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KB/SEN

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New Review,

Public Opinion Background Notes 17 & 18

I attach copies of Public Opinion Background Notes 17 and 18. The Bank Holiday last week prevented the circulation of Background Note 17 on our normal schedule.

Y
Kerr *mb*

D.K. Britto.

Encs.

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Public Opinion Background Note 17
(Produced 25th May 1980)

1. Introduction

Our latest Gallup "tracking" study conducted between 15th and 19th May found a 4½% Labour lead compared with 5% in our previous tracking study. (conducted 7th May - 12th May). The figures from our latest tracking study are the same as those published in the Daily Telegraph on 22nd May 1980.

2. Voting Intention

Trends in support for the main parties as found in our "tracking" study are shown below:-

	<u>Voting Intention</u>				
	<u>Con</u> %	<u>Lab</u> %	<u>Lib</u> %	<u>Other</u> %	<u>Lead</u> %
May 1979 (GE)	43.9	36.9	13.8	5.5	+7.0
13/18 June 1979*	42	43½	12	2½	-1½
<u>1980</u>					
11/17th March	37	49	11½	2	-12½**
20/24th March	38	45½	13½	2	-7½
27/31st March	40	43	14	3	-3
2/8th April	39	45	13	3	-6
10/14th April	36½	45	15	3½	-8½**
16/21st April	41	43	14½	1½	-2
23/28th April	39	44	14	3	-5
30/6th May	39	42	17	2	-3
7/12th May	40	45	13	2	-5
15/19th May	39	43½	15½	2	-4½**

*First Gallup post-election survey

** Published polls

The latest figures on voting intention published in the Daily Telegraph show Labour's lead being cut from 8½% in the previous published poll to 4½% in the latest published study. The published figures showed no significant changes from our previous unpublished figures.

3. Government Record

The 15th-19th May tracking study found no change in the level of approval for the Government.

Government Record

	<u>Approve</u> %	<u>Disapprove</u> %	<u>Don't Know</u> %
13/18th June 1979*	34	41	25
<u>1980</u>			
11/17h March	30	59	11
20/24th March	32	56	12
27/31st March	38	49	13
2/8th April	36	51	13
10/14th April	36	52	12
16/21st April	38	50	12
23/28th April	34	54	12
30 April/5th May	36	51	13
7/12th May	37	50	13
15/19th May	37	52	11

*First post-election survey

4. Popularity of Political Leaders

Drop in Callaghan's popularity since previous unpublished Gallup tracking study but no change in Mrs. Thatcher's popularity and slight increase in Steel's popularity.

Popularity of Political Leaders

	<u>Mrs. Thatcher</u>			<u>Mr. Callaghan</u>			<u>Mr. Steel</u>		
	<u>Sat.</u> %	<u>Dissat.</u> %	<u>Don't Know</u> %	<u>Sat.</u> %	<u>Dissat.</u> %	<u>Don't Know</u> %	<u>Sat.</u> %	<u>Dissat.</u> %	<u>Don't Know</u> %
11/17 March	38	59	6	53	35	12	60	19	21
20/24 March	40	56	5	51	34	15	60	18	22
27/31 March	41	49	7	53	35	12	60	18	22
2/8 April	40	51	6	56	31	12	55	19	26
10/14 April	41	54	5	55	33	12	60	19	21
16/21 April	43	51	7	52	34	14	59	17	25
23/28 April	40	54	6	52	33	14	57	18	25
30/6 May	45	51	5	53	32	15	57	17	26
7/12 May	44	49	6	57	31	13	59	20	21
15/19 May	44	51	5	51	36	13	61	19	20

5. Communication

In the week 15th - 19th May we found 16% of the electorate claiming to have heard or seen something making them more favourably inclined towards the Government in the previous seven days (28% 7th - 12th May) and 15% claiming to have heard or seen something making them less favourably inclined towards the Government (11% 15th - 19th May). The main reason for seeing the Government in a more favourable way was the Day of Action, mentioned by 7% of those claiming to have seen anything making them more or less favourably inclined towards the Government - 3% mentioned the Leader, and 3% the EEC Conference. On the less favourably inclined side the only item mentioned by more than 2% was the cost of living (5%).

6. Published Polls

(a) Gallup Poll

As well as the standard "tracking" questions (considered above) the Gallup poll published in the Daily Telegraph (22nd May 1980) looked at public attitudes in a number of other areas.

Gallup found that the vast majority of the electorate (77%) and trade unionists (75%) thought the Unions were unjustified in calling a "Day of Action" to protest against Governmental policies.

(b) Marplan Poll

A Marplan poll carried out on May 19th and published in the Sun on May 23rd looked at public attitudes in a number of areas of social and political concern.

Marplan found 51% of electors agreeing with the view that "we should only stay in the EEC if there is a satisfactory solution" and a further 29% of electors agreeing with the view "we should withdraw our membership whatever the outcome". Labour voters are more likely to favour withdrawal than Conservative voters. Details are given below:-

	<u>All</u> %	<u>Conservatives</u> %	<u>Labour</u> %
We should stay in EEC whatever the outcome of Mrs. Thatcher's Budget campaign	20	23	14
We should only stay in the EEC if there is a satisfactory solution	51	57	44
We should withdraw our membership whatever the outcome	29	20	42

The survey which was carried out after the T.U.C.'s Day of Action found nearly six out of ten of those questioned saying they thought trade union leaders represented their members badly - nearly half of trade union members agreed with this view. Details below:-

Do Trade Union Bosses represent
their Members well?

	<u>All adults</u>		<u>Trade Unionists</u>	
	<u>1977</u> %	<u>1980</u> %	<u>1977</u> %	<u>1980</u> %
Very/quite well	76	41	81	53
Not very/not at all well	24	59	19	47

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Public Opinion Background Note 18
(Produced 2nd June 1980)

1. Introduction

Our latest unpublished Gallup "tracking" study conducted between 21st and 27th May found a 3 per cent Labour lead compared with 4½% in the previous survey - which was the same as the figures published in the Telegraph on 22nd May. The changes since the published figures are not significant. It is perhaps worth noting that in June 1971 Labour had a lead of 14% over us and in July 1971 20%.

2. Voting Intention

Trends in support for the main parties as found in our tracking studies over recent weeks are shown below:-

Voting Intention

	<u>Con</u>	<u>Lab</u>	<u>Lib</u>	<u>Other</u>	<u>Lead</u>
	%	%	%	%	%
May 1979(GE)	43.9	36.9	13.8	5.5	+7.0
13/18 June 1979*	42	43½	12	2½	-1½
<u>1980</u>					
11/17 March	37	49	11½	2	-12½**
20/24 March	38	45½	13½	2	-7½
27/31 March	40	43	14	3	-3
2/8 April	39	45	13	3	-6
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16/21 April	41	43	14½	1½	-2
23/28 April	39	44	14	3	-5
30/6 May	39	42	17	2	-3
7/12 May	40	45	13	2	-5
5/19 May	39	43½	15½	2	-4½**
21/27 May	40	43	13½	3½	-3

*First Gallup post-election survey

** Published polls

3. Government Record

No change in popularity of Government since last tracking study. Details are given below:-

(See overleaf)

Government Record

	<u>Approve</u> %	<u>Disapprove</u> %	<u>Don't Know</u> %
13/18 June 1979*	34	41	25
<u>1980</u>			
11/17 March	30	59	11
20/24 March	32	56	12
27/31 March	38	49	13
2/8 April	36	51	13
10/14 April	36	52	12
16/21 April	38	50	12
23/28 April	34	54	12
30 April/5 May	36	51	13
7/12 May	37	50	13
15/19 May	37	52	11
21/27 May	37	51	12

*First post-election survey

4. Popularity of Political Leaders

Apart from drop in Steel's popularity no significant change in popularity of Mrs. Thatcher or Mr. Callaghan in latest survey.

	<u>Mrs. Thatcher</u>			<u>Mr. Callaghan</u>			<u>Mr. Steel</u>		
	<u>Sat.</u> %	<u>Dissat.</u> %	<u>Don't Know</u> %	<u>Sat.</u> %	<u>Dissat.</u> %	<u>Don't Know</u> %	<u>Sat.</u> %	<u>Dissat.</u> %	<u>Don't Know</u> %
11/17 March	38	59	6	53	35	12	60	19	21
20/24 March	40	56	5	51	34	15	60	18	22
27/31 March	41	49	7	53	35	12	60	18	22
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16/21 April	43	51	7	52	34	14	59	17	25
23/28 April	40	54	6	52	33	14	57	18	25
30/6 May	45	51	5	53	32	15	57	17	26
7/12 May	44	49	6	57	31	13	59	20	21
15/19 May	44	51	5	51	36	13	61	19	20
21/27 May	43	51	7	50	37	14	57	18	24