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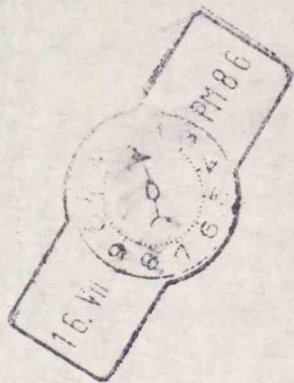
16th July 1986

Robert M Worcester Esq
Managing Director
Market & Opinion Research International Ltd
32 Old Queen Street
London
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Rob M Worcester

Thank you for your letter of 11 July in which you ask whether I would agree to answer questions as part of a new survey of peers' attitudes. I think that my position as a Cabinet minister puts me in a rather different position and I should decline.

*Car
Yang*





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16th July 1986

Joan Macnaughton
Private Secretary to the
Lord President
68 Whitehall
London
SW1

1. TF
2. TGA
3. NBP.

Dear Joan,

MORI Poll of Peers

As you know, Lord Young has declined an invitation to participate in a poll of peers. I attach a copy of Bob Worcester's letter and Lord Young's reply.

I am also copying this to Rhodri Walters in the Lords' Whips office, Alison Smith in the Lord Privy Seal's office and David Norgrove at No 10.

Yours sincerely,

Iain Mackinnon

Iain Mackinnon
Private Secretary

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MORI

11 July 1986

The Rt Hon Lord Young of Graffham
Dept of Employment
Caxton House
Tothill Street
London
SW1A 0PW

My Lord

I am writing to ask for your assistance in a survey we have been asked to conduct among Peers. Since 1976 MORI has carried out a regular survey among Members of Parliament, and a number of clients have also expressed an interest in the views of Peers. As a result, we are now setting up a Peers' survey to run parallel with our annual MPs' survey.

The study is being conducted on behalf of some of the largest industrial and commercial organisations in this country. Its purpose is to assess the attitudes of Peers towards a range of issues affecting British industry and business, and to ascertain the most effective and appropriate ways of communicating with Peers.

The study has been designed so that the needs of these major companies and business organisations can benefit from your views and those of your colleagues without taking up more of your time than is strictly necessary.

The sample has been compiled to give a representative selection of active Peers from all parties, so your views are important to the reliability of the results. Your answers will, of course, be treated in the strictest confidence, clients receiving reports based on the whole series of interviews.

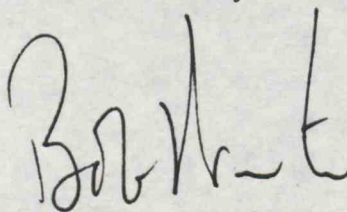
continued.... /

In appreciation of your help, we will send you a summary of some of the findings of the survey later in the year.

One of our executives will telephone you to see if we can arrange an interview at a time and place that would be most convenient to you, in the evening or during the day. Please do not hesitate to contact my fellow director Tim Burns, who is directing the project, if you have any queries.

Thank you for your attention.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'Bob Worcester', written in a cursive, flowing style.

Robert M Worcester
Managing Director

PS If you have not already seen it, you may be interested to see the enclosed extract from the House magazine, showing some of the results of last year's MPs' survey.

Parliament's View-1985



By Robert M Worcester
Chairman, MORI

This article complements 'The Public's View of Parliament - 1985' by Robert M Worcester which appeared in the House Magazine of May 3, 1985.

In May 1985 I addressed the question of 'The Public's View of Parliament - 1985' in *The House Magazine*, drawing on a MORI survey conducted for *The Economist*. As many Members will know, MORI has for a decade approached a selected random sample of Members on behalf of a number of large companies and organisations about the views of MPs on the subject of British business generally and their views as to specific companies. This survey is of considerable value to many of our clients, a number of whom participate every year to obtain an on-going objective and systematic measurement of MPs' views to supplement the direct contact they maintain. MPs are largely cooperative with this project. Each year we obtain a response rate of two in three or better. In fact, since this Government took office we have been pleased to have included in our sample completed interviews with over half the present members of both the Cabinet and Shadow Cabinet, as well as (in the past) both leaders of the Alliance Parties.

MPs sometimes wonder why all this is necessary. After all, they say, they are in touch with the companies with plants in their constituencies. But what some MPs seem to forget is just how important they are perceived to be in the minds of industrial company directors and how high they rate on lists of 'publics of importance.' For that reason we seek the cooperation of a selected sample each year and plead with them to give us their views, pay a fee for their time to them (or, often, to a charity of their choice) and send our very best interviewers to sound out their opinions, some of which I report here in that best read magazine among MPs, *The House Magazine*.

The purpose of the study is to determine the attitudes of Members of Parliament towards:

- business and industry generally;
- a range of particular industries and companies;
- the criteria on which organisations are assessed;
- individual organisations' relations with Parliament;
- factors which promote good (and bad) relations between organisations and Parliament;
- sources of information and ways in which communications can be improved.

When asked to select from a long list those problems MPs think are most serious in their constituency and about which MPs received the most mail in their postbag, interesting differences are measured (Table 1).

Table 1 - Problems Facing Britain

Q: Here is a list of problems that people face in various areas throughout Britain. Could you please look at this list and tell me the three or four you think are most serious in a) Britain as a whole, b) your constituency and c) do you receive most letters in your postbag about?

	Britain %	Constituency %	Postbag %
Unemployment generally	88	76	29
Law and Order	49	37	18
Education	40	37	24
Youth unemployment	37	38	13
Housing	35	38	55
Inflation	30	14	*
Cuts in the NHS	24	27	21
Nuclear Disarmament	20	6	*
Rates	19	27	19
Taxation	17	10	*
Industrial relations	15	4	*
Inefficiency in Government administration	13	8	8
Pensions	13	18	23
Race relations	11	5	6
Northern Ireland	10	*	*
Soviet expansion	10	*	*
Pollution	8	*	*
Cigarette smoking	8	*	*
Animal testing	8	6	40
Heavy road vehicles	6	12	*
Airport development	6	7	5
Public transport	6	19	6
Energy conservation	5	*	*

Whereas nearly nine in ten MPs think unemployment is among the three or four most serious problems facing the country today, just over three-quarters say it is of top priority in their own constituency and fewer than three in ten say it features as a major issue in their postbag, far below such pressing issues to their correspondents as housing and animal testing. In fact, MPs tell us animal testing, at 40 per cent, is the top issue among their constituents who write to them, a full fifteen points above the 29 per cent who, they say, write about unemployment. Other striking differences are on the subjects of law and order (49 per cent nationally, 18 per cent in the postbag), inflation (30 per cent nationally versus less than 5 per cent), taxation and industrial relations which are important nationally to 17 per cent and 15 per cent respectively among the MPs interviewed but who say they get little post about these subjects. Other party differences were found on the issues of cuts in the NHS (11 per cent of Tories, v 47 per cent of Opposition MPs), nuclear disarmament (7 per cent v 43 per cent) and rates (24 per cent of Tories v 1 per cent of Opposition) and taxation (26 per cent Tories v nil Opposition Members).

MPs from both sides of the House report similar numbers of letters for most issues. Exceptions are animal testing, rates, law and order, Sunday shop opening and inefficiency in Government administration (Conservatives receive more correspondence) and housing, unemployment, youth unemployment and nuclear disarmament (mentioned more by Opposition Members).

Subjects attracting increased comment since last year appear to be animal testing, unemployment, youth unemployment, cuts in the NHS and Sunday shop opening. Issues of national concern having increased in importance among Members include Education (+13 per cent) and Housing (+11 per cent) while declines were measured in Industrial Relations (-13 per cent), Northern Ireland (-7 per cent) and Soviet Expansion (-6 per cent).

There is near unanimity in the House that 'a competitive and profitable manufacturing sector is essential to the future growth of