

# Conservative Research Department

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Director: ALAN HOWARTH

Mr Richard Ryder  
10 Downing Street  
London SW1

CONFIDENTIAL

9th December 1980

*Dear Richard,*

## PUBLIC OPINION BACKGROUND NOTE 45

I enclose a copy of the results from our latest Gallup tracking study. This particular survey was conducted after Sir Geoffrey Howe's economic statement and shows a widening of Labour's lead to 14½%, compared with 13% in the previous week. The survey found a slight fall in support for the Liberals - this should not be regarded as a significant change.

*Yours  
D. K. Britto*

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Enc.



PUBLIC OPINION BACKGROUND NOTE 45

(produced 7th December 1980)

1. Introduction

Our latest 'tracking' study conducted after Sir Geoffrey Howe's economic statement on Monday 24th November found Labour's lead increased from 13% in the period 19/24 November to 14½% in our latest survey (26th November/1st December). This increase in Labour's lead continues a trend that started in mid-November.

Support for the Liberals actually dropped slightly in our latest tracking study but not by enough for us to be able to regard the change as significant in polling terms.

2. Voting Intention

	<u>Voting Intention</u>				
	<u>CON</u>	<u>LAB</u>	<u>LIB</u>	<u>OTHER</u>	<u>LEAD</u>
	%	%	%	%	%
<u>1979</u>					
May (GE)	43.9	36.9	13.8	5.5	+7.0
13/18 June*	42.0	43.5	13.0	2.5	-1.5
<u>1980</u>					
27 Aug/* Sept	37.0	49.0	11.5	2.5	-12.0
2/8 Sept	36.5	48.5	12.5	2.5	-12.0
10/15 Sept	35.5	45.0	16.5	3.0	-9.5**
17/22 Sept	35.0	47.0	14.0	4.0	-12.0
25/29 Sept	35.5	47.0	15.0	2.5	-11.5
1/6 Oct	40.0	43.0	13.5	3.5	-3.0**
8/14 Oct	35.5	41.5	20.0	3.0	-6.0
15/20 Oct	40.5	43.0	14.0	2.5	-2.5**
22/27 Oct	37.5	42.0	18.0	2.5	-4.5
29 Oct/ 3 Nov	34.5	47.5	16.0	2.0	-13.0
5/10 Nov	41.5	40.5	14.0	4.0	+1.0
12/17 Nov	36.5	47.0	15.0	1.5	-10.5**
19/24 Nov	35.0	48.0	15.0	2.0	-13.0
26 Nov/1Dec	35.0	49.5	13.0	2.5	-14.5

\* First Gallup post-election survey

\*\* Published Polls

The increase in Labour's lead in our latest study is due to an increase in the percentage of the electorate saying they would vote Labour if a General Election was held - the overall level of Conservative support remained unchanged.



### 3. Government Record

The 26th November - 1st December tracking study found no change in the proportion of the electorate approving of the record of the Government to date but a slight increase in the proportion disapproving.

For details see table below and attached graph.

#### GOVERNMENT RECORD

	<u>Approve</u> %	<u>Disapprove</u> %	<u>Don't Know</u> %
<u>1979</u>			
13/18 June*	434	41	25
<u>1980</u>			
27 Aug/1st Sept	31	56	13
2/8 Sept	31	58	11
10/15 Sept	29	57	13
17/22 Sept	30	59	12
25/29 Sept	27	60	13
1/6 Oct	30	57	13
8/14 Oct	32	55	13
15/20 Oct	34	54	12
22/27 Oct	29	60	11
20 Oct/3 Nov	30	59	12
5/10 Nov	32	54	14
12/17 Nov	29	60	11
19/24 Nov	27	60	13
26 Nov/1 Dec	27	62	11

\* First Post-Election Survey

### 4. Popularity of Political Leaders

No change in Mrs Thatcher's popularity in our latest survey but a fall in Mr Foot's popularity. We will need to watch what happens to Mr Foot's popularity over the next months.

Please see table on the following page for details and the attached graph.



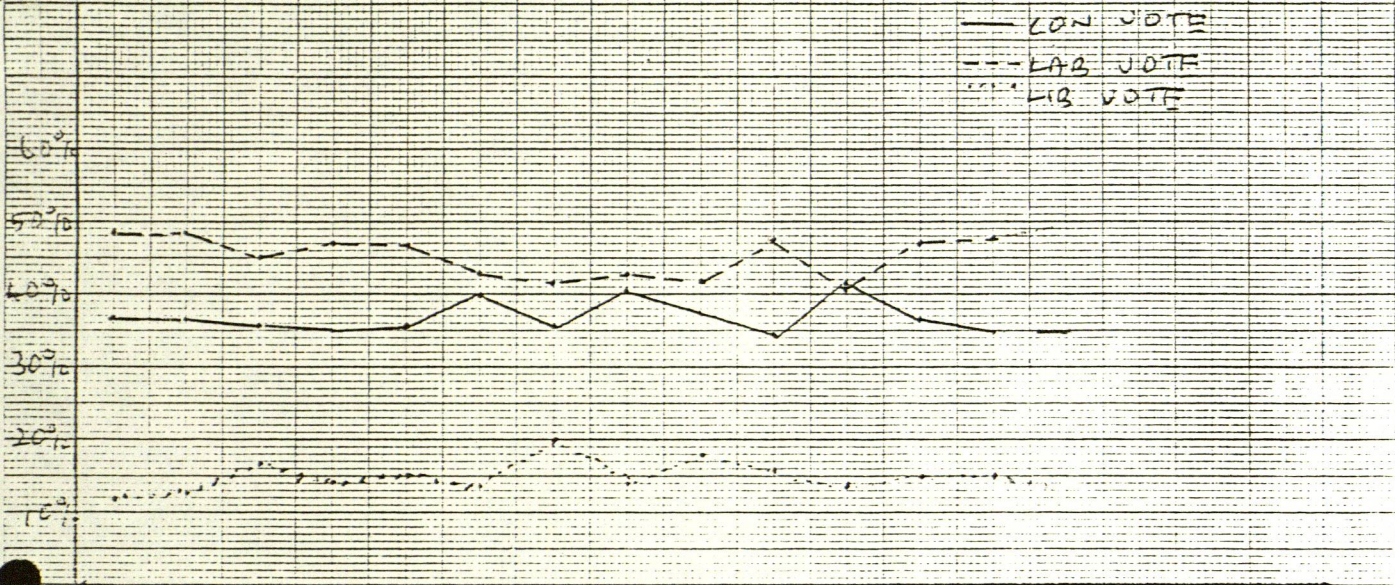
## 4. Popularity of Political Leaders (continued)

POPULARITY OF POLITICAL LEADERS

	<u>Mrs Thatcher</u>			<u>Mr Foot</u>			<u>Mr Steel</u>		
	<u>Sat</u>	<u>Dis-</u>	<u>Don't</u>	<u>Is</u>	<u>Is</u>	<u>Don't</u>	<u>Is</u>	<u>Is</u>	<u>Don't</u>
	%	sat	Know	%	Not	Know	%	Not	Know
<u>1980</u>									
27 Aug/1 Sept	38	56	6	-	-	-	50	21	29
2/8 Sept	35	59	6	-	-	-	57	18	25
10/15 Sept	37	58	5	-	-	-	59	19	22
17/22 Sept	35	59	5	-	-	-	59	17	25
25/29 Sept	33	60	6	-	-	-	60	18	22
1/6 Oct	38	56	5	-	-	-	56	20	25
8/14 Oct	37	58	5	-	-	-	60	16	24
15/20 Oct	38	56	6	-	-	-	57	20	24
22/27 Oct	37	57	6	-	-	-	50	34	16
29 Oct/3 Nov	35	58	7	-	-	-	55	18	26
5/10 Nov	39	53	8	-	-	-	49	17	34
12/17 Nov	34	60	6	38	38	24	54	22	23
19/24 Nov	32	63	5	41	37	22	58	20	22
26 Nov/1st Dec	32	63	5	38	39	23	54	18	27

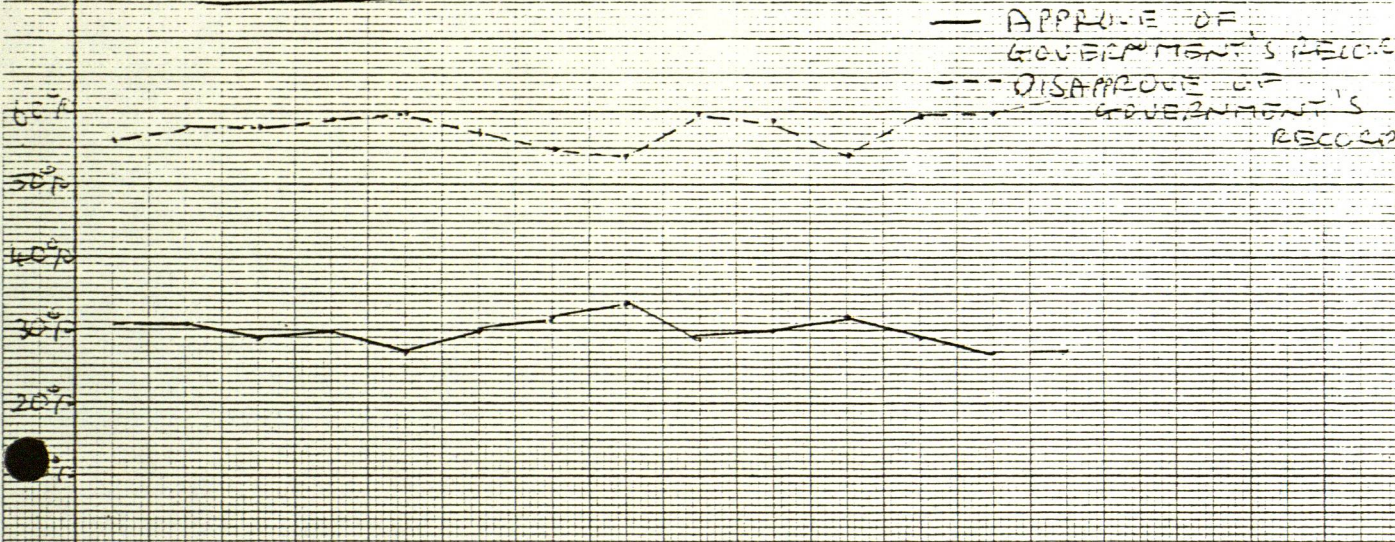


### VOTING INTENTION



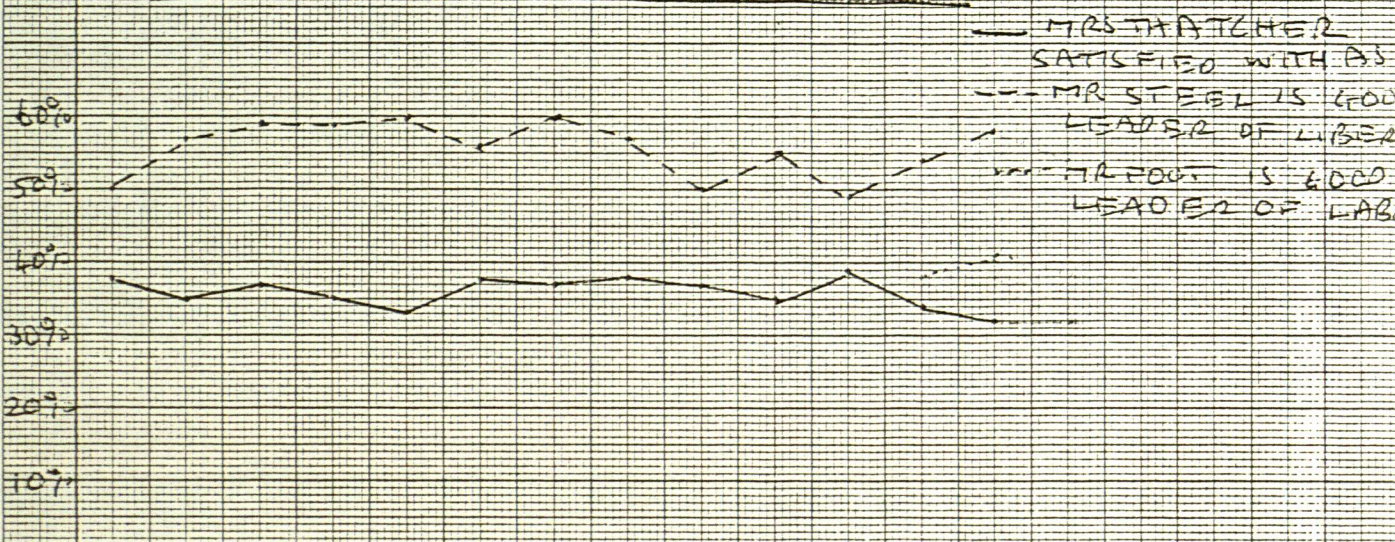
27 Aug 1984 21 Sep 1984 10/15 Sept 1984 17/22 Sept 1984 25/30 Sept 1984 4/16 Oct 1984 8/16 Oct 1984 15/20 Oct 1984 22/27 Oct 1984 29 Oct 1984 5/10 Nov 1984 12/17 Nov 1984 19/24 Nov 1984 26 Nov 1984 3 Nov 1985 10/15 Nov 1985 17/22 Nov 1985 24/29 Nov 1985 1 Dec 1985

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### POPULARITY OF POLITICAL LEADERS



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