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Conservative Research Department

32 Smith Square, London SW1.
~~24 Old Queen Street, London SW1 9HX Telephone: 01-222-9511~~

KB/SEN

Director: ALAN HOWARTH

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

Dear Richard,

11th July 1980

Public Opinion Background Note 24

I attach a copy of the results from our latest Gallup "tracking" study. The interviewing for this research was conducted from 2nd to 7th July and Gallup found a 7% Labour lead compared with the 8% lead we found in our previous tracking study. It would appear that Labour's lead has stabilised again at around 7/8% compared with the 4% level it stabilised at during June.

*Yours
D.K.*

D.K. Britto.

Enc.

Confidential

Public Opinion Background Note 24
(Produced 11th July 1980)

1. Introduction

Our latest Gallup "tracking" study conducted from 2nd to 7th July found a 7% Labour lead compared with the 8% Labour lead we found in the previous week. (25/30 June 1980). It would appear from the results from our latest two tracking studies that Labour's lead has stabilised at a higher level than in the period 4th to 23rd June when it remained almost constant for three weeks at around 4%.

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Full details of the trend in support for the main parties from both published Gallup polls and our unpublished Gallup "tracking" studies are shown both in the table below and in the attached graphs. It is perhaps worth noting that the Telegraph is likely to be publishing the results from the next weekly Gallup poll next Thursday (July 17th).

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
2/7 July	37½	44½	14½	3½	-7

*First Gallup post-election survey
*Published polls

The 7% 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

No change from previous week in popularity of Government - 31% of the electorate approves of our record to date. In June 1971 only 22% of the electorate approved of the Conservative Government's record, 26% in July 1971, 39% in August 1971 and 30% in September 1971.

For details of the trend of the electorate's approval of our record please see table below and attached graphs.

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
18/12 June	33	55	12
25/30 June	31	56	13
2/7 July	31	56	13

*First post-election survey

4. Popularity of Political Leaders

Our latest tracking study found 38% of the electorate satisfied with Mrs. Thatcher's record as Prime Minister compared with 45% satisfied with Mr. Callaghan as Leader of the Opposition. There has been a sharp downward movement in Callaghan's popularity in recent months from the peak reached in early May when 57% of the electorate approved of his record as Leader of the Opposition. Our latest study also found a sharp improvement in Mr. Steel's popularity - we need to await our next survey before attempting to draw any conclusions from this.

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
2/7 July	38	56	6	45	42	13	61	19	20

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.

Remarkably little change in public reactions to the various issues we included in this "tracking" question - the only issue on which we have a lead in terms of favourability to the Government is with regard to Trade Union Reform.

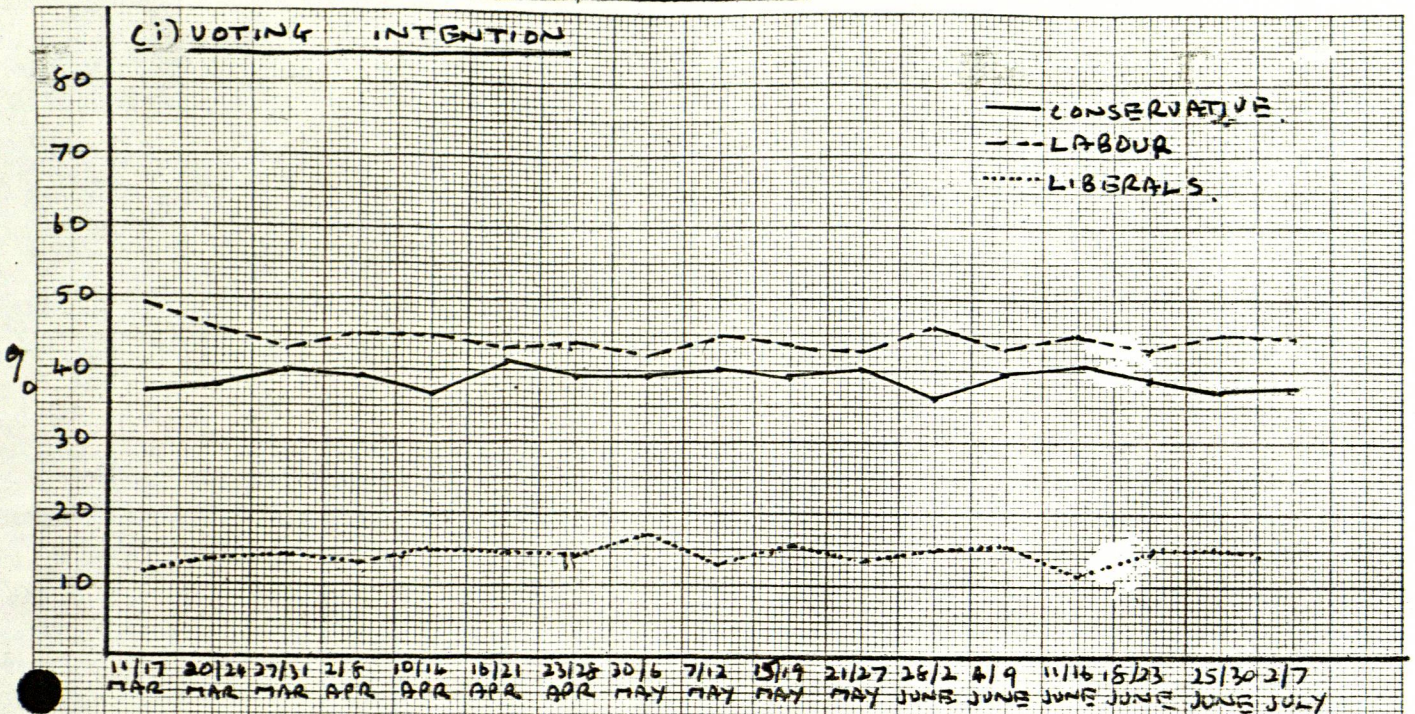
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ISSUES

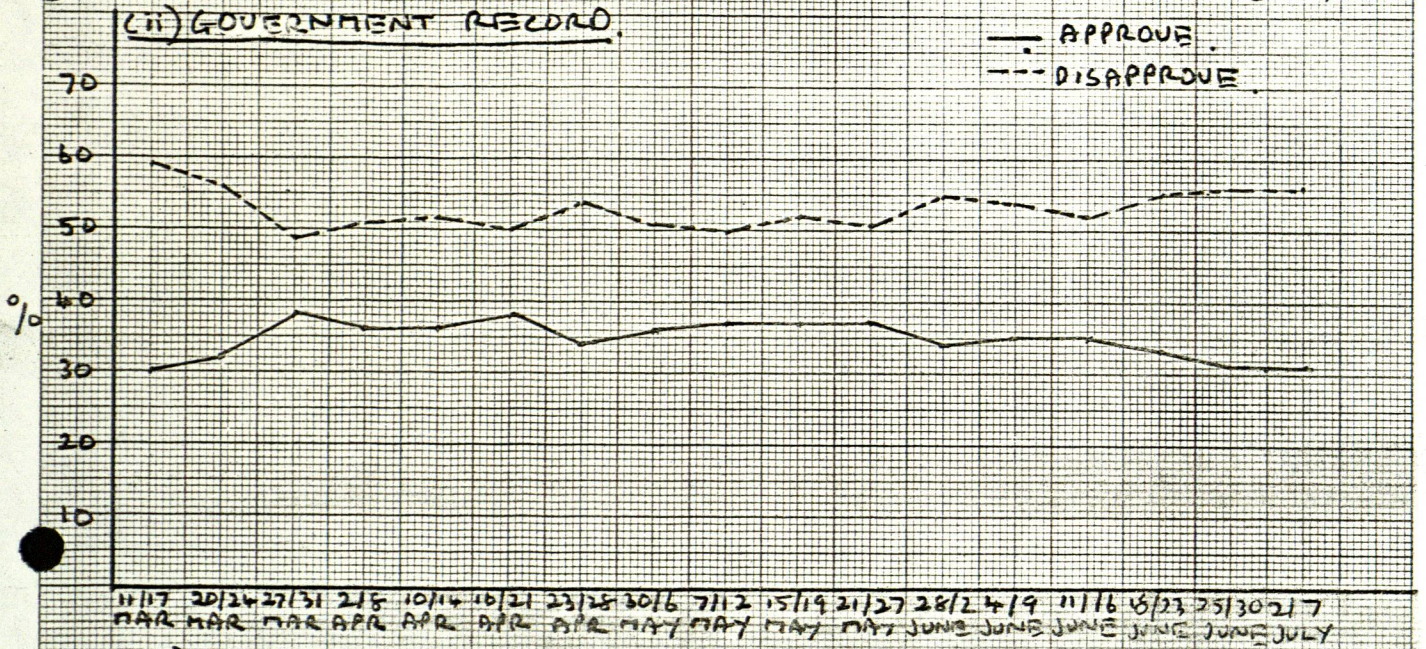
	<u>Make more favourable towards the Government</u>					<u>Make less favourable towards the Government</u>					<u>Make no difference</u>				
	<u>4/9 June</u> %	<u>11/16 June</u> %	<u>18/23 June</u> %	<u>25/30 June</u> %	<u>2/7 July</u> %	<u>4/9 June</u> %	<u>11/16 June</u> %	<u>18/23 June</u> %	<u>25/30 June</u> %	<u>2/7 July</u> %	<u>4/9 June</u> %	<u>11/16 June</u> %	<u>18/23 June</u> %	<u>22/30 June</u> %	<u>2/7 July</u> %
Mrs. Thatcher as Prime Minister	30	28	28	27	27	42	43	43	44	46	27	27	27	27	26
The Government's taxation policy	27	26	25	25	27	44	44	45	47	46	21	23	21	19	17
The Government's policy on Trade Union Reform	50	46	47	43	45	27	30	28	29	29	10	12	12	13	12
The Government's policy on the Olympic Games	30	34	30	28	30	51	49	49	50	51	11	11	13	13	11
Public Spending cuts	28	25	25	25	24	56	60	60	59	62	9	9	9	10	9
The cost of living	8	8	8	7	8	72	72	71	72	71	18	15	17	19	18
The Government's policy on the Common Market	47	39	35	36	34	35	39	41	38	41	10	12	14	13	14
The level of unemployment	5	6	5	4	5	71	72	68	72	74	20	17	21	19	16
The level of rates	9	6	7	6	7	61	61	61	58	63	23	24	24	26	23
The Government's pay policy	24	25	24	22	27	43	43	45	42	44	18	19	18	20	17
M.P.'s Pay	-	-	-	8	9	-	-	-	55	53	-	-	-	22	22

TRACKING RESULTS

(i) VOTING INTENTION



(ii) GOVERNMENT RECORD



(iii) SATISFACTION WITH POLITICAL LEADERS

