

NATIONAL ARCHIVES

IRELAND



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TECHNICAL DETAILS

The following technical details are taken from my report of findings from the survey.

A REPORT PREPARED BY

NOP MARKET RESEARCH LIMITED

ON BEHALF OF

BBC TELEVISION

NORTHERN IRELAND POLITICAL SURVEY 1976

BRITISH ATTITUDES TOWARDS THE
NORTHERN IRELAND PROBLEM

A SUMMARY OF FINDINGS

MARCH, 1976

DIRECT RULE

	<u>All</u>	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>
	%	%	%	%
Acceptable	36	38	38	38
Not acceptable	24	22	22	14
Don't know	40	40	40	48

Definition: Continue with direct rule of Northern Ireland from Westminster - as at present.

POWER SHARING

	<u>All</u>	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>
	%	%	%	%
Acceptable	40	45	42	37
Not acceptable	26	24	24	17
Don't know	34	31	34	46

Definition: Impose some form of power sharing in Northern Ireland which means that the majority of Protestants would have to form a coalition government with the minority Roman Catholics - as tried in 1973.

MAJORITY RULE

	<u>All</u>	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>
	%	%	%	%
Acceptable	13	13	13	12
Not acceptable	27	26	26	17
Don't know	60	61	61	71

Definition: Allow majority rule by the Protestants despite the Catholics wishes - as at the time the present troubles started in 1969.

WITHDRAW THE TROOPS

	<u>All</u>	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>
	%	%	%	%
: Acceptable	51	47	55	54
Not acceptable	15	16	12	12
Don't know	34	37	33	34

Definition: Plan to withdraw the troops from Northern Ireland and leave the Protestants and Catholics to decide their own future.

UNITED IRELAND

	<u>All</u>	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>
	%	%	%	%
Acceptable	49	47	55	52
Not acceptable	22	22	21	14
Don't know	29	31	24	34

Definition: Encourage the North and South of Ireland to unite into one country.

MOST PREFERRED

	<u>All</u>	<u>Conservative</u>	<u>Labour</u>	<u>Liberal</u>
	%	%	%	%
DIRECT RULE	13	14	11	13
POWER SHARING	14	18	12	15
MAJORITY RULE	3	4	2	3
WITHDRAW THE TROOPS	32	27	37	34
UNITED IRELAND	25	24	27	26
DON'T KNOW	12	11	10	8
NONE OF THEM	1	1	-	-
		<hr/>	<hr/>	<hr/>
		99%	99%	99%