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INQUIRE=DOC27D  
ITEM NO=00278318

ENVELOPE

CDSN = LGX396 MCN = 94215/36230 TOR = 942152046  
RTTCZYUW RUEKJCS6353 2151951-CCCC--RUEALGX.  
ZNY CCCCC

HEADER

R 031951Z AUG 94  
FM DIA WASHINGTON DC  
INFO RUEAHQA/CSAF WASHINGTON DC  
RUWMBKA/12AINS DAVIS MONTHAN AFB AZ  
RUCMACC/CDRPSYOPGP FT BRAGG NC//AORC-POG-SB//  
RUCBSAA/CINCUSACOM NORFOLK VA//J2//  
RUWSMXI/AMC INTEL CEN SCOTT AFB IL//IN//  
RUDMQAN/MARCORINTACT DET QUANTICO VA  
RUEABOA/HQ AFOSI IOC BOLLING AFB DC//DTA//  
RUDMGRD/COGARD INTELCOORDCEN WASHINGTON DC  
RUDHSIC/CDRUSASOIC WASHINGTON DC//DI//  
RUEALGX/SAFE

R 031638Z AUG 94  
FM AMEMBASSY LIMA  
TO RUEHC/SECSTATE WASHDC 8557  
INFO RUEHBO/AMEMBASSY BOGOTA 5516  
RUEHCV/AMEMBASSY CARACAS 4384  
RUEHLP/AMEMBASSY LA PAZ 7323  
RUEHQT/AMEMBASSY QUITO 3606  
RUEHOT/AMEMBASSY OTTAWA 1726  
RUEHBS/USEU BRUSSELS  
RUEHUB/USINT HAVANA 0810  
RHLBAAA/USCINCSO QUARRY HEIGHTS PM

BT

CONTROLS

~~CONFIDENTIAL~~ SECTION 01 OF 04 LIMA 06918

USCINCSO ALSO FOR POLAD

E.O. 12356: DECL: OADR

/\*\*\*\*\* THIS IS A COMBINED MESSAGE \*\*\*\*\*/

BODY

TAGS: PGOV, KDEM, PE  
SUBJECT: FUJIMORI'S POLLSTER: SETTING THE  
SCENE FOR THE UPCOMING CAMPAIGN

1. ~~CONFIDENTIAL~~ - ENTIRE TEXT.
2. SUMMARY: RECENT FOCUS-GROUP RESEARCH SHOWS NO WEAKNESSES FOR FUJIMORI'S REELECTION, ACCORDING TO ONE OF HIS PRIVATE POLLSTERS, EXCEPT POSSIBLY FOR CONTINUED UNEMPLOYMENT. CURRENT PALACE STRATEGY IS TO ENCOURAGE THE


Dept. of State, RPS/IPS, Margaret P. Grafeld, Dir.  
( ) Release (X) Excise ( ) Deny (X) Declassify  
Date 9/29/00 Exemption B1, ED



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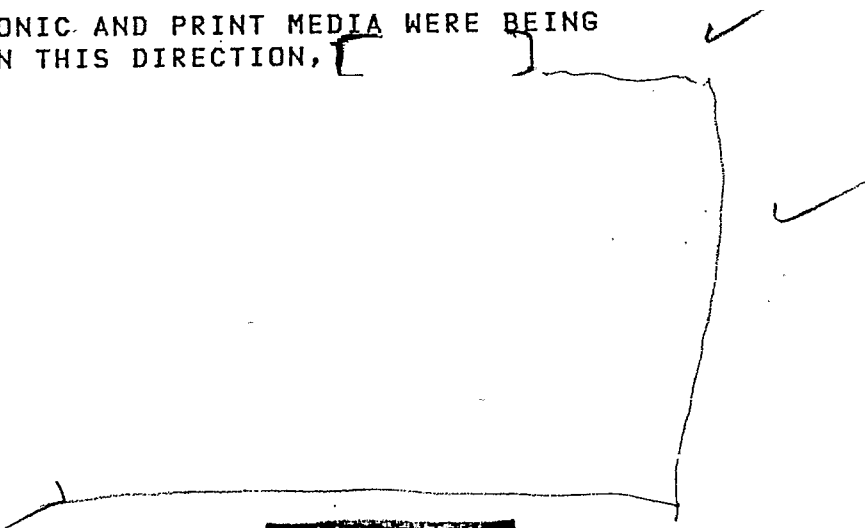
MEDIA TO REDUCE ALL POLITICAL COVERAGE TO CREATE AMONG THE PUBLIC THE IMPRESSION THAT THERE IS NO VIABLE ALTERNATIVE TO THE HIGHLY VISIBLE PRESIDENT. NEVERTHELESS, THE PALACE REMAINS SUSPICIOUS TO THE POINT OF PARANOIA OF EMBASSY BACKING FOR AN OPPOSITION CANDIDATE. END SUMMARY

NO NEWS IS GOOD NEWS  
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3. 

4. AS DESCRIBED BY  THE ADMINISTRATION'S HOPE WAS TO LOWER THE VISIBILITY OF BOTH THE PRESIDENT AND ALL POTENTIAL OPPONENTS THEREBY ALLOWING THE PRESIDENT STAND OUT IN COMPARISON TO THE PALENESS OF THE OPPOSITION'S OFFERING TO THE ELECTORATE -- AN OUTGOING TIDE STILL LEAVES THE SHIP OF STATE PROMINENTLY VISIBLE AMONG SMALLER SKIFFS. ANOTHER HOPED-FOR ADVANTAGE OF THE PLAN IS TO AVOID ANY SURPRISES AND NIP IN THE BUD ANY SLOGAN OR PROPOSAL THAT COULD CATCH ON IN THE POPULAR MIND.

5. THE ELECTRONIC AND PRINT MEDIA WERE BEING "ENCOURAGED" IN THIS DIRECTION,  INSISTED. 



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6. OTHER ATTEMPTS AT MEDIA INFLUENCE, [ ] ✓

RECENT FAUCETT ADS HAD BEGUN TO STRESS IMAGES OF PERUVIANS HEADING BACK TO WORK -- COINCIDENTALLY MATCHING THE THEME AND IMAGE PROJECTED BY THE GOP'S OWN PUBLIC WORKS (FONCODES) ADS ON TELEVISION.

THE REAL ISSUES: JOBS, JOBS, AND JOBS

/\*\*\*\*\* BEGINNING OF SECTION 002 \*\*\*\*\*/

7. ACCORDING TO [ ] RESEARCH, THE MAIN CONCERNS OF PERUVIAN VOTERS, REMAIN POCKETBOOK ISSUES. [ ] PATTING HIS STOMACH AND TAPPING HIS WALLET, [ ] INSISTED THAT THESE WERE THE ONLY ISSUES THAT COUNTED AT THE MOMENT FOR PERUVIANS. HIS RESEARCH HAD SHOWN PERUVIANS TO BE SHORT-TERM, RESULTS ORIENTED. (FUJIMORI'S JULY 28 "STATE OF THE UNION" ADDRESS WILL BE ADDRESSED SEPTEL.)

8. ACCORDING TO [ ] ATTACKING FUJIMORI'S AUTHORITARIAN TENDENCIES AND STYLE WILL NOT PAY PEREZ DE CUELLAR BIG ELECTORAL DIVIDENDS. FUJIMORI'S AUTHORITARIAN CHARACTERISTICS HURT HIM MOST WITH PERU'S MIDDLE- AND UPPER-CLASS -- VOTERS, [ ] NOTED, WHO DID NOT CONSTITUTE AN SIGNIFICANT PERCENTAGE OF THE ELECTORATE. FOR THE 80 PERCENT OF THE ELECTORATE WHO WERE POOR, POORLY EDUCATED, AND UNEMPLOYED, "AUTHORITARIAN" HAD POSITIVE CONNOTATIONS WHICH IMPLIED STRENGTH, DECISIVENESS, AND THE ABILITY TO DELIVER RESULTS. IN CONTRAST, "DEMOCRACY" CARRIED CONNOTATIONS OF INDECISIVENESS AND INDECISION. AUTHORITARIANISM BEGAN AT HOME, [ ] NOTED, WITH THE STRUCTURE OF THE PERUVIAN FAMILY. THE PERUVIAN FAMILY, [ ] NOTED, WAS NOT DEMOCRATIC IN EITHER STRUCTURE OR OPERATION. THE RESULT WAS THAT MOST PERUVIANS HAD LITTLE REAL EXPERIENCE WITH "DEMOCRACY." THEY PAID IT THEORETICAL LIP SERVICE, BUT A STRONG LEADER DELIVERED. ✓

9. THE ONLY REAL WEAK SPOT FOR FUJIMORI REMAINS

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THE POOR EMPLOYMENT FIGURES. EVEN ON UNEMPLOYMENT, HOWEVER, [ ] SAW THE PRESIDENT AS HOLDING AN EDGE OVER HIS POSSIBLE OPPOSITION. THE AVERAGE LOWER CLASS VOTER TENDED TO VIEW FUJIMORI AS MORE LIKELY TO EVENTUALLY CREATE EMPLOYMENT THAN TRADITIONAL POLITICIANS AND, IN ANY CASE, WAS MORE LIKELY TO BE SWAYED BY PRESIDENTIAL CAMPAIGN ADS TARGETING GOP PUBLIC WORKS GENERATED EMPLOYMENT.

10. ACCORDING TO [ ] FUJIMORI REMAINED WEAK IN THE COUNTRYSIDE, PARTICULARLY IN ISOLATED ANDEAN AREAS SUCH AS PUNO, CUZCO, AND CAJAMARCA. NEVERTHELESS, [ ] THOUGHT THAT FUJIMORI'S EXTENSIVE TRAVELS AND PUBLIC WORKS PROGRAMS WERE BEGINNING TO PAY DIVIDENDS.

HUMAN RIGHTS: A DISTANT FOURTH  
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11. SECURITY AND HUMAN RIGHTS ISSUES WERE NOW FAR DOWN THE LIST OF CONCERNS TO THE AVERAGE PERUVIAN VOTER. WHILE THEY RANKED IN THIRD OR FOURTH IN CONCERN, THESE ISSUES CARRIED "NO WEIGHT" WITH VOTERS SINCE THE PERCENTAGES OF VOTERS STRONGLY CONCERNED ABOUT THESE MATTERS WAS FAR LESS THAN THOSE CONCERNED ABOUT POCKETBOOK ISSUES.

USG CONSPIRING WITH THE OPPOSITION  
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12. [ ] RELAYED HIS IMPRESSION FROM CONVERSATIONS WITH PERSONS CLOSE TO THE FUJIMORI INNER CIRCLE OF AN EXTREME SENSITIVITY BORDERING ON PARANOIA AMONG THEM VIS-A-VIS THE USG. ACCORDING TO HIM, THE FUJIMORI INNER CIRCLE ARE CONVINCED THAT THE U.S., LED BY THE EMBASSY, IS ORCHESTRATING THE OPPOSITION SLATE AGAINST FUJIMORI. [ ] SAID THAT ANY TIME THE TOPIC OF HUMAN RIGHTS APPEARED IN THE NATIONAL

/\*\*\*\*\* BEGINNING OF SECTION 003 \*\*\*\*\*/  
MEDIA, THE PALACE'S REACTION WAS THAT THE USG WAS BEHIND THE PUBLICATION OF THE "BAD NEWS."

13. [ ]

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14. SPECIFICALLY, [ ] CONTINUED, ANY MEDIA COVERAGE OF BARRIOS ALTOS, LA CANTUTA, OR OTHER SIGNIFICANT HUMAN RIGHTS CASES WERE INVARIABLY SEEN BY THE INNER-CIRCLES AS U.S.-INSPIRED MISCHIEF AGAINST FUJIMORI.

[ ] DROVE HOME THE POINT THAT, ACCORDING TO WHAT HE HEARS, THE GOP IS NOT GOING TO "ALLOW" BARRIOS ALTOS TO BE OPENED UP AND THE CASE IS BEST LEFT CLOSED.

15. [ ]

BOTTOM LINE: FUJIMORI STILL TOP OF THE POPS

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16. [ ] POLLING SHOWS THAT FUJIMORI IS STILL AHEAD OF ANY OTHER POSSIBLE CANDIDATE. THE PALACE-COMMISSIONED POLLING, WHICH BY REQUEST CONCENTRATES AT LEAST 80 PERCENT ON THE LOWER CLASS VOTER PREFERENCE, SHOWED THAT WHILE FUJIMORI MAY NOT INSPIRE DEEP ALLEGIANCE AMONG VOTERS, VOTERS FRANKLY DO NOT SEE ANY VIABLE ALTERNATIVE.

17. [ ]

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18. ACCORDING TO [ ] THE PRESIDENT'S ADVISORS CONSIDERED LIMA MAYOR RICARDO BELMONT A POTENTIALLY MUCH MORE DANGEROUS CANDIDATE THAN DID PERU'S POLITICAL ELITE. WHILE ELITES TENDED TO DISMISS BELMONT AS SUPERFICIAL AND AN INTELLECTUAL LIGHTWEIGHT, HIS FOLKSY, DIRECT STYLE OF CAMPAIGNING AND CONSTANT USE OF SPORTS METAPHORS IN HIS SPEECHES HIT A RESONANCE WITH THE PUBLIC, SAID [ ] HE COULD, IN SOME WAYS, PRESENT MORE A CHALLENGE TO THE PRESIDENT THAN PEREZ DE CUELLAR.

19. FORMER UN SYGEN JAVIER PEREZ DE CUELLAR WAS NOT A THREAT ACCORDING TO [ ] POLLING. JPC WAS NOT PERCEIVED AS SOMEONE CAPABLE OF GETTING DOWN TO BRASS TACKS AND DELIVERING THE JOBS AND MAKING THE TOUGH CALLS NEEDED TO RUN

/\*\*\*\*\* BEGINNING OF SECTION 004 \*\*\*\*\*/  
PERU. A RETURN TO DEMOCRACY OR CONSENSUS BUILDING ARE NOT SALABLE ISSUES AMONG THE ELECTORATE, WHO ARE FIXED ON THE OVERRIDING ISSUE OF JOBS, WITH SECURITY COMING IN A DISTANT SECOND AND OTHER ISSUES TAKING EVEN LESS OF THE LIMELIGHT.

20. COMMENT: [ ]

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