

Conservative Research Department

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7th July 1980

New Record,

Public Opinion Background Note 23

I attach a copy of the results from our latest Gallup tracking study. It shows a slight widening of the Labour Party's lead to 8%. I would point out that this research was conducted from 25th/30th June whilst the research published in the Evening Standard on July 4th (M.O.R.I. Poll) was conducted between June 19th and 23rd.

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Public Opinion Background Note 23
(Produced 6th July 1980)

1. Introduction

The latest published opinion poll (M.O.R.I. Evening Standard - July 4th) found a 2% Labour lead. This M.O.R.I. poll was conducted between June 19th and 22nd and can be compared with the result of our tracking study conducted from 18th June 23rd June which found a 4% Labour lead. Our latest Gallup tracking study conducted from 25th to 30th June found a widening of Labour's lead to 8%. This latest "tracking" study found no change in support for the Liberals.

2. Voting Intention

Full details of the trend in support for the main parties from both published Gallup polls and our unpublished Gallup "tracking" studies are shown both in the table below and in the attached graphs:-

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>					
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
15/9 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
11/16 June	40½	45	11½	3	-4½**
18/23 June	39	43	15	3	-4
25/30 June	37	45	15	3	-8

*First Gallup post-election survey

*Published polls

The 8% Labour lead in our latest tracking study can be compared with Labour's 18% lead in June 1971, 21½% lead in July 1971, 4½ lead in August 1971 and 19% lead in September 1971.

3. Government Record

Slight further drop in Government popularity in our latest tracking study with 31% of the electorate approving of the Government's record to date. This compares with the 22% of the electorate who approved of the Conservative Government's record in June 1971, 26% in July 1971, 35% in August 1971 and 30% in September 1971. Please see the table below and the attached graph for details:-

<u>Government Record</u>			
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
	%	%	%
13/18 June 1979*	34	41	25
<u>1980</u>			
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
11/16 June	35	52	13
18/12 June	33	55	12
25/30 June	31	56	13

*First post-election survey

4. Popularity of Political Leaders

The findings from our unpublished Gallup "tracking" study on the popularity of the political leaders are not confirmed by the results of the M.O.R.I. poll published in the Evening Standard (July 4th). Our research does not find that Mrs. Thatcher is more popular than Mr. Callaghan it does however point to a downward trend in Mr. Callaghan's personal popularity over recent

Continued.....

weeks. Our latest research conducted 25th/30th June found 39% satisfied with Mrs. Thatcher as Prime Minister (55% dissatisfied) and 45% satisfied with Mr. Callaghan as leader of the Opposition (41% dissatisfied).

Details of trends in popularity of the three main political leaders are shown in the table below and on the attached graphs:-

Popularity of Political Leaders

	<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>
	%	%	%	%	%	%	%	%	%
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
11/16 June	43	52	5	48	37	15	57	18	25
18/23 June	40	55	6	44	42	13	57	20	23
25/30 June	39	55	5	45	41	13	55	20	25

5. Issues

In recent tracking studies we have been asking our respondents for their views on a range of current issues in terms of whether the issues make them more favourably inclined towards the Government, less favourably inclined or they make no difference. The issues we include in this question are based on the answers to our standard open ended tracking question "Over the last seven days have you seen or heard anything that has made you feel more favourably or less favourably inclined towards the Government". Details of the answers we have obtained in the past four weeks are shown on page 4.

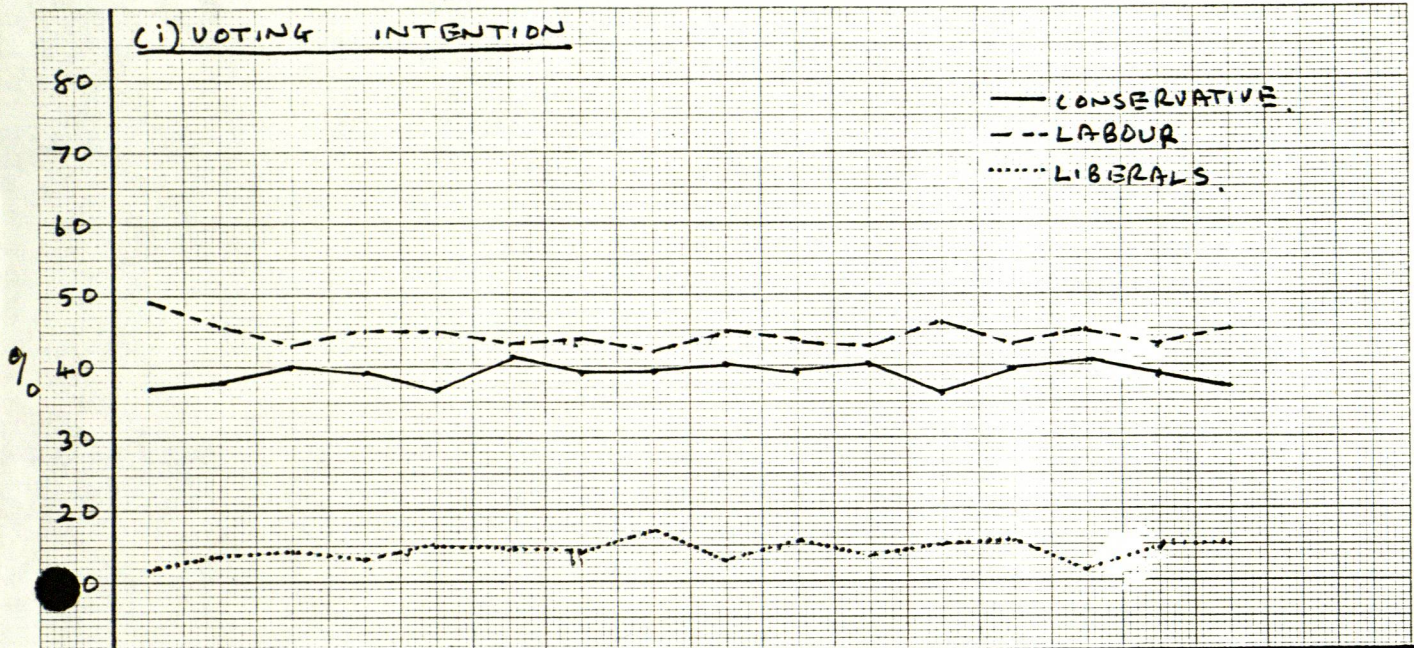
As last week, the only issues are in which we have a lead is with regard to policies on Trade Union Reform. We included the question of M.P.'s pay on our list of issues for the first time in this tracking study and found only 8% of the electorate saying that this makes them more favourably inclined towards the Government - 55% that the issue makes them less favourably inclined towards the Government and 22% that it made no difference.

ISSUES

	<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>			
	<u>4/9 June</u> %	<u>11/16 June</u> %	<u>18/23 June</u> %	<u>25/30 June</u> %	<u>4/9 June</u> %	<u>11/16 June</u> %	<u>18/23 June</u> %	<u>25/30 June</u> %	<u>4/9 June</u> %	<u>11/16 June</u> %	<u>18/23 June</u> %	<u>25/30 June</u> %	<u>4/9 June</u> %	<u>11/16 June</u> %	<u>18/23 June</u> %	<u>25/30 June</u> %
Mrs. Thatcher as Prime Minister	30	28	28	27	42	43	43	44	27	27	27	27	2	2	2	1
The Government's taxation policy	27	26	25	25	44	44	45	47	21	23	21	19	8	7	8	9
The Government's policy on Trade Union Reform	50	46	47	43	27	30	28	29	10	12	12	13	12	13	14	15
The Government's policy on the Olympic Games	30	34	30	28	51	49	49	50	11	11	13	13	8	6	8	9
Public spending cuts	28	25	25	25	56	60	60	59	9	9	9	10	7	6	6	6
The cost of living	8	8	8	7	72	72	71	72	18	15	17	19	3	5	5	2
The Government's policy on the Common Market	47	39	35	36	35	39	41	38	10	12	14	13	8	10	10	13
The level of unemployment	5	6	5	4	71	72	68	72	20	17	21	19	4	5	6	5
The level of rates	9	6	7	6	61	61	61	58	23	24	24	26	8	9	8	10
The Government's pay policy	24	25	24	22	43	43	45	42	18	19	18	20	15	14	10	16
M.P.'s Pay	-	-	-	-	-	-	-	55	-	-	-	22	-	-	-	15

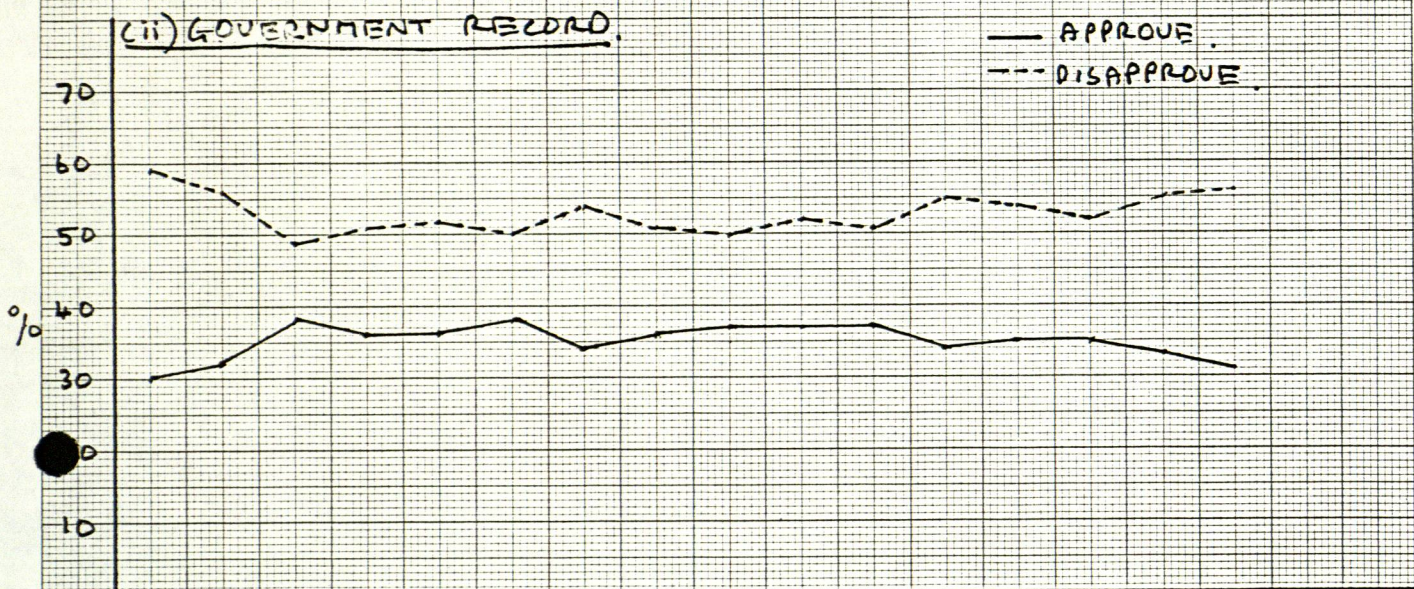
'TRACKING' RESULTS

(i) VOTING INTENTION



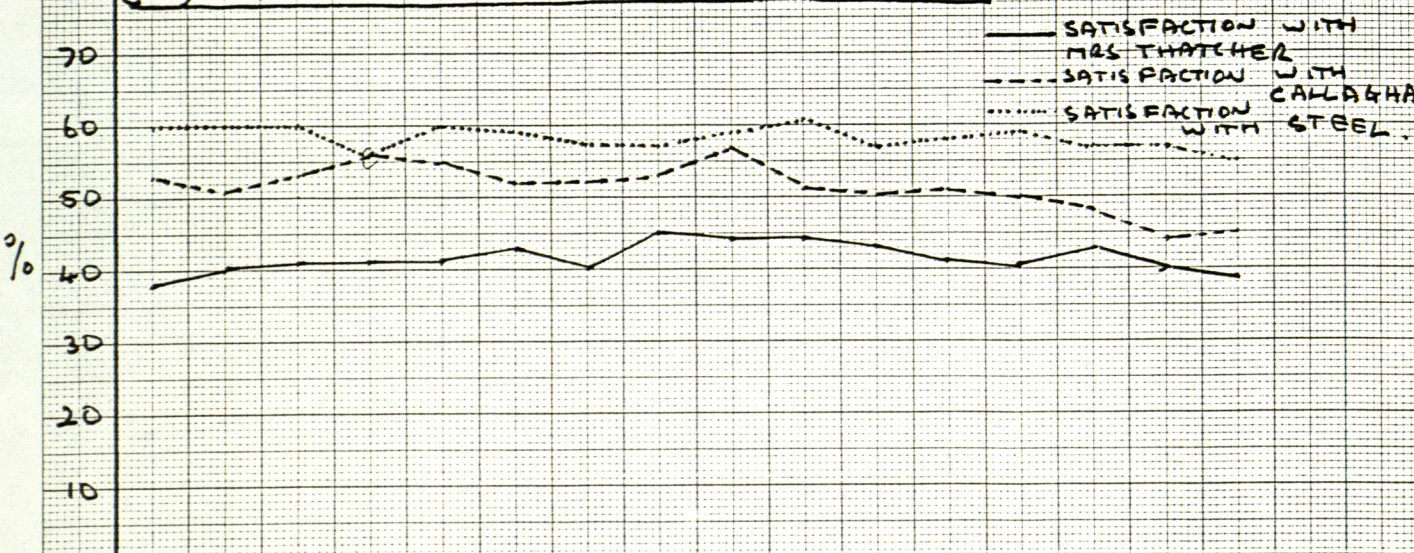
11/17 MAR 20/24 MAR 27/31 MAR 2/5 APR 10/14 APR 16/21 APR 23/28 APR 30/6 MAY 7/12 MAY 15/19 MAY 21/27 MAY 28/2 JUNE 4/9 JUNE 11/16 JUNE 18/23 JUNE 25/30 JUNE

(ii) GOVERNMENT RECORD



11/17 MAR 20/24 MAR 27/31 MAR 2/5 APR 10/14 APR 16/21 APR 23/28 APR 30/6 MAY 7/12 MAY 15/19 MAY 21/27 MAY 28/2 JUNE 4/9 JUNE 11/16 JUNE 18/23 JUNE 25/30 JUNE

(iii) SATISFACTION WITH POLITICAL LEADERS



11/17 MAR 20/24 MAR 27/31 MAR 2/5 APR 10/14 APR 16/21 APR 23/28 APR 30/6 MAY 7/12 MAY 15/19 MAY 21/27 MAY 28/2 JUNE 4/9 JUNE 11/16 JUNE 18/23 JUNE 25/30 JUNE