

YouGov / Jobs Foundation Survey Results

Sample Size: 2145 adults in UK
Fieldwork: 23rd - 25th June 2023

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Country				Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Nothern Ireland	North	Midlands	London	South	
Weighted Sample	2145	684	502	180	753	796	1040	1105	225	886	532	502	1223	922	1802	105	182	56	504	345	253	699	
Unweighted Sample	2145	720	497	194	879	848	933	1212	155	843	560	587	1297	848	1812	103	178	52	515	354	204	739	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about all the different priorities for businesses, which of the following, if any, do you think businesses should be focusing on right now?

Please select up to three.

Pricing of product	42	47	39	38	39	48	43	42	34	41	46	44	41	44	43	36	43	48	43	48	33	43
Quality of product	34	40	28	29	30	38	36	31	26	30	36	42	33	35	34	28	35	25	36	38	30	32
Creating jobs	31	35	28	26	27	37	32	30	28	29	33	34	30	32	31	28	35	24	32	32	31	30
Paying tax	30	28	40	36	36	27	32	28	24	31	30	29	33	26	30	31	26	19	30	24	37	31
Customer service	28	39	19	27	26	35	30	27	12	22	32	42	29	27	29	25	25	24	28	29	19	32
Training and development of staff	22	26	20	25	23	25	22	23	14	18	22	32	23	21	22	20	27	27	21	23	20	22
Net zero carbon emissions	21	14	33	30	30	14	20	22	36	22	16	19	26	16	21	27	15	27	17	13	33	25
ESG (Environmental, social, and corporate governance) standards	13	9	19	24	21	8	12	15	16	16	12	9	17	9	13	12	18	5	9	11	20	16
Corporate social responsibility	11	6	18	23	19	7	10	12	8	12	11	9	15	5	11	14	11	14	9	9	14	11
Social purpose	4	2	5	5	4	3	5	3	5	5	3	2	5	3	4	1	4	6	3	3	7	4
Philanthropy	2	1	4	2	2	2	2	2	3	2	2	2	2	2	2	2	1	0	2	2	2	2
Campaigning on social issues	1	1	2	0	1	0	1	2	1	2	1	2	1	1	1	2	2	0	1	1	2	1
Other [See Tab1]	1	1	1	2	1	1	2	1	1	2	1	1	1	2	1	0	2	4	1	1	1	1
None of the above	2	2	2	1	1	2	2	2	5	2	2	1	2	3	2	3	2	0	2	2	3	2
Don't know	10	8	8	6	8	8	8	12	17	12	9	5	7	15	10	12	10	10	13	12	8	8

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.