

OPERATION FAST FEED BACK.

SUMMARY OF WEEK MON 23rd TO FRI 27th MAY 1983.

- 1/ We expected this week to be tougher but Labour handed it to the Conservatives on a plate.

By Friday this led to euphoria among our callers but they began to comment "don't be overconfident."

- 2/ In answer to a direct question our panel overwhelmingly said they saw no real threat coming from the Alliance but they did expect them to improve their position by one or two points by today.

- 3/ Conservative manifesto has proved to be an outstanding success and is holding up throughout the campaign.

The Socialist manifesto is seen as a compromise, expensive and unreal.

The Alliance manifesto is seen as highlighting the paucity of their programme.

- 4/ CONSERVATIVE PRESS ADVERTISEMENTS - considered even better than the early ones.

- 5/ CONSERVATIVE PRESS CONFERENCES - whereas in the first week there was heavy criticism of Mrs Thatcher's taking over in an unfortunate way by the end of the week her dominance was seen to be a bull point.

However the conference at which the Finnegan issue was raised was judged to be our worst.

- 6/ T.V. INTERVIEWS - Thatcher, Parkinson, Heseltine continue to be good and Howe has come very well out of his performance this week.

- 5/ For SOCIALISTS the week was a disaster largely because of the defence issue but Foot is seen as getting out of his depth and living in the past.

MANIFESTO is proving a burden for them - "What is the cost?" "Will they really produce jobs?"

PRESS ADVERTISEMENTS - no impact.

PRESS CONFERENCES - MANY WERE DISASTEROUS.

However Hattersley had a considerable impact with his "prices" speech and although he had distorted reality the Conservative party has yet to answer adequately.

T.V. INTERVIEWS - Foot continued weak and muddled. Shore continued quite good. Healey not so much in evidence.

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6/ For ALLIANCE a bad week when it became clear that they have suddenly realised they cannot be a Government or hold balance of power. Steel appeared shocked at one stage but towards the end of the week had made a recovery.

MANIFESTO - HAS made no ground with the electorate.

PRESS ADVERTISEMENTS - no impact.

PRESS CONFERENCES - the problem of Jenkins emerged and by Friday it became clear he is seen as a liability.

T.V.INTERVIEWS - Beith impressed.

7/ CONSERVATIVE PARTY - STRONG POINTS :-

Mrs Thatcher's leadership.
Manifesto.
Press advertisements.
Very smooth organisation.
Falling inflation.
Defence posture.

WEAK POINTS :-

Future hope for unemployed.
No speedy answer to Hattersley.
Finnegan.

8/ SOCIALIST PARTY :- STRONG POINTS :-

Labour lacks strong points and has been preoccupied with it's internal problems.

WEAK POINTS :-

FOOT...FOOT...FOOT.
Defence disagreement.
Withdrawal from E.E.C.
Cost of programme.

9/ MAJOR POINTS FOR CAMPAIGN NEXT WEEK :-

1. We need to spell out the broad points of the manifesto.
2. Start attacking Alliance more energetically highlighting paucity of programme, weakness of candidates and Jenkins problem.
3. Keep out of the gutter - our integrity is already carrying us through.
4. Exploit Williamsburg.
