published Polls

27/1007/KB  
2. Government Record

The latest study found almost no change in the level of approval/disapproval for the record of the Government - 26% approved and 63% disapproved. Details of the trend of approval/disapproval for the record of the Government 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>			
1/7 September	23	65	13
9/14 September	26	63	11
16/21 September	21	67	11
23/28 September	21	66	13
30 Sept/ 5 Oct	21	70	10
7/12 October	20	68	12
14/19 October	24	65	12
21/26 October	24	62	13
28 October/ 2 November	23	66	10
4/9 November	27	64	9
11/16 November	23	66	11
18/23 November	22	66	12
25/30 November	22	65	14
2/7 December	20	69	11
9/14 December	18	70	12
<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

3. Popularity of Political Leaders

The changes in popularity of the leadets of the three main parties found in our latest study are not significant in opinion poll terms - a slight fall in Mrs Thatcher's popularity and a very slight increase in Mr Foot and Mr Steel's popularity. Details are shown below:-

POPULARITY OF POLITICAL LEADERS

	<u>Mrs Thatcher</u>			<u>Mr Foot</u>			<u>Mr Steel</u>		
	<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>									
1/7 September	28	67	5	29	52	19	63	18	19
9/14 September	32	62	6	28	54	18	56	21	23
16/21 September	27	68	5	28	52	20	64	16	20
23/28 September	28	67	5	25	57	18	64	17	19
30 Sept/ 5 Oct	27	68	6	31	49	20	60	20	20
7/12 Oct	26	68	6	28	50	22	62	19	18
14/19 Oct	31	62	7	31	50	20	64	15	21
21/26 Oct	33	62	5	27	54	19	64	20	16
28 Oct/ 2 Nov	29	65	6	25	59	16	64	19	17
4/9 Nov	32	64	3	24	62	14	68	16	16
11/16 Nov	28	66	6	16	67	17	64	17	19
18/23 Nov	29	66	5	18	68	15	69	15	16
25/30 Nov	29	65	5	18	68	15	67	15	18
2/7 Dec	29	66	5	18	68	14	64	18	18
9/14 Dec	25	70	5	19	67	14	63	18	19
<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