






ICM Research interviewed a tightly controlled sample of 1342 adults aged 18+ in 103 randomly selected constituencies nationwide. Interviews were conducted face-to-face between 10-11th August 1990.

| Q1. Westminster Voting Intention. Adjusted. Base: All expressing an intention to vote. | | |
|--|-------------------|------|
|  | Conservatives | 38% |
|  | Labour | 49% |
|  | Liberal Democrats | 9% |
|  | Other | 4% |
|  | LEAD | -11% |

| Q2. Which party did you vote for in the last election? | |
|--|-----|
| Conservative | 34% |
| Labour | 35% |
| Liberal SDP | 8% |
| Scottish National Party | 1% |
| Did not vote | 18% |
| Don't know | 3% |

| Q3. The Government says it will end the Poll Tax in its present form. Do you think it should now adopt...? | |
|--|-----|
| A new form of rating linked to ability to pay | 42% |
| A local tax based both on the value of the property and on the number of adults in the household | 23% |
| A local income tax | 11% |
| Replace all local taxes with VAT raised to 20% | 8% |
| None of these | 14% |
| Don't know | 1% |

| Q4. Which of the following do you think either is or would be the best Prime Minister of Britain? | |
|---|-----|
| Margaret Thatcher | 39% |
| Neil Kinnock | 36% |
| Paddy Ashdown | 13% |
| Don't know | 11% |

Q5. The Government has replaced the domestic rates with a Community Charge which some people call a Poll Tax. This is a tax on each adult in the household. Are you in favour or against the change from the rates to the Community Charge?

| | |
|-------------------|------------|
| In favour | 24% |
| Against | 68% |
| Don't know | 8% |