

Box

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KB/SEN

*Director: ALAN HOWARTH*

Mr. Richard Ryder,  
10 Downing Street,  
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20th June 1980

*Dear Richard,*

### Public Opinion Background Note 20

I attach a copy of the results from our latest tracking research. This research was conducted before the Gallup Poll published in the Daily Telegraph on Thursday June 19th. This published Gallup Poll found a 4½% Labour lead - very much in line with the trend shown in our unpublished tracking studies.

Public Opinion Background Note 21 which will be circulated next week will include further details of the published Gallup Poll.

*D.K. Britto*  
D.K. Britto.

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Confidential

Public Opinion Background Note 20  
(Produced 17th June 1980)

1. Introduction

Our latest unpublished Gallup "tracking" study conducted between 4th and 9th June 1980 found a 3½% Labour lead compared with 10% in our previous unpublished study. This latest finding does not confirm the sharp movement of support to Labour that our tracking study found last week - it is likely that this was based on a "rogue" poll.

2. Voting Intention

Details of the trend in support for the main parties in recent weeks 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>					
11/17 March	37	49	11½	2	-12½**
20/24 March	38	45½	13½	2	-7½
7/31 March	40	43	14	3	-3
2/8 April	39	45	13	3	-6
10/14 April	36½	45	15	3½	-8½**
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
28/2 June	36	46	15	4	-10
4/9 June	39½	43	15½	2	-3½

\*First Gallup post-election survey

\*\* Published polls

3. Government Record

Changes in the level of approval for the Government over recent weeks have been so small as to be fairly meaningless in opinion research terms. The only conclusion we can draw from the figures is that support for the Government has remained almost constant over recent weeks. See below for details:-

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
28/2 June	34	55	11
4/9 June	35	54	11

\*First post-election survey

4.. Popularity of Political Leaders

Slight fall in popularity of Mrs. Thatcher over recent weeks - but fall probably no significant. No significant movement in popularity of Callaghan or Steel. Details are given below:-

	<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	41	54	5	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
21/27 May	43	51	7	50	37	14	57	18	24
28/2 June	41	54	5	51	35	15	58	17	25
4/9 June	40	55	5	50	38	12	59	19	22

5. Issues

In our latest tracking study we asked the electorate for their views on a range of current issues in terms of whether they felt the issue made them more favourably inclined towards the Government, less favourably inclined or made no difference. We found:-

	<u>Make more favourable towards the Government</u> %	<u>Make less favourable towards the Government</u> %	<u>Make no difference</u> %	<u>Don't Know</u> %
Mrs. Thatcher as Prime Minister	30	42	27	2
The Government's taxation policy	27	44	21	8
The Government's policy on Trade Union reform	50	27	10	12
The Government's policy on the Olympic Games	30	51	11	8
Public Spending cuts	28	56	9	7
The cost of living	8	72	18	3
The Government's policy on the Common Market	47	35	10	8
The level of unemployment	5	71	20	4
The level of rates	9	61	23	8
The Government's pay policy	24	43	18	15

The issues we included in this question are based on the answers to our standard open ended tracking questions in the previous weeks. The only areas in which the public strongly approved of our policies are with regard to the Trade Unions and the Common Market.

6. Communication

In the period 4th June to 9th June we found 15% of respondents claiming to have seen or heard something making them more favourably inclined towards the Government (12% - 4th/9th June) and 20% claiming to have seen or heard something making them less favourably inclined towards the Government (22% - 4th/9th June). When asked what issues had influenced this view, on the favourable side 14% mentioned the EEC Conference. On the less favourable side 4% mentioned cost of living, 4% the EEC Conference and 3% Nurses Pay Deal.

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