




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 33%
	Labour 49%
	Liberal Democrats 13%
	Other 5%
	LEAD -16%

Q2. Choice of leader of the Conservative Party:	
Douglas Hurd	
1st choice	8%
2nd choice	18%
3rd choice	18%
4th choice	13%
Last choice	8%
Don't know	35%
Michael Heseltine	
1st choice	29%
2nd choice	16%
3rd choice	9%
4th choice	7%
Last choice	11%
Don't know	29%
John Major	
1st choice	9%
2nd choice	16%
3rd choice	19%
4th choice	15%
Last choice	6%
Don't know	35%

Margaret Thatcher	
1st choice	25%
2nd choice	5%
3rd choice	6%
4th choice	11%
Last choice	32%
Don't know	21%

Norman Tebbit	
1st choice	7%
2nd choice	14%
3rd choice	12%
4th choice	17%
Last choice	17%
Don't know	33%

Q3. Who would be your second choice to lead the Conservative party?	
Douglas Hurd	18%
Michael Heseltine	16%
John Major	16%
Margaret Thatcher	5%
Norman Tebbit	14%
Don't know	31%

Q4. Who would be your last choice to lead the Conservative party?	
Douglas Hurd	8%
Michael Heseltine	11%
John Major	6%
Margaret Thatcher	32%
Norman Tebbit	17%
Don't know	26%