

CONFIDENTIAL



Conservative Central Office

32 Smith Square Westminster London SW1P 3HH
Tel. 01-222 9000 Telex 8814563 Fax. 01-222 1135

(F)

KB/sg

28th May 1983

PRIVATE OPINION RESEARCH

Over the past week the party has conducted two 'quickie' surveys - the results have been reported at the various daily campaign meetings. Copies of the ORC (Harris) reports on these surveys (conducted 24th and 26th May) are attached. In terms of overall support for the parties our two studies found no significant differences from the published polls and the 26th May survey did not confirm the possible upsurge in Alliance support that was indicated in our study conducted on 21/22 May.

Copies of the ORC (Harris) reports on these surveys are attached - I would particularly draw your attention to the following points:-

- there is a danger of complacency. 10% of Conservative voters think that the Party's current big lead may 'make people less likely to go and vote.'
- 21% of voters think that Animal Welfare is worthy of consideration in deciding how to vote, including one in six Conservative voters.
- there has been no increase this week in the percentage of voters blaming the Conservative Government for the level of unemployment. The Government and world economic conditions are most often blamed while the percentage blaming the Trade Unions has increased slightly.
- very few electors (16%) expect the health service to improve under a Conservative Government and only 23% expect education to improve.

Keith Britto

KEITH BRITTO

The Harris Research Centre

Holbrooke House Holbrooke Place 34-38 Hill Rise Richmond Surrey TW10 6UA. Telephone: 01-948 5011. Telex: 24403 LHIUKG.

MIDWEEK QUICKIE 2

FIELDWORK 24 MAY 1983

SAMPLE SIZE 1050

London Paris New York Washington DC.

SUMMARY

1. Overwhelmingly voters expect the Conservatives to win the General Election - 77% overall, 93% of Conservatives, 82% of Alliance and 59% of Labour voters.
2. In Monday's Guardian there was a report that the Labour Party was Shifting the emphasis of its campaign to constituency level because polls were showing that Labour voters were more optimistic aBout winning their constituency. This is confirmed but is no more than would be expected . A more detailed analysis will follow.
3. VErY few people (16% of voters) expect the health service to improve under a Conservative Governement and 23% expect Education to improve. The large majority of those thinking both will get worse are Labour or Alliance supporters.
4. 61% of all voters including 85% of Conservatives, 41% of Labour and 51% of Alliance voters believe the Conservatives the most united of the three main parties.

Q.1. Which party would you vote for if the General Election were to be held tomorrow?
(If undecided or refused)

Which party would you be most inclined to support?		All %
Conservative	1	
Labour	2	
Liberal/SDP Alliance	3	
Other	4	
Don't know/refused/would not vote	5	

Q.2. Which party do you think will win the General Election?

		All %	Con %	Lab %	Alliance %
Conservative	1	77	93	59	82
Labour	2	11	2	28	8
Alliance	3	-	-	-	1
Other/don't know	4	11	5	13	10

Q.3. Which party do you think will win in this constituency in the General Election?

		All %	Con %	Lab %	Alliance %
Conservative	1	50	63	35	54
Labour	2	30	21	52	18
Alliance	3	7	4	5	19
Other/don't know	4	13	12	8	9

Q.4. Do you believe that if a Conservative Government is elected, the National Health Service will improve, stay about the same or get worse?

		All %	Con %	Lab %	Alliance %
Improve	1	16	30	4	8
Stay the same	2	39	53	21	36
Get worse	3	40	12	73	53
Don't know	4	5	5	3	3

Q.5. Do you think that if a Conservative Government is elected the quality of education provided for children will improve, stay the same, or get worse?

		All %	Con %	Lab %	Alliance %
Improve	1	23	43	7	13
Stay the same	2	40	43	33	41
Get worse	3	31	7	58	40
Don't know	4	6	7	3	6

Q.6. Which of the three main parties do you think is the most united?

		All %	Con %	Lab %	Alliance %
Conservative	1	61	85	41	51
Labour	2	10	3	26	5
Alliance	3	12	7	13	29
None	4	8	2	10	9
Don't know	5	8	4	11	5

Summary

1. Conservatives are weak on old age pensions.

More people (41%) think they have gone up less than the rate of inflation including 27% of Conservatives while 31% think they have gone up more than the rate of inflation.

46% of voters think Labour would do most to help pensioners while 27% think the Conservatives would do most.

2. There has been no increase this week in the % of voters blaming the Conservative Government for the level of unemployment. The Government and world economic conditions are most often blamed while the % blaming Trade Unions has increased somewhat.
3. There is a danger of complacency. 10% of Conservative voters think that the Party's current big lead may "make people less likely to go and vote."
4. The poll shows that while Mrs Thatcher has impressed people favourably rather than unfavourably during the campaign both Mr Foot and Mr Jenkins have had overwhelmingly the reverse effect. There is further evidence that Mr Steel has been making a very favourable impression.
5. 21% of voters think that Animal Welfare is worthy of consideration in deciding how to vote including one in six Conservative voters. There is a need for sensitivity on this issue.
6. More people (48%) think "the economy is gradually improving and will continue to do so than disagree (32%) with the proposition.

Q.1 If the General Election was today, which party would you support?
(Probe: IF undecided or refused, which party do you think you would be most likely to support?).

		<u>ALL</u>	<u>South</u>
		%	%
Conservative	1	49	55
Labour	2	32	26
Liberal/SDP Alliance	3	18	18
Other Parties	4	1	1
Don't know/Undecided	5		
Refused/Would not vote			

Q.2 During the last four years, have pensions gone up more than or less than the rate of inflation?

		<u>All</u>	<u>Con</u>	<u>Lab</u>	<u>Alliance</u>
		%	%	%	%
More	1	31	43	21	25
Less	2	41	27	59	51
Don't know	3	28	30	20	24

Q.3 Which one of the main parties do you think would do most to help the old age pensioners?

		<u>All</u>	<u>Con</u>	<u>Lab</u>	<u>Alliance</u>
		%	%	%	%
Conservative	1	27	58	3	5
Labour	2	40	17	85	35
Liberal/SDP Alliance	3	10	4	2	38
Other /None/Don't know	4	23	21	10	22

Q.4 SHOWCARD A
Which ONE of these do you think is most to blame for unemployment in this country?

		<u>All</u>	<u>Con</u>	<u>Lab</u>	<u>Alliance</u>	
		%	%	%	%	
<u>SINGLE CODE</u>	Manufacturers and businesses	1	3	2	3	5
	Trade Unions	2	23	39	5	19
	The last Labour Government	3	4	9	1	-
	The Conservative Government	4	27	2	64	31
	The Common Market	5	6	3	10	6
	World economic conditions	6	27	35	12	31
	Nationalised industries	7	2	3	1	3
	None of these /Don't know	8	8	7	4	4

Q.5

At the present the polls are showing a big Conservative lead, do you think that this will make people more likely or less likely to go and vote or will it make no difference?

		<u>All</u>	<u>Con</u>	<u>Lab</u>	<u>Alliance</u>
		%	%	%	%
More likely	1	27	28	28	29
Less likely	2	11	10	14	8
No difference	3	57	58	54	58
Don't know	4	5	4	4	5

Q.6

I am going to read out a short list of some leading politicians. Please tell me whether what you have seen or heard of them during the election campaign has impressed you favourably or unfavourably. (READ OUT LIST).

		<u>All</u>	<u>Con</u>	<u>Lab</u>	<u>Alliance</u>
		%	%	%	%
a) MRS THATCHER	Favourably	1 49	86	14	27
	Unfavourably	2 40	6	77	61
	Don't know/No difference	3 11	8	9	12
b) MR FOOT	Favourably	1 23	7	54	19
	Unfavourably	2 65	83	32	70
	Don't know/No difference	3 12	10	14	11
c) MR HEALEY	Favourably	1 39	21	65	47
	Unfavourably	2 42	62	18	38
	Don't know/No difference	3 19	17	17	15
d) MR HESELTINE	Favourably	1 25	44	8	19
	Unfavourably	2 49	29	70	61
	Don't know/No difference	3 26	27	22	20
e) MR JENKINS	Favourably	1 29	26	27	50
	Unfavourably	2 49	54	51	34
	Don't know/No difference	3 22	20	22	16
f) MR STEEL	Favourably	1 63	56	61	90
	Unfavourably	2 21	28	23	3
	Don't know/No difference	3 16	16	16	7

Q.7

Some people think animal welfare is so important that they consider it when deciding how to vote. Others think it is not a matter to affect how they will vote. Which do you agree with?

		<u>All</u>	<u>Con</u>	<u>Lab</u>	<u>Alliance</u>
		%	%	%	%
Important in considering	1	21	16	27	18
Not a matter to affect	2	76	82	70	77
Don't know	3	3	2	3	5

Q.8

Do you agree or disagree with the statement that 'The economy is gradually improving and will continue to do so'?

		<u>All</u>	<u>Con</u>	<u>Lab</u>	<u>Alliance</u>	
		%	%	%	%	
<u>READ OUT</u>	Agree strongly/agree	1	48	79	13	37
	Neither agree nor disagree	2	17	11	21	13
	Disagree/Disagree strongly	3	32	8	62	44
	Don't know	4	3	2	4	6

Sample size 1050

Fieldwork date 26th May 1983

In 50 sampling points