

OPERATION FAST FEED-BACK

Full set
from

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CP.

THIS REPORT RELATES TO EVENTS OF

WEDNESDAY 25th MAY 1983.

OPERATION FAST FEED BACK.

SECTION "A" - SPECIFIC SET QUESTIONS.

1. MEDIA COVERAGE - VERY HELPFUL TO TORY PARTY.
2. MAJOR ISSUES IN PRESS - LABOUR SPLIT ON DEFENCE DOMINATES.
3. STATEMENTS OF MAJOR IMPACT - NO SINGLE STATEMENT MADE A MAJOR IMPACT.
THOSE MENTIONED MOST WERE :-
CALLAGHAN ON POLARIS.
→ HOWE ON ECONOMY.
SHORE ON DuCANMREPORT.
4. MOST IMPORTANT LOCAL ISSUES - UNEMPLOYMENT & DEFENCE.
5. STATEMENTS DAMAGING TO CONSERVATIVE PARTY -
OVERWHELMINGLY NIL.
6. MOST IMPORTANT POINTS TO EMPHASIZE TOMORROW -
TORY POLICY ON DEFENCE.
CONTINUE SYMPATHETIC APPROACH TO
UNEMPLOYED.
7. MOST DAMAGING ATTACK BY OPPOSITION - SHORE ATTACK ON
DuCANMREPORT.
8. POINTS HURTING OPPOSITION - LABOUR DISARRAY ON DEFENCE.

POINTS HELPING OPPOSITION - STILL STRONG FEELING THAT CONS
ARE NOT DEALING EFFECTIVELY WITH
UNEMPLOYMENT.
9. MAJOR POINTS TO BRING IN OR DROP FROM CAMPAIGN -

DROP - NIL

BRING IN - EXPLOIT LABOUR SPLIT.
LABOUR EQUALS MARXIST.

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SECTION "B" - "IS THERE ANY OTHER POINT YOU WISH TO CONVEY"

1. "HOT UP CAMPAIGN NEXT WEEK".
2. "HOWE VERY LUCID IN ROBIN DAY PROGRAMME".

NOTE - SCOTLAND STILL FEELS LEFT OUT.
OUR CAMPAIGN THERE SEEMS NOT TO BE
EFFECTIVE.

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SECTION "C" - ANSWER TO SPECIAL QUESTIONS.

SPECIAL QUESTIONS....Wednesday 25th MAY 1983 :-

1. "Do you believe the opinion polls?
How do you think the campaign is going?"
 2. How significant is the failure of the Labour Party to make clear it's policies on defence and disarmament? Comments please.
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ANSWERS -

1. "A" OVERWHELMING BELIEF IN POLLS...
ONLY 7 DID NOT.

"B" CAMPAIGN THOUGHT TO BE GOING
"VERY WELL INDEED".

SEVERAL WARNINGS ABOUT DANGER OF COMPLACENCY.

NOTE - THINGS ARE NOT MOVING WELL IN SCOTLAND.

2. FAILURE OF LABOUR PARTY ON DEFENCE THOUGHT TO BE
VERY SIGNIFICANT BY ALL CALLERS.

"BECOMING MORE SIGNIFICANT EVERY DAY".
"EVEN LABOUR VOTERS CONSIDER IT WRONG".
"DESTROYS CREDENCE OF LABOUR MANIFESTO".
" SWINGING VOTES FROM LABOUR - MAKE THE
MOST OF IT".

" FOOT FEEBLE ON THE ISSUE".

Thirtynine people - each of whom has two supporters - will be telephoned every evening during the Election campaign, except Saturdays, between 9pm and 11pm.

They are spread throughout the United Kingdom including Wales and Scotland.

Each will answer nine fixed questions plus one or two special questions varied each day. They will also be given the opportunity to raise any points which seem to them important.

The answers will be analysed each evening and a short summary will be submitted in time for the early morning briefing meeting.

The fixed questions are:

- 1 Did the content of tonight's TV coverage, including PEB, improve Conservative Party election prospects? If not explain your answer.
- 2 What, in your opinion, is the principal election issue in the newspapers you have read today?
- 3 What statement by any leading political figure of any party in the last 24 hours has had major impact?
- 4 What in your opinion is the most important electoral topic to your local electorate today?
- 5 Did any spokesman of any party say anything damaging to Conservative Party prospects in the last 24 hours? If yes, which party? What did they say?
- 6 What do you feel is the most important electoral issue that should be strongly emphasised by the Conservative Party in the next 24 hours a) nationally b) locally
- 7 What and when has been the most damaging attack by the opposition in the last 24 hours? And by whom?
- 8 What element in the Conservative election campaign is hurting the opposition most?
What element is helping the opposition most?
- 9 Can you suggest any major element to bring into or drop from the campaign to ensure Conservative victory?

SPECIAL QUESTIONS...WEDNESDAY 25th MAY 1983.

1. "Do you believe the Opinion polls?
How do you think the campaign is going?
2. How significant is the failure of the Labour Party to make clear it's policies on defence and disarmament?
Comments please.