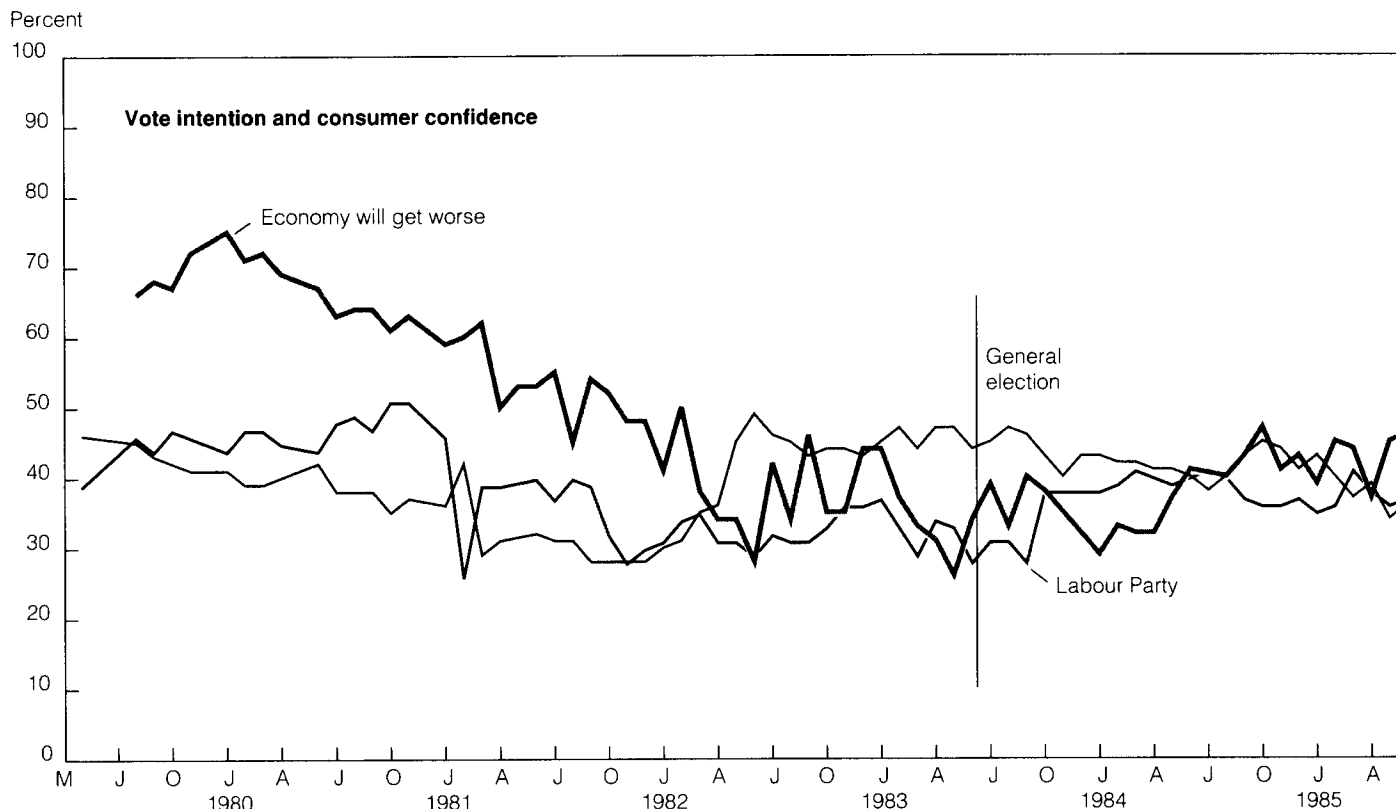


# PARTIES AND PLAYERS IN THE U.K.

The Labour Party now leads the Conservative Party in trial heats. Labour leader Neil Kinnock inspires less confidence, however, than Prime Minister John Major. Shaky consumer confidence may affect Conservative election prospects.

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

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?**

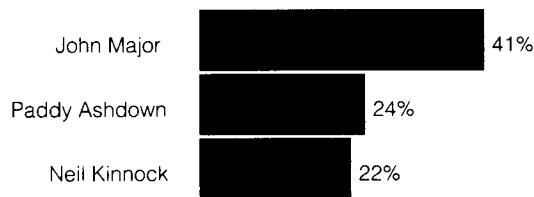


Source: Surveys by Market Opinion Research, latest that of July 19-22, 1991.

	Dec. 1990	Jan. 1991	Feb.	Mar.	Apr.	May	Jun.	Jul.
<b>Vote intention</b>								
Conservative Party	41%	46%	44%	40%	42%	37%	39%	38%
Labour Party	45	41	41	40	40	43	41	43
<b>Over next 12 months economy will...</b>								
Improve	25%	21%	24%	36%	38%	36%	31%	31%
Stay the same	24	21	19	20	23	21	23	25
Get worse	45	51	51	37	33	37	40	38

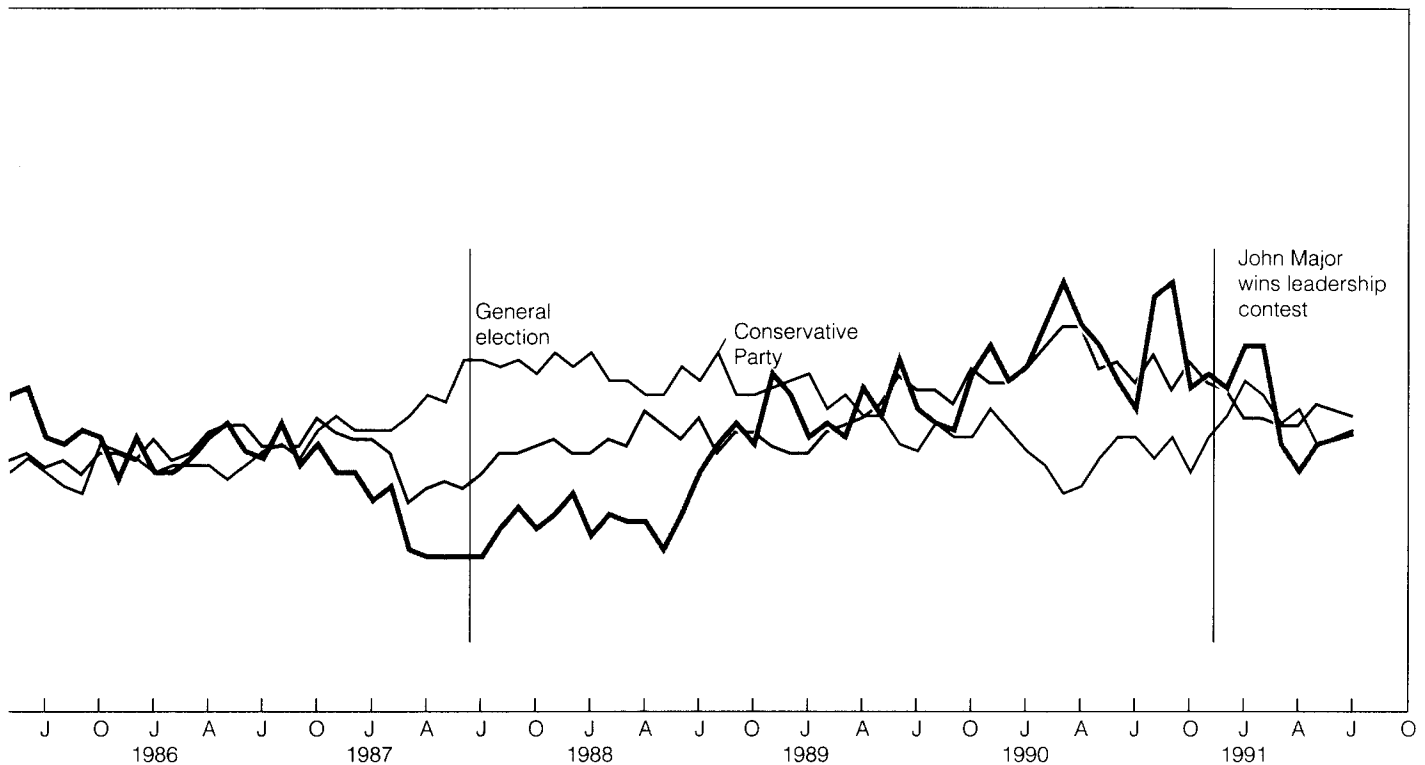
Question: **Without regard to their party, who do you believe would make the best Prime Minister—Paddy Ashdown, Neil Kinnock, or John Major?**

### Would make best Prime Minister



Source: Survey by Market Opinion Research International (U.K.), June 21, 1991.

Among the hurdles facing Labour: Britons think Labour would impose a greater tax burden and give too much power to trade unions if it came to power. They also doubt that Labour can manage the economy as well as the present government.



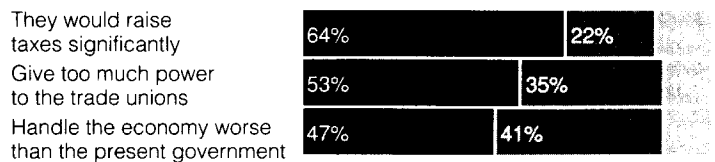
Question: **How well or badly do you think Mr. Major is doing as Prime Minister? How well or badly would (Mr. Kinnock/Mr. Ashdown) do as Prime Minister?**

Question: **Moving on to another subject, do you agree or disagree that if Labour came to power, they would...**

**Is doing/would do very/fairly well as Prime Minister**



**If Labour came to power . . .**



Source: Survey by Harris Research Centre (U.K.), June 12-13, 1991.

Source: Survey by the Harris Research Centre (U.K.), July 17-18, 1991