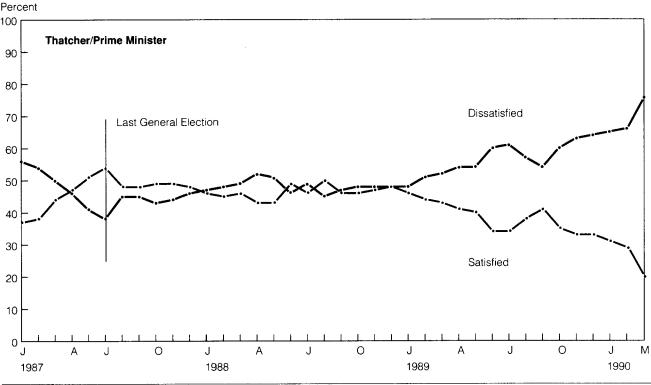
## WHAT'S AHEAD FOR BRITAIN?

Question: Are you satisfied or dissatisfied with the way Mrs. Thatcher is doing her job as prime minister?



Source: Surveys by Market & Opinion Research International Limited, latest that of March 15–20, 1990.

Question: How would you vote if there were a General Election tomorrow?

**Question:** If there were a General Election tomorrow, which party would you support?

		MORI	
	Conservative		Labour
March 1989	44%		40%
April	41%		41%
May	41%		43%
June	37%		47%
July	36%		45%
August	40%		45%
September	38%		43%
October	38%		48%
November	42%		46%
December	39%		46%
January 1990	36%		48%
February	34%		51%
March	30%		54%

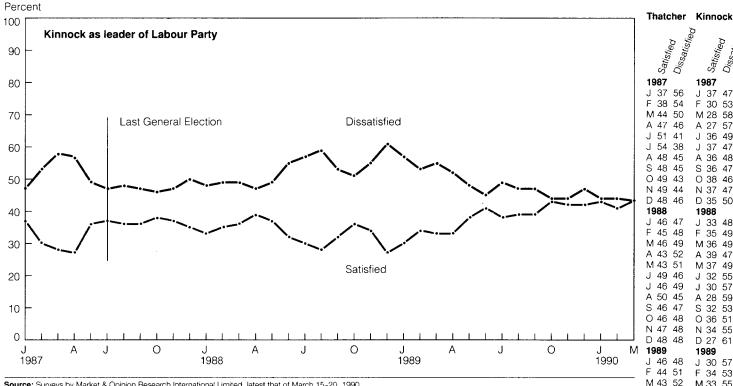
	BRITISH GALLUP			
	Conservative			Labour
March 1989	39%			38%
April	39%			38%
May	41%			41%
June	38%			41%
July	36%			43%
August	37%			43%
September	36%			41%
October	36%			47%
November	36%			47%
December	37%			46%
January 1990	36%			45%
February	33%			47%
March	29%			52%

Source: Surveys by Market & Opinion Research International Limited, latest that of March 15-20, 1990.

Source: Surveys by Social Surveys (Gallup Poll) Limited, latest that of March 28–April 2, 1990.

Prime Minister Thatcher has experienced an almost unbroken slide in ratings over the last 16 months. Among all Brits, Michael Heseltine appears to be the strongest Conservative contender.

Question: Are you satisfied or dissatisfied with the way Mr. Kinnock is doing his job as leader of the Labour Party?



Source: Surveys by Market & Opinion Research International Limited, latest that of March 15-20, 1990

Question: Which of the Conservative MPs on this list do you think would do the best job of leading the Conservative Party in the next General Election?



Note: Among members of the Conservative Party, for March 1990, Margaret Thatcher 38%, Michael Heseltine 33%, Norman Tebbit 9%, John Major 4%, and Sir Geoffrey Howe 3%. Source: Surveys by Market & Opinion Research International Limited, latest that of March 23, 1990.

Until recently, more people have been dissatisfied than satisfied with Neil Kinnock as leader of the Labour Party. Still, the lead his party enjoys over the Conservatives continues to grow.

1987

J 36 49 37 47

37

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27 57

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N 37 47

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J 33 48 35 49

M 36 49

A 39 47

M 37 49

J 30 57

A 28 59

S 32 53

O 36 51

N 34 55

D 27 61

J 30 57 F 34 53

M 33 55

A 33 52

M 38 48

J 38 49

A 39 47 S 39 47

O 43 44

N 42 44

D 42 47

J 43 44 F 41 44

M 43 43

1990

1989

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M 40 54

34 60

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A 38 57 S 41 54

O 35 60

N 33 63

D 33 64

31 65

29 66 M 20 76

1990

32 55

1988

56