

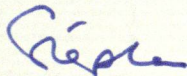
Personal

PRIME MINISTER

1. You might like to see the latest piece of Young & Rubicam research - only two pages and worth reading it all.
2. The essential point is that, in long conversations, people who now thought of going back to Labour thought again when they began to realise that a Labour government controlled by the Left would lead to inflation and national strikes.

John Banks also said the other points of this research were:

3. People realised Labour were left wing in local government but couldn't believe the same people would be in charge at national government level. The word "extremist" makes it sound as though they were a minority. The best way to put it, might be: "in the next PLP more than half the Labour MPs would prefer someone like Ken Livingstone as leader rather than Neil Kinnock". How about a poster and/or a newspaper ad of Kinnock and Livingstone together with the caption "Guess who will be the next Labour leader?" (my idea)
4. He says people are not interested in tax cuts.
5. People do want change - so it is important we emphasise all the new plans for the next five years rather than the continuation of present policies.
6. Because people like change, it is not good to suggest that you plan to stay on for ever (although both he and I hope you will!)
7. De-nationalisation is a much better word for us than privatisation (what you and I always thought).

  
STEPHEN SHERBOURNE

30.5.87

YOUNG & RUBICAM QUALITATIVE RESEARCH

MAY 28TH 1987

Purpose of Research

Given the recent polls showing a move towards Labour and away from Conservative and Alliance, in depth research was conducted to explore the reasons why.

Who We Talked To

4 group of Mainstreamers. Two men, two women. All of whom claimed to have voted Conservative in the last election, half of whom intend to vote Alliance on June 11th, half who intend to vote Labour.

Why Labour

Most of those intending to vote Labour had at sometime in the past voted Labour, though not in the last election.

All now claim to be disillusioned with the current Government, largely because of their perceived uncaring attitude. Particular issues of concern are the N.H.S, care of the less well-off, and Unemployment. Also of concern are Education and Law and Order.

Their rationale for voting Labour is that they care more about the less well-off and the unemployed. In addition they feel after eight years the country needs a change.

Interestingly, after an hour's discussion, half of these Labour voters had serious doubts as to whether they should in fact vote Labour. Discussion exposed five weak points or areas of concern about Labour.

*This phrase must not be used.*



1. The 'Looney Left' may in fact be larger and potentially more dangerous than originally thought (Owen's 101 list has been effective).
2. Kinnoch may not be strong enough, once in power to control the Extremists and also the Trade Unions.
3. The public have forgotten how bad national strikes used to be - they have become complacent about no strikes and fear their return.
4. The threat of 15% inflation may become reality.
5. Perhaps Labour are really serious about non nuclear defence <sup>BUT</sup> the majority currently do not believe Labour would really introduce this).

#### Why Alliance

All respondents had lost confidence in Alliance's ability to win the election, even the most strong Alliance supporters.

Those who still intend to support Alliance are doing so for one or a combination of three reasons.

- \* To give the Alliance the chance of becoming the second party (at best).
- \* To put the Alliance in a stronger position than they were in 1983 (at worst).
- \* Because they are disillusioned with the perceived hard, uncaring side of Conservatism but Labour is not a palatable option.

#### The Next 10 Days

- \* The weak spots for Labour are the majority of the electorate's fear of the Labour Extremists (Conservative, Alliance and most Labour voters).

\* Doubt over Kinnoch's ability to control them and the Trade Unions.

\* Their non nuclear defence policy.