



PRIME MINISTER

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DWS
7/10ACTION FOR JOBS

I thought you would like to see the latest results of the opinion research, carried out by MORI, which we have been using to chart the effectiveness of our Action for Jobs campaign. The attached summary shows the position at the end of September compared with that in July and August. The picture is one of very rapid progress in public awareness of the campaign and is powerful evidence of the value of television advertising.

The key results on the recognition of the campaign are:

- spontaneous recognition of the open door symbol is up by 17% since July to 24%;
- 29% of people now recall seeing Government advertising about jobs or training on television using the opening door - a rise since July of 14%;
- 26% of people have now heard of Restart - a rise of 17% since July.



Q 7

Even more encouraging are the results on the last page of the attached summary, which show an increasing recognition of what the Government is doing in four categories: providing practical help to get jobs; tackling unemployment by helping people run their own businesses; running schemes to help with training and improving job prospects; and providing financial support for businesses and job opportunities. When we started this research in July the Government's contribution was recognised above those of other organisations in only one of the four categories - that concerned with help for training. At the end of September recognition of Government action had increased by between 5% and 7% in all the four categories and is now mentioned more often than other organisations in three out of the four.

It is of course early days in the life of this campaign but I am very encouraged at this latest evidence that we are getting our message across.

I am copying this to Willie Whitelaw, Nigel Lawson and Norman Tebbit.

D Y
October 1986

FIELDWORK DATES : 19-23 September 1986

SAMPLE SIZE : 2039

NO. OF SAMPLING POINTS : 178

All figures are percentages
Wave I, II results are used for comparisons

ASK ALL - Jobs

Q1a SHOW SYMBOLS CARD

Base: All respondents

On this card are a number of symbols. Which of them, if any, do you recall having seen on any advertising recently? JUST READ OUT THE NUMBER UNDER THE SYMBOL.

	July	Aug	Sept	Change
	%	%	%	±%
Symbol 1 -----	58	57	52	-5
Symbol 2 -----	44	49	45	-4
Symbol 3 'Door' -----	7	16	24	+8
Symbol 4 -----	11	11	10	-1
None of these -----	20	18	20	+2
Don't know/no opinion -----	6	6	7	+1

IF 'DOOR' SYMBOL MENTIONED:

Q1b What advertising or publicity, if any, do you associate that symbol with? POINT TO SYMBOL 3. (PROBE FOR DETAILS BUT DO NOT PROMPT. MULTICODE POSSIBLE)

Base: All mentioning 'door' symbol

	July	Aug	Sept	Change
	%	%	%	±%
TV advertisement -----	12	28	35	+7
Advertisement in national/local press ---	1	2	2	-
Mention of posters -----	n/a	n/a	1	n/a
Mention of booklet -----	6	2	2	-
Mention of "Action for Jobs" -----	6	12	16	+4
Mention of "opening more doors" -----	5	11	9	-2
Mention of Govt. advertising/schemes -----	5	8	7	-1
Mention of Restart scheme -----	*	-	3	+3
Mention of Youth Training Scheme (YTS) --	8	4	5	+1
Specific mentions of other schemes -----	11	7	10	+3
(WRITE IN)-----				
Any other mentions to do with jobs or employment -----	6	11	15	+4
Mention of training schemes -----	4	3	4	+1
Mention of enterprise schemes or assistance for small businesses -----	2	1	1	-
Other (WRITE IN) -----	24	10	7	-3
Don't know/can't remember -----	26	21	15	-6

An asterisk (*) represents a figure of less than 1/2 percent, but not zero.

POINT TO SYMBOL 3 ('DOOR') ON SHOWCARD

Q2a This symbol is used by the Government to promote a range of schemes to do with training and employment.

What slogan or saying, if any, do you associate with this symbol?
(DO NOT PROMPT. MULTICODE POSSIBLE. CODE BELOW)

IF 'ACTION FOR JOBS' AND 'OPENING MORE DOORS' NOT MENTIONED:

Q2b SHOWCARD

Here is a list of slogans. Which of them, if any, do you think is used with this symbol? (MULTICODE POSSIBLE. CODE BELOW)

Base: All not spontaneously mentioning both slogans

	Q2a (Spontaneous)			Q2b (Prompted)		
	July %	Aug %	Sept %	July %	Aug %	Sept %
Building a better Britain -----	*	*	*	5	5	5
Action for Jobs -----	1	3	6	8	11	16
Putting Britain back to work -----	*	*	1	8	8	8
Opening more doors -----	8	13	10	32	35	31
The door to the future -----	2	3	2	35	31	29
Other (WRITE IN) -----	13	12	15	*	*	1

None of these -----	27	22	17	10	6	7
Don't know/no opinion -----	49	48	50	20	17	20

ASK ALL

Q3 Have you seen any Government advertising or publicity recently about jobs and training which uses this door symbol? IF YES: Where was that?
(DO NOT PROMPT - MULTICODE POSSIBLE)

	Base: All						Change ±%
	July %	Aug %	Sept %	July %	Aug %	Sept %	
No advertising seen -----	64	58	46				-12
Yes, but can't remember where -----	2	3	3				-
Yes - national paper -----	1	1	1				-
- local paper -----	*	*	*				-
- TV -----	6	15	29				+14
- booklet -----	*	1	1				-
- at Post Office -----	*	*	*	11%	20%	34%	-
- at Jobcentre -----	1	2	2				-
- at Library -----	*	*	*				-
- at Unemployment Benefit Office -----	*	*	1				*
- commercial radio -----	n/a	n/a	-				n/a
- posters -----	n/a	n/a	1				n/a
- in banks -----	n/a	n/a	*				n/a
- Other (WRITE IN) -----	1	1	1				-
- Don't know/can't remember -----	25	21	20				-1

IF YES AT Q3

Q4 What was that advertising or publicity about? PROBE: What was the main message of the advertising? (WRITE IN FULLY)

ASK ALL

Q5a Can you tell me the names of any of the schemes that the Government run and in the field of unemployment, training or help for small businesses getting started? PROBE: Which others can you think of? (DO NOT PROMPT. CODE FIRST MENTIONED UNDER 'FIRST' BELOW AND CODE ALL 'OTHERS' MENTIONED, IF ANY, UNDER 'OTHERS'.
IF NONE MENTIONED AT ALL, CODE 'NONE' UNDER 'FIRST' COLUMN. IF NO OTHERS MENTIONED, CODE 'NONE' UNDER 'OTHERS' COLUMN.)

Q5b SHOWCARD

Here is a list of some of these schemes. Which of them, if any, have you heard of?

		Q5a (Spontaneous)						Q5b (Prompted)			Change ±%
		First			1st + Other			July	Aug	Sept	
Base: All		July %	Aug %	Sept %	July %	Aug %	Sept %	July %	Aug %	Sept %	
A.	Community Programme -----	2	2	3	5	8	9	39	46	45	-1
B.	Enterprise Allowance Scheme -----	2	3	3	7	7	8	26	26	35	(+9)
C.	Job Release Scheme -----	1	1	*	1	2	2	30	37	34	-3
D.	Job Splitting Scheme -----	*	*	*	*	1	1	13	16	12	-4
E.	Job Training Scheme -----	1	1	1	3	3	4	47	48	46	-2
F.	New Workers Scheme -----	-	*	*	*	*	1	4	6	5	-1
G.	Open Tech Programme -----	*	-	*	*	*	*	5	7	6	-1
H.	Restart Programme -----	*	*	2	*	1	5	7	9	26	(+17)
I.	Travel to Interview Scheme -----	*	-	-	*	*	*	4	5	5	-
J.	Small Firms Service -----	1	1	1	3	4	3	21	23	20	-3
K.	Youth Development Plan -----	*	*	*	1	1	2	16	17	17	-
L.	Youth Training Scheme (YTS) -----	51	51	47	57	59	54	64	62	61	-1
Other (WRITE IN)											
	Q5a 'First' -----	11	11	10							
	Q5a 'Others' -----				20	20	18				
	Q5b -----							1	1	*	*
	None -----	16	13	13	12	8	10	6	4	5	+1
	Don't know/no opinion -----	16	17	20	20	21	22	6	6	6	-

Q6a SHOW BOOKLET

Here is a Government booklet describing the various schemes designed to help with unemployment, training and starting new businesses. Before today, were you aware of this booklet or not?

		July %	Aug %	Sept %	Change ±%
Base: All					
	Aware -----	7	14	15	+1
	Not aware -----	89	84	81	-3
	Don't know/can't remember -----	4	2	3	+1

IF 'AWARE' AT Q6a:

Q6b Have you yourself actually looked through a copy of the booklet before today?

		July %	Aug %	Sept %	Change ±%
Base: All					
	Yes -----	35	27	22	-5
	No -----	58	71	76	+5
	Don't know/can't remember -----	6	2	2	-

Base: All
aware of
booklet

= 3.5% of all have looked through booklet
(2% in July, 4% in August)

IF 'YES' AT Q6b:

Base: All who have looked
through booklet

Q6c SHOWCARD

As a result of looking through the booklet, which of these statements
best describe what you did then? Just read out the letters next to the
appropriate statements. (MULTICODE POSSIBLE).

	July %	Aug %	Sept %	Change ±%
A. Wrote to a contact address in the booklet -----	2	1	2	+1
B. Telephoned a contact number in the booklet -----	3	1	5	+4
C. Visited a branch of a contact address or office mentioned in the booklet -----	4	-	3	+3
D. Sent off for/got more information on a scheme -----	8	5	9	+4
E. Applied for a scheme -----	2	4	15	(+11)
F. Joined an employment/training/enterprise scheme -----	7	4	2	-2
G. Got a job through a scheme -----	2	3	-	-3
H. Booklet not for me/gave to a friend/relative -----	13	19	8	-11
I. Nothing/haven't done anything with it -----	63	59	54	-5
Other (WRITE IN) -----	15	11	14	+3

Don't know/can't remember -----	2	4	1	-3

ASK ALL - Unemployment

Q7 SHOWCARD

Here is a list of various types of organisations in this country. I'm going to read out some things they try to do for the economy. For each one I read out, I'd like you to tell me which of these types of organisations, if any, you think does most to help? PROBE: Any others? (CODE FIRST MENTION SEPARATELY)

READ OUT AND ROTATE
TICK START

		The Government			Large companies			Small new companies			The Banks			Trade Unions		
		July	Aug	Sept	July	Aug	Sept	July	Aug	Sept	July	Aug	Sept	July	Aug	Sept
i.	Provide a lot of practical help for people to get jobs	17	20	(22)	20	20	16	(28)	(25)	21	7	6	7	7	7	9
	First mention	17	20	(22)	20	20	16	(28)	(25)	21	7	6	7	7	7	9
	1st + Other mentions	27	29	(34)	31	32	27	(38)	(34)	33	16	15	17	13	12	15
ii.	Do a lot to tackle unemployment by helping people run their own businesses	32	32	(37)	2	2	3	6	6	6	(39)	(39)	33	2	1	1
	First mention	32	32	(37)	2	2	3	6	6	6	(39)	(39)	33	2	1	1
	1st + Other mentions	47	47	(53)	5	6	6	10	10	10	(52)	(52)	49	5	3	4
iii.	Run plenty of schemes to help people with training to develop or improve their job prospects	(51)	(55)	(57)	20	19	16	6	3	4	3	2	3	4	5	4
	First mention	(51)	(55)	(57)	20	19	16	6	3	4	3	2	3	4	5	4
	1st + Other mentions	(60)	(63)	(66)	35	33	33	11	9	9	7	7	9	9	9	9
iv.	Give a lot of financial support to help create business and job opportunities	22	22	25	7	7	5	5	4	3	(47)	(49)	(45)	2	2	2
	First mention	22	22	25	7	7	5	5	4	3	(47)	(49)	(45)	2	2	2
	1st + Other mentions	39	41	45	15	13	13	8	7	5	(58)	(62)	(57)	4	4	4