

EJ

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Director: ALAN HOWARTH

KB/SEN

Mr. Richard Ryder,
10 Downing Street,
London SW1.

11th June 1980

Dear Richard,

Public Background Note 19

I attach a note drawing out some of the main conclusions from our latest "tracking" study produced for us by Gallup. This study shows a fairly dramatic increase in Labour's lead over the Conservative Party. This finding is considerably out of line from findings from our previous tracking research and as a result I would advise awaiting the results of our next tracking study before attempting to draw any conclusions from this apparent movement of support to Labour.

D.K. Britto

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Confidential

Public Opinion Background Note 19
(Produced 8th June 1980)

1. Introduction

Our latest unpublished Gallup "tracking" study conducted between 28th May and 2nd June found a 10% Labour lead compared with 3% in our previous unpublished figure and 4½% in the latest Gallup published results. As with any finding from our "tracking" research that is so heavily out of line with our previous findings we need to await until our next set of results before attempting to draw any conclusions from this apparent movement of support to Labour.

2. Voting Intention

Trends in support in voting 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
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

*First Gallup post-election survey

** Published polls

3. Government Record

Slight drop in popularity of Government but as with voting intention, it is too early to attempt to draw any conclusions from the fall.

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

*First post-election survey

4. Popularity of Political Leaders

Slight fall in Mrs. Thatcher's popularity but no significant increase in popularity of Callaghan or Steel.

	<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

5. Communication

In the period 28th May to 2nd June we found 12% claiming to have seen or heard something making them more favourably inclined towards the Government (9% 21-27th May) and 22% claiming to have seen or heard something making them less favourably inclined towards the Government (25% 21-27 May). The only item mentioned as having increased electors of any significant numbers on the favourable side was the EEC summit mentioned by 7% of those who claimed to have heard something making them more favourable inclined towards the Government. On the less favourably inclined side the nurses pay deal was mentioned by 7% and the cost of living by 4%.

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