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SDP ARCHIVES

Marketing Strategy Group Minutes and Papers

28 January 1985 Minutes

26 March 1985 Agenda

Marketing the balance of power, by R. Carroll

9 July 1985 Agenda

Notes on the meeting of 26.3.85

7 October 1985 Agenda

Papers

[n.d.] Results: control SDP questionnaire, October 1984

[n.d.] Test SDP questionnaire, October 1984

[n.d.] Symington & Partners: presentation report to D. Owen

[n.d.] Survey of the SDP in Wales, 1984

[n.d.] Summary of the results of the NOP/Mail study of 1983  
Conservative voters

December 1984 and Gallop political index, reports 292 and 294  
February 1985

21. 3.85 Memorandum from D. Kingsley to D. Owen re. 'balance of  
power' strategy

6. 4.85 Telephone polling: results of trial

May 1985 A final report by SRU on SDP 'balance' and 'the need  
to develop an effective 'rallying call''

18. 6.85 Marketing and politics, by N. Alexander

22. 8.85 Demographic analysis of Conservative 'loyalists' . . .  
by H. Carter

9. 9.85 Marketing strategy

December 1991