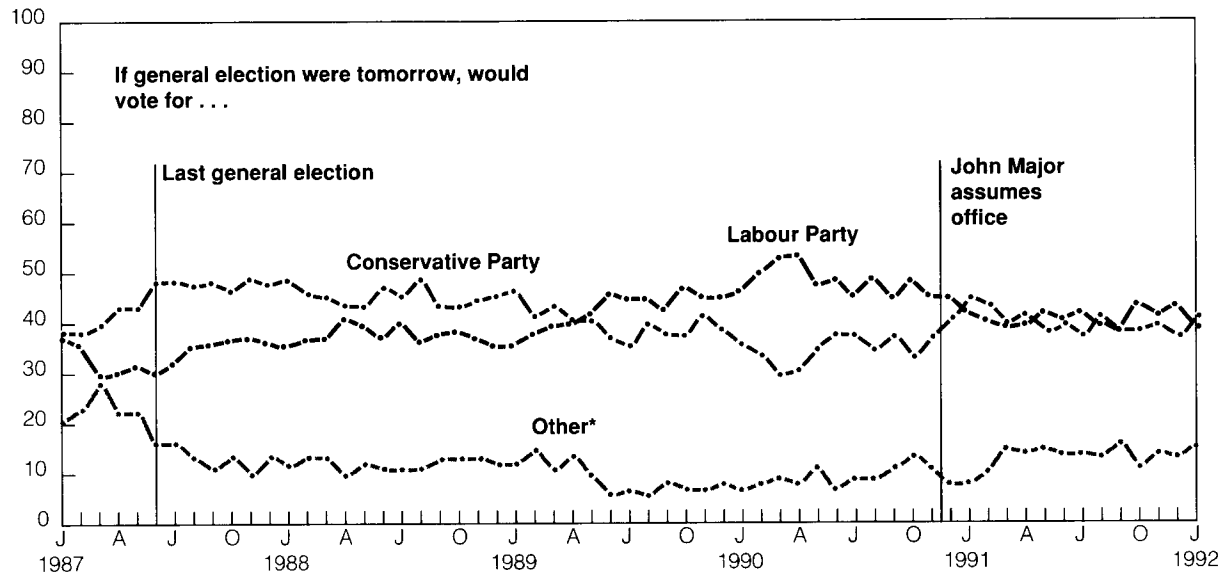


LOOKING AHEAD TO THE BRITISH

Conservatives and Labour are running neck and neck in polls anticipating the next election. Respondents deem the Conservatives best able to handle foreign policy, crime, and economic issues (with the exception of unemployment). By 37-28%, respondents say they and their family would be worse off under a Labour government.

Question: **How would you vote if there were a general election tomorrow? If undecided/refused: Which party are you most inclined to support?**

Percent



	Con.	Lab.
1990		
Dec.	41%	45%
1991		
Jan.	46	41
Feb.	44	41
Mar.	40	40
Apr.	42	40
May	37	43
Jun.	39	41
Jul.	38	43
Aug.	42	40
Sep.	39	39
Oct.	39	45
Nov.	40	42
Dec.	38	44
1992		
Jan.	42	39

LATE POLLS (Gallup, U.K.)		
	Con.	Lab.
1/29-2/3	43%	38%
2/5-11	40	38
2/12-18	39	37

Note: * = Liberal Party/Social Democratic Party alliance 1987-Feb. 1988; Social Democratic Party/Democratic Party alliance Mar. 1988-May 1990; Liberal Democratic Party Jun. 1990 to present. Jun. 1987 general election result—Conservative Party 43%, Labour Party 32%, LDP/SDP 23%. MORI and Gallup data exclude "Don't knows."

Source: Surveys by Market Opinion Research International, Ltd., latest that of January 17-21, 1992.

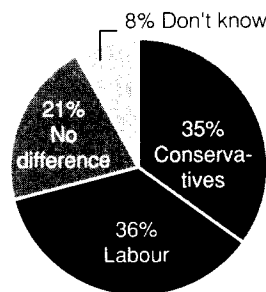
Question: **I am going to read out a list of problems facing the country. Could you tell me for each of them which political party you personally think would handle the problem best?**

Party best able to handle...

	Conservatives	Labour	Con. advantage/ disadvantage
Britain's defense	57%	20%	+37
Britain's relations with Europe	53	23	+30
Strikes and industrial disputes	49	32	+17
Inflation and prices	46	31	+15
Taxation	44	31	+13
Law and order	44	25	+19
Education and schools	34	42	-8
Pensions	30	49	-19
The status of women	28	35	-7
Unemployment	27	50	-23
The environment	27	25	+2
Public transport	26	45	-19
The National Health Service	26	51	-25

Question: **Which party would be better able to handle problems here at home, the Conservatives or Labour, or wouldn't there be any difference between them on this?**

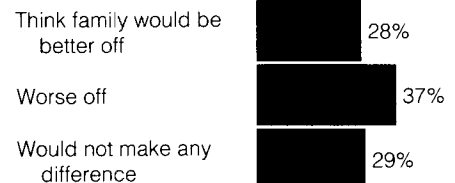
Would better handle problems here at home



Note: Fifty-two percent said Conservatives would be better able to handle foreign affairs, 12% said Labour would.

Question: **Taking everything into account, do you think you and your family would be better off under a Labour Government led by Mr. Neil Kinnock, worse off, or would it not make any difference?**

Under a Labour government led by Neil Kinnock ...



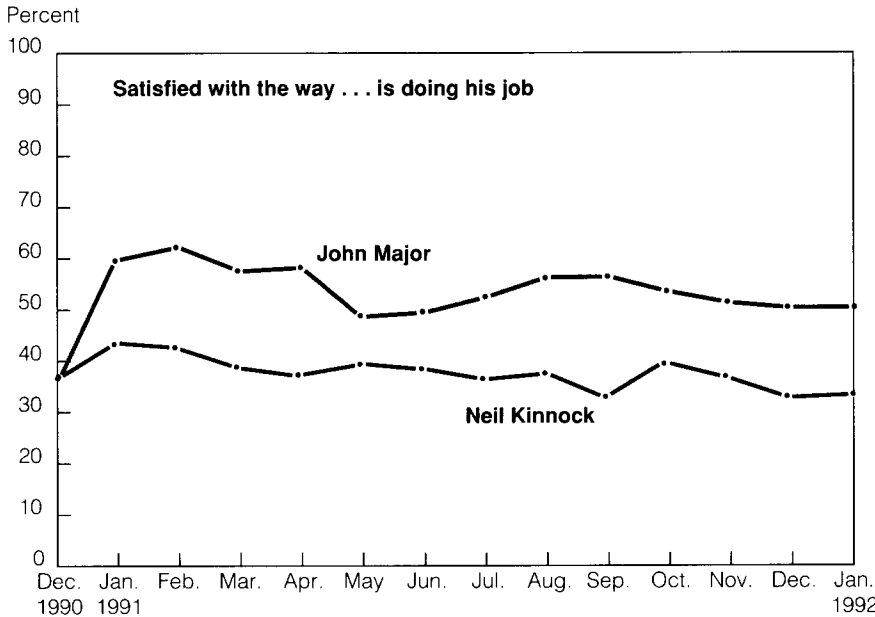
Source: Survey by Social Surveys (Gallup Poll) Ltd. (U.K.), January 3-28, 1992.

Source: Survey by Social Surveys (Gallup Poll) Ltd (U.K.), January 29-February 3, 1992.

ELECTION

Ratings of Kinnock's job performance as leader of the Labour Party remain low. Prime Minister Major enjoys higher ratings and is considered the best choice for the post. Labour may have succeeded in shedding its image as too extreme—only 35 percent of respondents now consider it so.

Question: **Are you satisfied with the way (Mr. Major is doing his job as prime minister/Mr. Kinnock is doing his job as leader of the Labour Party)?**

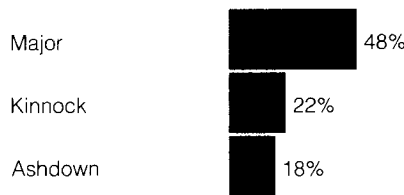


	Major	Kinnock
1990		
Dec.	37%	37%
1991		
Jan.	61	44
Feb.	63	43
Mar.	58	39
Apr.	59	38
May	49	40
Jun.	50	39
Jul.	53	37
Aug.	57	38
Sep.	57	33
Oct.	54	41
Nov.	52	37
Dec.	51	33
1992		
Jan.	51	34

Source: Surveys by Market Opinion Research International, Ltd. (U.K.), latest that of January 17-21, 1992.

Question: **Who would make the best Prime Minister: Mr. Major, Mr. Kinnock, or Mr. Ashdown?**

Would make the best Prime Minister



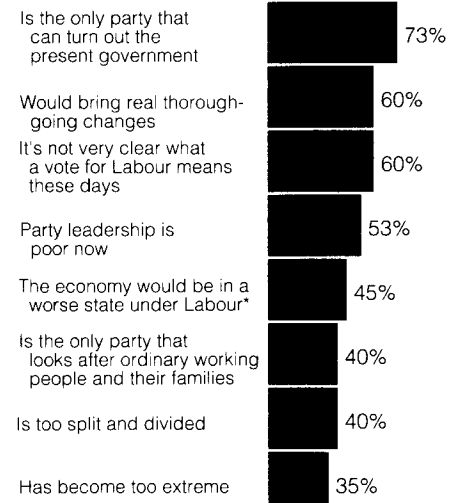
Question: **Even if people don't follow the news in detail, they usually have a sense of how things are going in general. Do you generally agree, generally disagree, or neither agree or disagree that ...**

Labour is starting to pull itself together and regain its strength



Question: **I am going to read out some things people are saying about the Labour Party. Could you please tell me for each whether you agree or disagree**

Labour...



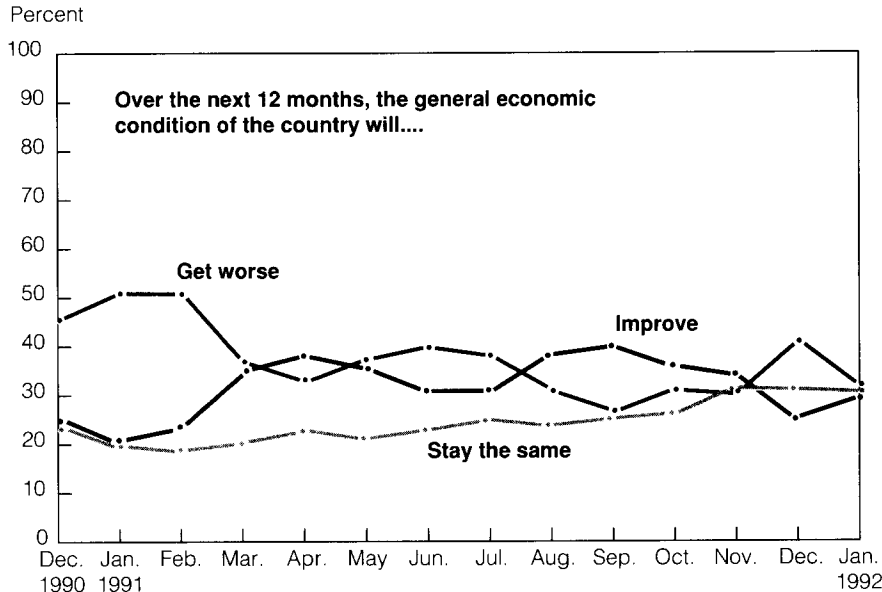
Note: * "Don't knows" exceed 10% only once, on the question of whether the economy would be worse under Labour. Forty-one percent disagreed, 14% didn't know

Source: Survey by Social Surveys (Gallup Poll) Ltd. (U.K.), January 29-February 2, 1992

Source: Survey by Social Surveys (Gallup Poll) Ltd. (U.K.), January 4-8, 1992

Consumer confidence in Great Britain has been relatively stagnant over the past year with respondents optimistic and pessimistic in roughly equal proportions. Economic issues top the list of the urgent problems identified by respondents. Neither major party has the edge in assessments of the best party to handle the problem cited.

Question: **Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?**

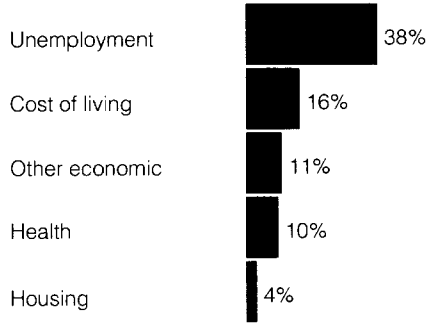


	Improve	Get worse	Stay the same
1990			
Dec.	25%	24%	45%
1991			
Jan.	21	21	51
Feb.	24	19	51
Mar.	36	20	37
Apr.	38	23	33
May	36	21	37
Jun.	31	23	40
Jul.	31	25	38
Aug.	38	24	31
Sep.	40	25	27
Oct.	36	26	31
Nov.	34	30	31
Dec.	24	31	41
1992			
Jan.	31	32	32

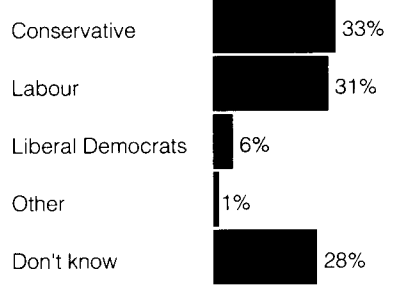
Source: Surveys by Market Opinion Research International, Ltd. (U.K.), latest that of January 17-21, 1992.

Question: **What would you say is the most urgent problem facing the country at the present time?**

Most urgent problem (Top five shown)



Would be best able to handle the most urgent problem facing the country at the present time



Source: Survey by Social Surveys (Gallup Poll) Ltd. (U.K.), January 29-February 3, 1992.