

PUBLIC OPINION BACKGROUND NOTE 118
(produced 20th June 1982)

1. Introduction

The results of our latest Gallup 'tracking' study are the same as the results of the Gallup survey published in the Daily Telegraph on 17th June. The survey was conducted from 9th to 14th June - before the Argentine surrender in the Falklands. The survey found 45% claiming they would vote Conservative, 25% Labour, 18½% Social Democrat and 10% Liberal. These results represent a slight drop in Conservative support compared with the result of our unpublished study conducted 2/7 June. Labour support showed a slight increase over the same period, Social Democrat support increased by four percentage points, although Liberal support fell slightly. It is worth comparing the results of the latest Gallup published study with previous published studies:-

GALLUP PUBLISHED SURVEYS

| | <u>June</u> <u>1982</u> % | <u>May</u> <u>1982</u> % | <u>April</u> <u>1982</u> % | <u>March</u> <u>1982</u> % |
|--------------|---------------------------------|--------------------------------|----------------------------------|----------------------------------|
| Conservative | 45 | 41½ | 31½ | 31½ |
| Labour | 25 | 28 | 29 | 33 |
| SDP | 18½ | 19½ | 26 | 21½ |
| Liberal | 10 | 9½ | 11 | 11½ |
| Other | 1½ | 1½ | 2½ | 2½ |

In published surveys Conservative support has increased from 31½% in March 1982 to 45% in the latest study, Labour support is down from 33% to 25%, Alliance support down from 33% to 28½% and Liberal support almost unchanged.

Details of the trend in our weekly Gallup 'tracking' studies are shown in the table over - leaf.

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 |

* First Gallup post-Election survey

** Published Polls

+ Includes those saying they would vote for the Alliance

The Gallup study was conducted from 9th to 14th June, however the M.O.R.I. survey published in the Sunday Times (20th June) was conducted on 18th June and found 52% claiming they would vote Conservative, 29% Labour, 17% Alliance and 2% for 'other parties'

2. Government Record

The latest Gallup study found 48% approving of our record to date, 40% disapproving and 12% not having a view. This compares with 29% approving, 59% disapproving and 12% not having a view in the March published Gallup study (conducted 11/15 March). Details of the trend are shown over the page:-

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 |

3. Popularity of Political Leaders

The latest Gallup study found Mr Foot having the lowest level of support that any Party leader has had in any opinion poll conducted since the war. Only 14% approve of his role as leader of the Labour Party - 75% disapproved and 11% did not have a view. This compares dramatically with the level of approval of Mrs Thatcher - 5% claimed to be satisfied with her as Prime Minister, 44% dissatisfied and 5% did not have a view. Details of the trend are shown overleaf:-

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> |
| 1982 | | | | | | | | | |
| 1/11 January | 30 | 65 | 5 | 20 | 65 | 14 | 62 | 20 | 18 |
| 1/18 January | 32 | 65 | 4 | 18 | 67 | 16 | 59 | 22 | 19 |
| 1/25 January | 32 | 64 | 4 | 17 | 68 | 15 | 59 | 22 | 19 |
| 1/27 Jan/1 Feb | 33 | 62 | 5 | 19 | 64 | 17 | 60 | 18 | 22 |
| 1/28 Feb | 31 | 65 | 4 | 20 | 63 | 17 | 61 | 20 | 19 |
| 1/30/15 Feb | 29 | 66 | 5 | 19 | 66 | 15 | 59 | 23 | 17 |
| 1/27/22 Feb | 29 | 65 | 5 | 20 | 64 | 16 | 58 | 20 | 21 |
| 1/24 Feb/1st March | 32 | 63 | 5 | 21 | 64 | 15 | 55 | 23 | 22 |
| 1/28 March | 30 | 66 | 4 | 20 | 64 | 16 | 58 | 24 | 18 |
| 1/31/15 March | 34 | 62 | 4 | 21 | 65 | 14 | 58 | 22 | 10 |
| 1/27/22 March | 33 | 62 | 5 | 22 | 64 | 14 | 59 | 21 | 20 |
| 1/24/29 March | 35 | 59 | 6 | 19 | 65 | 15 | 61 | 20 | 19 |
| 1/31 March/5 April | 37 | 58 | 5 | 20 | 65 | 15 | 60 | 22 | 18 |
| 1/12 April | 35 | 60 | 5 | 23 | 61 | 16 | 63 | 18 | 19 |
| 1/13/19 April | 36 | 60 | 5 | 28 | 59 | 14 | 63 | 18 | 19 |
| 1/26 April | 37 | 59 | 4 | 26 | 60 | 14 | 66 | 17 | 17 |
| 1/28 April/3 May | 41 | 53 | 6 | 24 | 65 | 12 | 62 | 20 | 18 |
| 1/10 May | 44 | 51 | 6 | 18 | 71 | 11 | 64 | 20 | 17 |
| 1/12/17 May | 48 | 47 | 5 | 17 | 71 | 12 | 65 | 18 | 17 |
| 1/19/24 May | 47 | 48 | 5 | 18 | 72 | 10 | 63 | 18 | 19 |
| 1/26/31 May | 50 | 43 | 7 | 16 | 75 | 10 | 64 | 18 | 19 |
| 1/27 June | 53 | 42 | 5 | 15 | 74 | 5 | 61 | 21 | 18 |
| 1/14 June | 51 | 44 | 5 | 14 | 75 | 11 | 62 | 21 | 18 |

4. Published Polls(a) M.O.R.I. (Sunday Times 20th June 1982)

The Sunday Times on 20th June included details of a M.O.R.I. poll conducted on Friday 18th June. The results of the voting intention part of this poll are considered in the introduction to this note.

When M.O.R.I. asked about attitudes to the Government's actions on the Falkland Islands they found 81% of the electorate taking the view that despite the loss of lives it was right to send the task force (only 14% disagreed).

M.O.R.I. found two-thirds of the electorate claiming that Britain is more united because of the conflict. On the question of Britain's standing in the world 69% thought that our handling of the dispute would improve it. (only 8% thought it would decrease our standing).

The survey also asked a number of questions on attitudes to the health service and British Rail dispute. M.O.R.I. found 85% of the electorate believe that the nurses should get more than the 6.4% pay increase they have been offered. They found 52% would support them if they took strike action to get an improved pay settlement. M.O.R.I. found strong support for other health workers. Three electors in five thought that the 4% offer to health workers is too little. However a majority thought they would not be justified in striking for a better increase.

M.O.R.I. found very little support for the rail workers - only one in four electors believe British Rail should increase its 5% pay offer and 77% thought a rail strike is not justified.

(b) Gallup (Daily Telegraph 17th June 1982)

The Daily Telegraph on 17th June 1982 included the results of a Gallup survey conducted 9/14th June. The results of the voting intention question are considered above. Gallup also asked respondents whether a number of them made them feel more favourable or less favourable towards the Government. The results are shown below:-

| | <u>More</u> <u>Favourably</u> <u>Inclined to</u> <u>Government</u> | <u>Less</u> <u>Favourably</u> <u>Inclined to</u> <u>Government</u> | <u>Don't</u> <u>Know</u> |
|---|---|---|-----------------------------|
| Falklands situation (%) | 64 | 24 | 12 |
| Mrs Thatcher as Prime Minister (%) | 37 | 35 | 28 |
| Government Polcies On the Common Market (%) | 28 | 43 | 29 |
| Government's taxation policy (%) | 17 | 46 | 37 |
| Cost of living (%) | 13 | 59 | 28 |
| Number unemployed (%) | 4 | 72 | 24 |