

June 4

Main Points.

1. Labour gaining at expense of Tony + Alliance 2:1.
trend is now dangerous.

2. Since 16 th May	Tony vote	48	down to	42
	Labour vote	27	up to	35
	Alliance vote	26	down to	23.

3. Confidence in ability of Labour to govern.

	May 14	21	30.
<u>improving</u>	-21%	-14%	-8%

4. Confidence in ability of Conservatives to govern.

	May 14	21	30.
<u>falling</u>	+34%	+32%	+25%

5. Disillusioned with Labour Party.

	May 14	21	30.
<u>becoming less disillusioned.</u>	40%	30%	26%

6. Mainstreamers are going to Labour. Heats not mind.

7. Generally ^{less} people now believe that the economic situation is really starting to improve.

	May 14	21	30
decline continues.	17	10	8

Balance of opinion

Key issues affecting voting amongst Mainstream has changed. against Tony ideas.

Eg Reducing Tax	May 23 7 th	20 th 12 th
Work incentives	10 th	11 th
Standard of living (financial management.)	2 nd	3 rd

ie Tony heartland is less important or top of mind than before.

7. Tony also losing over last 2 weeks on Education NHS Unemployment + Law + Order.

Reasons.

lost Mainstream believe Kinnock - Emotionally. They believe he can control the Party. They don't know the ~~vision~~ issues even now.

Labour have stolen the Mainstream high ground hearts + mind. They have undermined Tony fiscal success as well as "caring" for mainstream.

Mainstream moving away because no reason to stay with Tony's. - no vision of 'the next step forward'
4 weeks ago they were "unthinkingly comfortable" - work all done (unions fiscal etc) what next. Kinnock seems a good chap he is the labour party perhaps it's about time to care now. Don't need any more tax cuts let spend more on Education + NHS. etc.

they say is the country really that well off
as 'they' say. If so why is unemployment so high
N.H.S. + Education so poor. Maybe I am being fooled by
Tony. I've forgotten what strikes, inflation was they won't
come back. I've almost forgotten what the reasons were
that I came to the Tories from Labour last time. Oh yes
it was because Foot was an idiot, Thatcher looked strong
but now I'm not so sure. ^{To summarize,} They have moved from a mood
of optimism to pessimism during the campaign.
How to change things QUICKLY.

1. a positive yes - but not enough.
- (b) Re state Tony's core beliefs - but not enough.
2. Re state achievements yes but not enough.
- 2a. Give vision of next step - need to have strong economy to be able to help ordinary people -
3. Don't touch caring issues too much 2b. It's going well, don't let Blair ruin it.
4. Centre all on Thatcher.
5. ~~Make~~ Talk to Kelso not at the world.
6. Remember they look at things through their home and themselves. What is it for me.
7. Make all issues relevant i.e. what is the benefit to you of inflation. Link the two.
8. Hit Manisteamer's nerve ends.

1. Enjoin Thatcher with + to belongers / mainstays.

ie "we have not been through all this together for nothing to gain so much success. Don't let Labour ruin it all again".

Acknowledge hardship light at end of tunnel + Labour will change it all.

10. Remember benefit + achievement than ~~more~~ Labour.

So.

based on modern industries and technology
not out of date working practices and methods

Now better chance of your children getting real jobs
became ~~reduced~~ unemployment is falling because of Tc

Now you can have more security because Tony
have encouraged ^{wider} home ownership

Now ordinary people can keep the benefits / rewards
of hard work because Tony have lowered taxation.
(no more).

Now you can be secure in your home because
Tony's defence policy

You will be safer in the streets because the Police
are safe in the hands of the Tony's

Now your jobs are more secure because order books are higher than ever. (Not artificial jobs)

Now you can be proud to be British and take pride in your work because today everybody wants, British goods. Jaguar. high quality

Now you can share in the prosperity of the country and your country because of Tony's share ownership

You will keep what you have, you can plan for the future with assurance because of Tony's good financial management and it will get better.

Don't change