

Public Opinion Background Note 91
(produced 9th June 1985)

1. Introduction

Gallup conducted the interviewing for our latest 'tracking' study from 29th May to 3rd June. This survey, which will not be published, found 37% claiming they would vote Labour, 31% Conservative and 30% for one of the 'Alliance' parties. These results are very similar to the findings of the MORI survey published in the Evening Standard on 4th June (conducted 21-26 May) which found 35% claiming they would vote Labour, 33% Conservative and 30% for one of the 'Alliance' parties.

Looking at the trend of support for the parties as shown in our Gallup 'tracking' studies, it would appear that our support has stabilised at around the 30/31% level. Labour support increased from 35% in the previous Gallup study (conducted 23-28 May) to 37% in the latest study. 'Alliance' support has dropped from 33% (23-28 May) to 30% in the latest study.

Full details of the trend of support for the main parties since January 1985 showing voting intention when those respondents not giving details of voting intention are excluded and when they were included as a separate group are shown in the tables in section 2 below:

2. Voting Intention

(a) Voting Intention (excluding don't knows) - all figures are percentages

	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>SDP</u>	<u>Others</u>	<u>Con lead</u>	<u>SDP &</u>	<u>Con lead</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>Over</u>	<u>Liberal</u>	<u>over Alliar</u>
						<u>Labour</u>	<u>Liberal</u>	<u>Liberal & S</u>
						<u>%</u>	<u>%</u>	<u>%</u>
<u>1985</u>								
3-8 Jan	35.0	35.0	11.0	17.0	2.0	0.0	28.0	+7.0
9-14 Jan	39.0	33.0	9.5	16.0	2.5	+6.0	25.5	+13.5*
16-21 Jan	39.0	34.0	10.0	16.0	1.0	+5.0	26.0	+13.0
23-28 Jan	36.0	32.0	11.0	20.0	1.0	+4.0	31.0	+5.0
30 Jan-4 Feb	34.0	37.0	10.0	17.5	1.5	-3.0	27.5	+6.5
6-11 Feb	35.0	32.0	10.5	21.0	1.5	+3.0	31.5	+3.5*
13-18 Feb	38.0	33.0	10.0	16.5	2.5	+5.0	26.5	+11.5
20-25 Feb	33.5	38.0	10.0	17.0	1.5	-4.5	27.0	+6.5
27 Feb-4 March	35.0	35.0	10.0	18.0	2.0	0.0	28.0	+7.0
6-11 March	37.0	34.0	10.5	17.0	1.5	+3.0	27.5	+10.5
13-18 March	35.0	34.0	12.0	16.0	3.0	+1.0	28.0	+7.0
21-25 March	33.0	39.5	10.0	16.0	1.5	-6.5	26.0	+6.0
27 March - 1 April	38.0	33.0	13.0	15.0	1.0	+5.0	28.0	+10.0
3 - 9 April	37.0	40.0	7.5	13.5	2.0	-3.0	21.0	+16.0
10 - 15 April	36.5	35.5	13.0	13.0	2.0	+1.0	26.0	+11.5
17-22 April	34.0	37.5	12.0	14.0	2.0	-3.5	26.5	+7.5*
24-29 April	33.5	38.0	10.0	16.5	2.0	-4.5	26.5	+7.0
1 - 6 May	31.5	36.0	11.5	18.5	2.5	-4.5	30.0	+1.5
6-13 May	30.5	34.0	11.5	22.0	2.0	-3.5	33.5	-3.0*
15-20 May	31.0	36.5	10.0	21.0	1.5	-5.5	31.0	0.0
23-28 May	29.0	35.0	12.0	21.0	3.0	-6.0	33.0	-4.0
29 May - 3 June	31.0	37.0	13.0	17.0	2.0	-6.0	30.0	+1.0

(*published in the Daily Telegraph)

Continued/...

(b) Voting Intention (including don't knows)

	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>	<u>SDP</u>	<u>Others</u>	<u>Don't Know</u>	<u>Conservative lead over Labour</u>
	%	%	%	%	%	%	%
<u>1985</u>							
3-8 Jan	33.0	32.0	10.0	16.0	2.0	7.0	+1.0
9-14 Jan	36.0	30.0	9.0	15.0	3.0	8.0	+6.0
16-21 Jan	35.0	31.0	9.0	14.0	1.0	9.0	+4.0
23-28 Jan	33.0	29.0	10.0	18.0	1.0	8.0	+4.0
30 Jan - 4 Feb	31.0	33.0	9.0	16.0	1.0	11.0	-2.0
6-11 Feb	32.0	29.0	9.0	19.0	1.0	9.0	+3.0
13-18 Feb	35.0	30.0	9.0	15.0	2.0	8.0	+5.0
20-25 Feb	31.0	35.0	9.0	15.0	1.0	9.0	-4.0
27 Feb-4 March	32.0	32.0	9.0	16.0	2.0	9.0	0.0
6 - 11 March	34.0	31.0	10.0	15.0	1.0	9.0	+3.0
13-18 March	33.0	32.0	11.0	15.0	3.0	7.0	+1.0
21-25 March	30.0	36.0	9.0	14.0	2.0	8.0	-6.0
27 March-1 April	35.0	30.0	13.0	12.0	1.0	8.0	+5.0
3 - 9 April	34.0	37.0	7.0	12.0	2.0	8.0	-3.0
10 - 15 April	33.0	32.0	12.0	12.0	3.0	9.0	+1.0
17-22 April	31.0	34.0	12.0	13.0	2.0	9.0	-3.0
24-29 April	31.0	35.0	9.0	15.0	2.0	8.0	-4.0
1 - 6 May	29.0	33.0	11.0	17.0	2.0	9.0	-4.0
6-13 May	28.0	31.0	11.0	20.0	2.0	8.0	-3.0
15-20 May	28.0	34.0	9.0	19.0	2.0	8.0	-6.0
23-28 May	27.0	33.0	12.0	19.0	2.0	7.0	-6.0
29 May-3rd June	28.0	33.0	11.0	15.0	2.0	11.0	-5.0

3. Government Record

Gallup found almost no change in the approval/disapproval of the record of the Government - they found 27% claiming to approve of our record to date, 59% disapproving and 14% with no view. Full details are shown in the table below:-

<u>1985</u>	<u>GOVERNMENT RECORD</u>		<u>Don't Know</u>
	<u>Approve</u>	<u>Disapprove</u>	
3-8 Jan (%)	32	53	14
9-14 Jan (%)	33	54	13
16-21 Jan (%)	35	48	16
23-28 Jan (%)	33	54	12
30 Jan - 4 Feb (%)	29	59	12
6-11 Feb(%)	31	55	13
13-18 Feb(%)	33	55	12
20-25 Feb (%)	29	58	13
27 Feb-4 March(%)	34	53	13
6 - 11 March (%)	32	55	13
13-18 March (%)	31	56	13
21-25 March (%)	30	58	12
27 March - 1 April (%)	34	55	11
3 - 9 April (%)	32	57	11
10 -15 April (%)	32	54	14
17-22 April (%)	32	57	11
24-29 April(%)	31	55	14
1 - 6 May(%)	31	56	13
6-13 May (%)	28	58	14
15-20 May(%)	27	60	13
23-28 May (%)	28	60	12
29 May-3 June (%)	27	59	14

Continued/...

4. Popularity of Political Leaders

Gallup found almost no change in the popularity of Mrs. Thatcher and Mr. Kinnock - the popularity of both Mr. Steel and Dr. Owen fell significantly in the latest study. Full details are shown in the table below:-

	<u>Mrs Thatcher</u>			<u>Is Good Leader</u>	<u>Mr. Kinnock</u>	
	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Don't Know</u>		<u>Is Not Good Leader</u>	<u>Don't Know</u>
1985						
3-8 Jan (%)	39	57	5	33	48	19
9-14 Jan (%)	40	54	6	36	49	15
16-21 Jan (%)	43	51	6	31	51	18
23-28 Jan (%)	40	56	5	33	52	15
30 Jan to 4 Feb (%)	38	56	6	36	49	15
6-11 Feb (%)	37	57	6	31	54	15
13-18 Feb (%)	40	55	5	31	57	12
20-25 Feb (%)	38	58	4	34	52	14
27 Feb-4 March (%)	40	54	5	31	53	16
6 - 11 March (%)	41	55	4	34	51	15
13-18 March (%)	40	55	5	32	52	16
21-25 March (%)	37	58	5	37	47	6
27 March - 1 April(%)	39	56	5	33	50	16
3 - 9 April (%)	37	59	4	43	44	13
10-15 April (%)	38	57	6	35	47	18
17-22 April (%)	38	57	5	36	48	16
24-29 April (%)	37	57	6	35	48	16
1 - 6 May (%)	37	58	5	36	49	16
6 - 13 May(%)	36	59	5	38	45	17
15-20 May(%)	32	63	5	36	47	18
23-28 May (%)	35	60	5	35	49	16
29 May-3 June (%)	34	61	5	34	50	16

	<u>Mr. Steel</u>			<u>Is Good Leader</u>	<u>Dr. Owen</u>	
	<u>Is Good Leader</u>	<u>Is Not Good Leader</u>	<u>Don't Know</u>		<u>Is Not Good Leader</u>	<u>Don't Know</u>
	%	%	%	%	%	%
1985						
3-8 Jan (%)	56	24	20	50	25	25
9-14 Jan (%)	57	26	17	52	27	21
16-21 Jan (%)	60	24	16	52	22	26
23-28 Jan (%)	57	25	18	55	21	24
30 Jan - 4 Feb(%)	55	28	18	51	25	23
6-11 Feb (%)	57	24	18	55	21	24
13-18 Feb (%)	59	24	17	57	24	20
20-25 Feb (%)	61	23	16	57	22	21
27 Feb-4 March (%)	57	25	19	52	23	25
6 - 11 March (%)	56	27	17	52	25	23
13-18 March (%)	57	27	17	53	23	24
21-25 March (%)	60	23	17	53	21	25
27 March-1 April(%)	64	21	15	54	24	22
3 - 9 April (%)	58	25	17	52	26	22
10-15 April (%)	58	24	18	49	26	25
17-22 April (%)	60	24	17	52	26	22

Continued/...

	<u>Is Good</u> <u>Leader</u> %	<u>Mr. Steel</u> <u>Is Not Good</u> <u>Leader</u> %	<u>Don't Know</u> %	<u>Is Good</u> <u>Leader</u> %	<u>Dr. Owen</u> <u>Is Not Good</u> <u>Leader</u> %	<u>Don't</u> <u>Know</u> %
24-29 April (%)	60	22	18	51	24	25
1 - 6 May (%)	65	20	15	54	22	24
6 - 13 May (%)	64	19	16	56	21	23
15-20 May (%)	60	24	16	51	23	25
23-28 May (%)	65	20	15	52	26	21
29 May-3 June (%)	61	22	17	49	27	24

5. Published Polls

(a) MORI (Evening Standard, 4th June 1985)

The Evening Standard on 4th June included details of a MORI study conducted from 21st to 26th May. In addition to the standard voting intention questions, MORI asked respondents what they regarded as the most important issues facing the country today. They found:-

Most Urgent Problems Facing The Country

	<u>March</u> <u>1985</u> %	<u>April</u> <u>1985</u> %	<u>May</u> <u>1985</u> %
Unemployment	85	85	85
Trade Unions/Strikes	7	9	5
Disarmament/Nuclear Weapons	21	18	17
Prices/Inflation	22	17	17
Law and Order	13	12	15
National Health Service	16	18	16
Schools/Education	10	11	12