




ICM Research interviewed a tightly controlled sample of 1407 adults aged 18+ in 103 randomly selected constituencies nationwide. Interviews were conducted face-to-face between 6-7th July 1990.

Q1. Westminster Voting Intention. Adjusted. Base: All expressing an intention to vote.		
	Conservatives	35%
	Labour	51%
	Liberal Democrats	8%
	Other	5%
	LEAD	-16%

Q2. Which party did you vote for in the last election?	
Conservative	35%
Labour	34%
Liberal SDP	7%
Scottish National Party	1%
Did not vote	17%
Unwilling to say	1%
Don't know	3%

Q3. Importance of issues facing this country:-	
<b>The state of the economy</b>	
(10) Extremely important	35%
(9)	13%
(8)	22%
(7)	10%
(6)	5%
(5)	9%
(4)	2%
(3)	1%
(2)	1%
(1) Entirely unimportant	1%
Don't know	2%

<b>Law and order</b>	
(10) Extremely important	42%
(9)	15%
(8)	17%
(7)	9%
(6)	5%
(5)	6%
(4)	1%
(3)	1%
(2)	1%
(1) Entirely unimportant	1%
Don't know	1%
<b>Defence and nuclear weapons</b>	
(10) Extremely important	15%
(9)	6%
(8)	14%
(7)	11%
(6)	9%
(5)	20%
(4)	7%
(3)	5%
(2)	5%
5%	4%
Don't know	3%
<b>The health service</b>	
(10) Extremely important	53%
(9)	17%
(8)	13%
(7)	6%
(6)	3%
(5)	4%
(4)	1%
(3)	-
(2)	1%
(1) Entirely unimportant	1%
Don't know	1%
<b>Financial help for the needy</b>	
(10) Extremely important	36%
(9)	12%
(8)	22%
(7)	10%
(6)	6%
(5)	8%
(4)	2%

(3)	1%
(2)	1%
(1) Entirely unimportant	1%
Don't know	1%
<b>Education</b>	
(10) Extremely important	49%
(9)	15%
(8)	18%
(7)	6%
(6)	3%
(5)	4%
(4)	1%
(3)	1%
(2)	1%
(1) Entirely unimportant	1%
Don't know	1%
<b>The environment</b>	
(10) Extremely important	36%
(9)	13%
(8)	21%
(7)	9%
(6)	6%
(5)	8%
(4)	3%
(3)	1%
(2)	2%
(1) Entirely unimportant	1%
Don't know	1%
<b>The European Community</b>	
(10) Extremely important	9%
(9)	4%
(8)	16%
(7)	14%
(6)	11%
(5)	23%
(4)	6%
(3)	4%
(2)	6%
(1) Entirely unimportant	5%
Don't know	3%
<b>Q4. Which party has the best policies for dealing with...?</b>	
<b>The state of the economy</b>	

Conservative	37%
Labour	29%
Liberal Democrat	4%
Others	2%
Don't know	28%
<b>Law and order</b>	
Conservative	42%
Labour	27%
Liberal Democrat	3%
Others	1%
Don't know	27%
<b>Defence and nuclear weapons</b>	
Conservative	43%
Labour	28%
Liberal Democrat	5%
Others	2%
Don't know	22%
<b>The health service</b>	
Conservative	18%
Labour	56%
Liberal Democrat	5%
Others	1%
Don't know	19%
<b>Financial help for the needy</b>	
Conservative	18%
Labour	57%
Liberal Democrat	4%
Others	1%
Don't know	21%
<b>Education</b>	
Conservative	29%
Labour	42%
Liberal Democrat	5%
Others	1%
Don't know	22%
<b>The environment</b>	
Conservative	25%
Labour	27%
Liberal Democrat	7%
Others	19%
Don't know	22%
<b>The European Community</b>	
Conservative	37%
Labour	26%

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<b>Liberal Democrat</b>	<b>5%</b>
<b>Others</b>	<b>2%</b>
<b>Don't know</b>	<b>30%</b>
<b>Q5. Which of the following do you think is or would be the next Prime Minister for Britain?</b>	
<b>Margaret Thatcher</b>	<b>40%</b>
<b>Neil Kinnock</b>	<b>40%</b>
<b>Paddy Ashdown</b>	<b>10%</b>
<b>Don't know</b>	<b>10%</b>