

ICM Research interviewed a tightly controlled sample of 1446 adults aged 18+ in 103 randomly selected constituencies nationwide. Interviews were conducted face-to-face between 9-10th November 1990.

| Q1. Westminster Voting Intention. Adjusted. Base: All expressing an intention to vote. | |
|--|-----|
| Conservatives | 39% |
| Labour | 43% |
| Liberal Democrats | 13% |
| Other | 5% |
| LEAD | -4% |

| Q2. Which party did you vote for in the last election? | |
|--|-----|
| Conservative | 36% |
| Labour | 32% |
| Liberal SDP | 9% |
| Scottish National Party | 1% |
| Plaid Cymru | 1% |
| Green Party | 1% |
| Did not vote | 17% |
| Unwilling to say | 2% |
| Don't know | 1% |

| 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. Has the electricity service got better, worse or remained the same since privatisation? | |
|---|----|
| Better | 4% |

| | |
|-------------------|------------|
| Worse | 24% |
| Same | 64% |
| Don't know | 9% |

Q5. Has the telephone service got better, worse or remained the same since privatisation?

| | |
|-------------------|------------|
| Better | 11% |
| Worse | 35% |
| Same | 43% |
| Don't know | 11% |

Q6. Has water provision got better, worse or remained the same since privatisation?

| | |
|-------------------|------------|
| Better | 3% |
| Worse | 30% |
| Same | 55% |
| Don't know | 12% |

Q7. Do you think that if British Rail were to be privatised, it's services would get better, worse or remain the same?

| | |
|-------------------|------------|
| Better | 33% |
| Worse | 27% |
| Same | 20% |
| Don't know | 20% |