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KB/SEN

Director: ALAN HOWARTH

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

3rd July 1980

Dear Richard,

Public Opinion Background Note 22

I attach a copy of the results from our latest tracking study which shows almost no significant change from the previous tracking figures. Labour still only have a 4% lead over the Conservatives.

*Yours
D.K.*

D.K. Britto.

Enc.

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Public Opinion Background Note 22
(Produced 30th June 1980)

1. Introduction

Perhaps the most remarkable feature of our latest Gallup "tracking" study conducted from 18th to 23rd June is the lack of change in Labour's lead - this has dropped from 4½% in the previous week (11/16 June) to 4% in the latest study. Liberal support is back to the level it reached at the start of June.

2. Voting Intention

Full details of the trend in support for the main parties in recent weeks from both published Gallup polls and our unpublished Gallup "tracking" studies are shown both in the table below and in the attached graphs.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

*First Gallup post-election survey

** Published polls

The drop in support for the Liberals I commented upon in Public Opinion Background Note 21 has not been confirmed in our latest study and support for the Liberals is back to the level it reached at the start of June.

3. Government Record

Slight drop in popularity of Government but fall not significant in opinion poll terms. Please see the table below and the attached graph for details:-

Government Record

	<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
18/23 June	33	55	12

*First post-election survey.

Popularity of Political Leaders

Slight fall in Mrs. Thatcher's popularity back to level it was at in early June. Sharp drop in popularity of Mr. Callaghan in latest survey, it will be interesting to see whether this drop is confirmed in future tracking studies. We found no change in popularity of Mr. Steel.

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

	<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

5. The Centre Party

A Marplan poll published in the Sun on Friday June 27th asked respondents what they thought of Roy Jenkin's Centre Party. They found 55% of electors thinking that it would look after their interests worse than the present parties 17% thought a new Centre Party would look after their interests the same as the existing parties and 28% better.

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 7 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 three weeks are shown on page 4.

In our latest study the only issue area in which we have a lead is with regard to the Government's policy on Trade Union Reform. The lead we had with regard to policy on the Common Market in early June has completely disappeared.

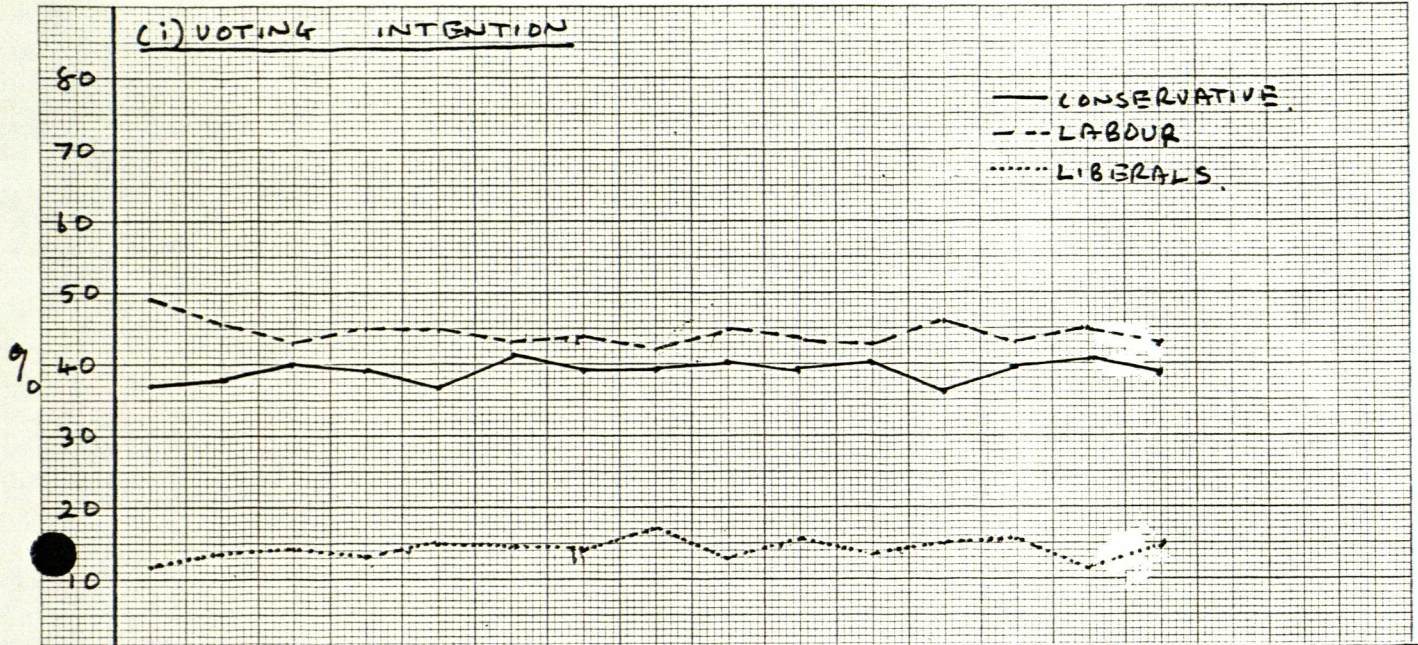
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ISSUES

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

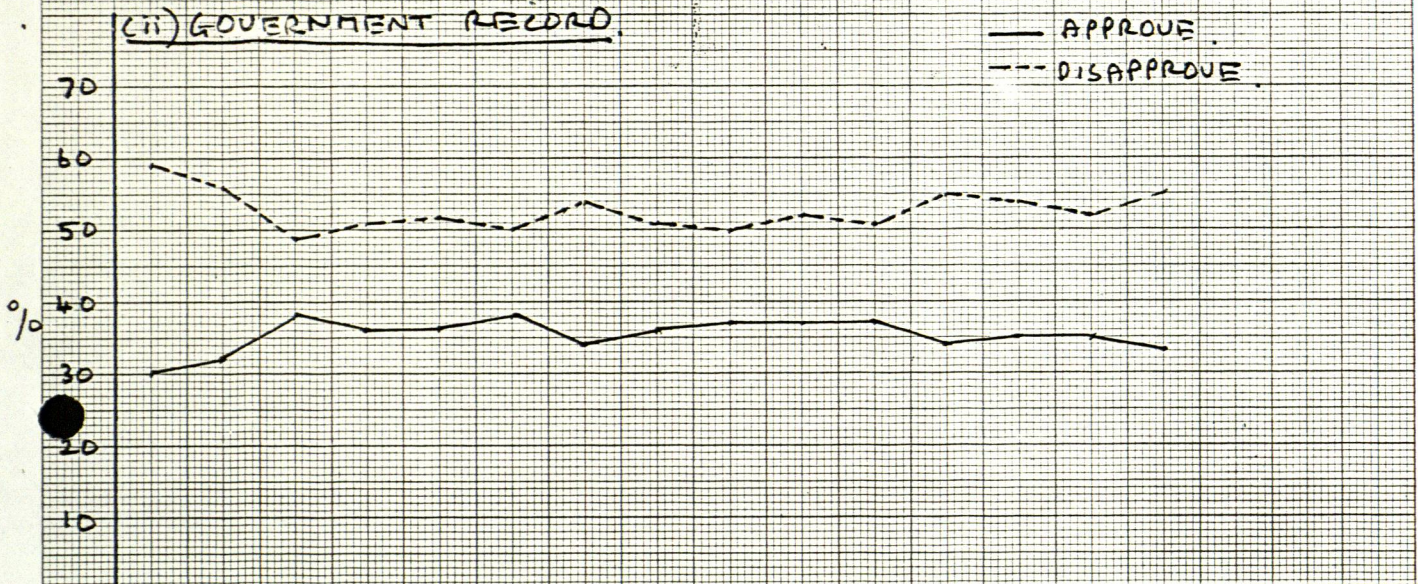
'TRACKING' RESULTS

(i) VOTING INTENTION



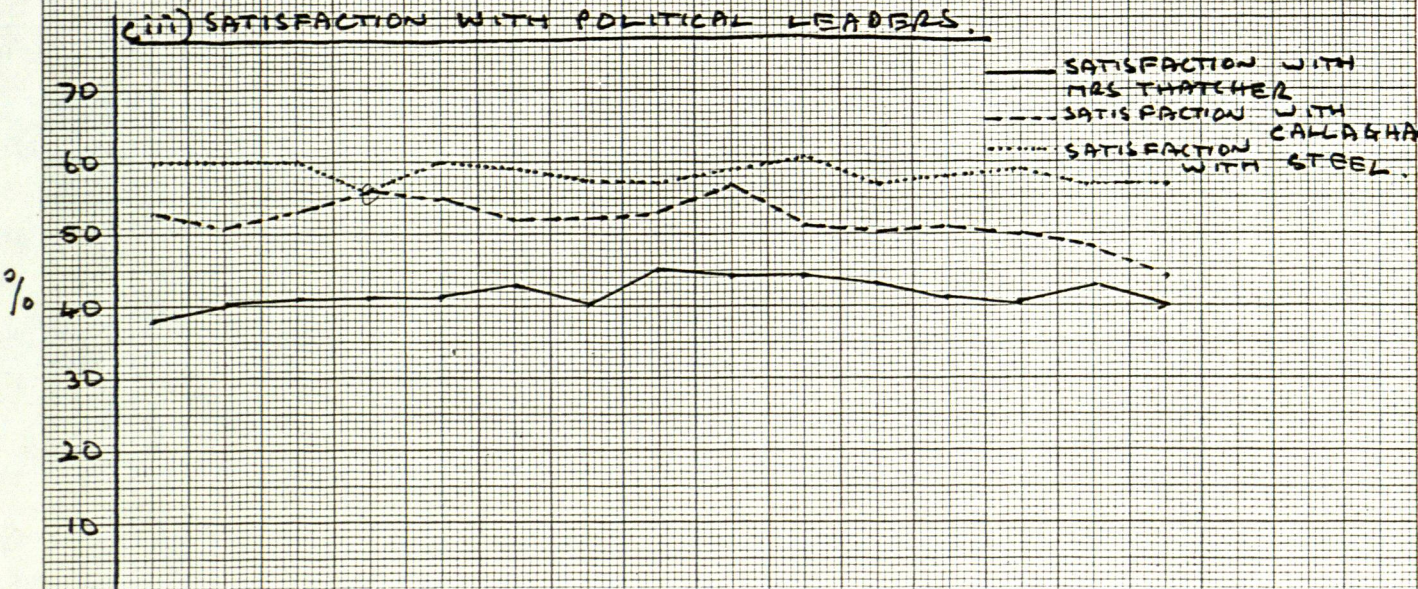
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(ii) GOVERNMENT RECORD



11/17 20/24 27/31 2/5 10/14 16/21 23/28 30/6 7/12 15/19 21/27 28/2 4/9 11/16 18/23
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(iii) SATISFACTION WITH POLITICAL LEADERS



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