

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Do you approve or disapprove of the Government's record to date?

	Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults		1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Approve		14%	26%	6%	11%	9%	18%	18%	11%	19%	10%	14%	21%	18%	15%	15%	11%	14%	16%	14%	15%	13%	17%	15%
Disapprove		66%	51%	86%	74%	77%	63%	68%	65%	57%	69%	69%	63%	59%	64%	68%	70%	67%	74%	70%	68%	68%	54%	63%
Don't know		19%	23%	8%	16%	14%	19%	13%	25%	24%	20%	17%	16%	23%	20%	17%	19%	20%	10%	17%	16%	19%	30%	21%

On a scale of 0 to 10, where 0 means you would never consider voting for them, and 10 means you would definitely consider voting for them, how likely are you to consider voting for the following parties at the next election?

Conservatives

	Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base		1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
0 - Would never consider voting for them		41%	10%	72%	43%	54%	27%	40%	42%	39%	47%	42%	30%	38%	37%	36%	48%	52%	45%	40%	43%	40%	40%	41%
1		6%	4%	9%	5%	6%	6%	6%	6%	6%	6%	8%	5%	7%	6%	6%	7%	2%	8%	7%	5%	6%	7%	6%
2		5%	6%	5%	10%	6%	6%	5%	6%	4%	6%	6%	5%	6%	5%	6%	4%	5%	7%	6%	5%	5%	5%	7%
3		5%	6%	3%	9%	4%	6%	6%	4%	4%	5%	5%	4%	7%	5%	7%	4%	3%	3%	5%	6%	5%	3%	4%
4		3%	5%	2%	7%	4%	3%	4%	3%	4%	3%	4%	4%	4%	5%	4%	2%	2%	3%	4%	4%	3%	2%	3%
5		10%	15%	2%	7%	6%	12%	9%	10%	9%	10%	8%	12%	8%	10%	10%	11%	6%	11%	8%	8%	12%	14%	8%
6		3%	6%	1%	3%	3%	4%	3%	3%	2%	3%	3%	4%	3%	4%	2%	2%	3%	2%	4%	4%	3%	1%	3%
7		6%	13%	1%	4%	3%	10%	7%	5%	4%	4%	8%	8%	4%	7%	8%	6%	4%	1%	8%	7%	5%	5%	2%
8		5%	10%	1%	7%	4%	7%	5%	5%	3%	4%	5%	7%	6%	5%	6%	4%	2%	5%	5%	4%	5%	6%	4%
9		2%	6%	-	1%	1%	4%	3%	2%	1%	1%	3%	5%	2%	3%	1%	3%	2%	2%	3%	2%	3%	2%	1%
10 - Would definitely consider voting for them		7%	18%	1%	2%	6%	11%	7%	7%	1%	4%	7%	15%	5%	9%	9%	4%	6%	5%	7%	7%	7%	6%	9%
prefer not to answer		6%	2%	4%	2%	3%	3%	6%	7%	23%	7%	3%	1%	9%	4%	6%	7%	12%	7%	4%	6%	6%	10%	11%

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Labour

	Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
	Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
0 - Would never consider voting for them		22%	39%	3%	7%	12%	35%	23%	22%	11%	15%	27%	36%	12%	27%	26%	20%	19%	22%	19%	22%	28%	24%	21%
1		5%	8%	2%	2%	2%	8%	4%	5%	2%	5%	3%	7%	4%	6%	5%	5%	1%	6%	4%	5%	5%	4%	6%
2		4%	6%	1%	5%	4%	5%	3%	5%	4%	4%	4%	6%	3%	4%	4%	4%	6%	5%	3%	5%	5%	5%	5%
3		6%	7%	3%	12%	5%	7%	6%	5%	4%	7%	7%	4%	7%	7%	5%	5%	2%	4%	6%	6%	5%	5%	6%
4		5%	6%	3%	6%	5%	5%	5%	4%	6%	4%	4%	6%	3%	6%	5%	5%	4%	2%	4%	5%	5%	4%	5%
5		13%	14%	7%	15%	12%	12%	12%	13%	12%	14%	12%	11%	13%	12%	11%	14%	15%	15%	13%	9%	13%	21%	13%
6		6%	4%	5%	12%	8%	4%	6%	5%	7%	6%	6%	4%	8%	4%	7%	5%	9%	4%	6%	7%	4%	5%	4%
7		9%	6%	11%	14%	11%	6%	10%	8%	9%	10%	7%	8%	10%	9%	8%	9%	6%	12%	10%	11%	8%	4%	6%
8		8%	3%	13%	10%	10%	6%	6%	9%	7%	9%	7%	5%	8%	7%	7%	8%	11%	5%	10%	7%	6%	7%	9%
9		3%	1%	9%	2%	6%	1%	4%	3%	3%	4%	3%	2%	7%	3%	3%	2%	4%	3%	4%	4%	3%	1%	2%
10 - Would definitely consider voting for them		14%	3%	39%	14%	24%	7%	13%	15%	11%	16%	16%	11%	17%	12%	15%	15%	12%	16%	17%	15%	13%	9%	12%
prefer not to answer		6%	2%	4%	2%	3%	3%	6%	7%	23%	7%	3%	1%	9%	4%	6%	7%	12%	7%	4%	6%	6%	10%	11%

Liberal Democrats

	Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
	Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
0 - Would never consider voting for them		28%	43%	12%	3%	14%	41%	31%	25%	20%	22%	30%	37%	23%	28%	24%	32%	25%	26%	24%	29%	29%	28%	29%
1		6%	8%	6%	4%	5%	8%	7%	5%	2%	6%	5%	9%	7%	7%	7%	3%	4%	5%	3%	7%	7%	7%	8%
2		5%	7%	5%	2%	5%	7%	4%	6%	1%	5%	6%	7%	3%	5%	4%	7%	7%	2%	5%	4%	5%	8%	4%
3		6%	7%	6%	2%	5%	7%	6%	6%	10%	5%	6%	7%	5%	6%	6%	7%	8%	5%	7%	5%	5%	6%	9%
4		8%	9%	12%	5%	10%	7%	8%	9%	9%	7%	11%	6%	5%	8%	12%	9%	4%	10%	9%	8%	9%	6%	7%
5		16%	13%	19%	14%	16%	14%	14%	17%	16%	18%	15%	13%	14%	15%	16%	15%	14%	27%	14%	16%	16%	20%	12%
6		7%	4%	13%	10%	11%	5%	7%	8%	6%	9%	7%	6%	10%	7%	7%	7%	8%	7%	10%	8%	5%	3%	7%
7		7%	3%	9%	18%	12%	2%	6%	7%	5%	9%	6%	4%	11%	7%	6%	4%	8%	3%	9%	5%	8%	4%	3%
8		5%	2%	7%	19%	8%	3%	6%	5%	5%	6%	5%	4%	6%	6%	4%	4%	7%	7%	7%	5%	5%	4%	5%
9		1%	1%	2%	3%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	-	-	1%	2%	1%	0%	1%
10 - Would definitely consider voting for them		5%	2%	5%	18%	8%	3%	4%	5%	1%	5%	4%	5%	6%	6%	5%	3%	2%	1%	7%	4%	3%	3%	4%
prefer not to answer		6%	2%	4%	2%	3%	3%	6%	7%	23%	7%	3%	1%	9%	4%	6%	7%	12%	7%	4%	6%	6%	10%	11%

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Which of the following do you think are the most important issues facing the country at this time? Please tick up to three.

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Health	44%	38%	57%	49%	50%	44%	38%	50%	36%	43%	48%	47%	36%	46%	43%	45%	41%	62%	45%	44%	46%	42%	46%
Immigration & Asylum	40%	66%	17%	24%	23%	64%	40%	39%	17%	28%	46%	64%	26%	45%	45%	41%	25%	34%	35%	41%	44%	39%	41%
Crime	17%	23%	11%	9%	12%	23%	18%	16%	10%	16%	17%	20%	22%	14%	17%	21%	14%	11%	16%	17%	22%	14%	12%
The economy	55%	56%	54%	65%	59%	53%	57%	53%	51%	58%	54%	52%	55%	56%	54%	53%	58%	57%	60%	58%	50%	52%	46%
Tax	11%	13%	6%	8%	8%	10%	13%	8%	15%	12%	10%	7%	14%	10%	11%	10%	11%	5%	12%	11%	9%	12%	5%
Pensions	7%	9%	4%	5%	5%	9%	6%	7%	2%	4%	9%	12%	2%	7%	6%	8%	9%	6%	4%	6%	11%	6%	8%
Education	12%	9%	17%	13%	15%	8%	11%	13%	16%	15%	9%	9%	14%	11%	12%	12%	13%	10%	17%	11%	10%	12%	6%
Family life & childcare	6%	3%	8%	5%	8%	5%	5%	8%	6%	10%	2%	4%	5%	6%	6%	7%	6%	11%	7%	6%	7%	9%	2%
Housing	23%	17%	30%	22%	23%	20%	19%	27%	27%	25%	22%	19%	33%	25%	19%	20%	20%	24%	22%	23%	22%	26%	27%
The environment	26%	15%	39%	43%	40%	15%	28%	25%	27%	30%	27%	20%	28%	29%	29%	22%	22%	31%	32%	26%	24%	21%	25%
Britain leaving the EU	14%	8%	22%	24%	23%	7%	16%	13%	12%	13%	16%	15%	15%	13%	16%	14%	17%	12%	16%	17%	13%	9%	10%
Transport	4%	3%	5%	4%	4%	3%	4%	4%	9%	4%	2%	4%	6%	4%	4%	3%	5%	3%	4%	4%	3%	6%	5%
Welfare benefits	9%	10%	11%	10%	8%	10%	8%	11%	7%	12%	9%	7%	10%	10%	9%	9%	9%	10%	7%	8%	8%	9%	24%
Defence and security	8%	16%	4%	9%	5%	14%	11%	6%	3%	5%	12%	13%	6%	10%	9%	6%	11%	8%	9%	9%	9%	7%	8%
None of these	1%	-	0%	1%	0%	0%	1%	0%	2%	1%	1%	-	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	2%
Don't know	3%	1%	2%	1%	2%	1%	3%	3%	8%	4%	1%	1%	3%	1%	2%	4%	7%	3%	1%	3%	2%	6%	5%

How well or badly do you think the government is handling the following issues?

National Health Service

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	1%	1%	1%	2%	0%	0%	2%	0%	5%	1%	0%	0%	4%	0%	0%	1%	1%	-	1%	1%	2%	1%	-
Fairly well	12%	19%	5%	8%	7%	15%	15%	8%	10%	9%	11%	16%	17%	12%	12%	10%	9%	7%	13%	11%	10%	15%	11%
Fairly badly	26%	38%	13%	17%	20%	33%	25%	27%	24%	23%	24%	32%	18%	28%	30%	24%	23%	26%	22%	28%	28%	25%	23%
Very badly	56%	37%	78%	69%	70%	48%	53%	59%	41%	61%	60%	49%	55%	55%	54%	59%	57%	63%	61%	55%	55%	51%	54%
Don't know	6%	4%	3%	3%	3%	3%	6%	6%	19%	6%	3%	2%	7%	5%	4%	6%	10%	4%	3%	5%	5%	9%	12%

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Immigration

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	1%	0%	1%	3%	1%	0%	2%	1%	3%	2%	0%	0%	5%	1%	0%	0%	1%	-	2%	1%	1%	0%	-
Fairly well	7%	8%	5%	8%	6%	5%	8%	6%	15%	8%	3%	5%	14%	8%	5%	6%	6%	3%	8%	8%	7%	6%	6%
Fairly badly	24%	30%	19%	25%	27%	24%	23%	25%	20%	22%	26%	28%	20%	27%	26%	21%	25%	27%	27%	22%	24%	27%	20%
Very badly	60%	58%	68%	57%	60%	68%	61%	58%	42%	57%	68%	64%	52%	58%	64%	64%	58%	59%	62%	61%	53%	59%	
Don't know	8%	3%	6%	7%	6%	4%	6%	9%	19%	11%	2%	2%	10%	6%	4%	9%	10%	12%	4%	7%	7%	14%	15%

Crime

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	1%	1%	1%	1%	0%	1%	1%	1%	5%	1%	1%	0%	2%	1%	0%	1%	2%	-	1%	1%	1%	2%	-
Fairly well	17%	23%	11%	15%	15%	17%	16%	17%	20%	15%	16%	18%	19%	21%	14%	12%	18%	8%	17%	19%	12%	19%	16%
Fairly badly	36%	39%	33%	44%	38%	37%	37%	35%	35%	33%	35%	42%	32%	34%	37%	36%	36%	40%	40%	34%	36%	34%	27%
Very badly	34%	30%	43%	31%	36%	37%	38%	32%	20%	35%	40%	34%	36%	33%	37%	38%	26%	33%	34%	34%	38%	28%	36%
Don't know	12%	6%	12%	10%	12%	9%	8%	16%	20%	16%	9%	5%	11%	11%	11%	12%	18%	19%	9%	11%	12%	18%	20%

Education

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	3%	2%	2%	3%	1%	2%	3%	2%	8%	3%	1%	1%	7%	1%	1%	4%	2%	-	2%	3%	3%	3%	1%
Fairly well	24%	37%	11%	21%	18%	31%	25%	22%	18%	20%	25%	32%	22%	26%	26%	18%	27%	24%	20%	28%	25%	25%	19%
Fairly badly	30%	31%	28%	29%	31%	29%	29%	30%	32%	28%	30%	31%	24%	31%	26%	34%	28%	29%	33%	29%	28%	27%	27%
Very badly	30%	15%	52%	36%	41%	23%	31%	29%	22%	35%	31%	23%	32%	28%	32%	32%	25%	30%	36%	27%	32%	21%	29%
Don't know	14%	14%	7%	11%	9%	15%	11%	17%	20%	14%	13%	13%	15%	13%	15%	12%	18%	17%	9%	13%	13%	23%	24%

Taxation

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	-	2%	1%	-	0%	1%
Fairly well	20%	34%	10%	20%	15%	26%	20%	19%	13%	13%	20%	34%	19%	24%	18%	17%	16%	21%	20%	21%	17%	21%	20%
Fairly badly	32%	34%	32%	33%	33%	35%	32%	32%	28%	31%	34%	33%	29%	32%	33%	34%	30%	34%	34%	31%	36%	30%	22%
Very badly	35%	22%	50%	35%	43%	28%	38%	32%	31%	41%	35%	25%	36%	31%	35%	38%	35%	37%	38%	35%	33%	31%	34%
Don't know	12%	9%	7%	12%	9%	10%	8%	16%	24%	14%	9%	8%	14%	12%	12%	10%	19%	9%	6%	11%	14%	18%	23%

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Unemployment

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	2%	4%	1%	2%	1%	3%	3%	1%	1%	2%	2%	3%	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%	0%
Fairly well	28%	47%	14%	30%	23%	37%	32%	25%	18%	24%	32%	38%	31%	35%	28%	21%	24%	22%	30%	30%	27%	27%	23%
Fairly badly	31%	25%	37%	27%	33%	30%	30%	32%	31%	30%	33%	30%	25%	28%	31%	37%	31%	33%	34%	30%	31%	28%	27%
Very badly	23%	11%	37%	24%	30%	16%	23%	22%	28%	28%	19%	16%	25%	20%	24%	24%	23%	30%	22%	23%	24%	22%	25%
Don't know	16%	14%	12%	17%	13%	14%	12%	19%	23%	17%	13%	13%	17%	15%	15%	16%	20%	13%	11%	15%	17%	20%	24%

Inflation

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	2%	3%	1%	4%	1%	2%	2%	2%	5%	1%	1%	2%	2%	3%	1%	2%	1%	-	2%	3%	1%	-	2%
Fairly well	24%	45%	9%	17%	17%	34%	28%	20%	17%	14%	28%	42%	20%	29%	23%	22%	20%	18%	26%	23%	25%	24%	21%
Fairly badly	29%	26%	29%	32%	31%	28%	28%	30%	27%	28%	31%	27%	29%	30%	28%	27%	27%	33%	32%	27%	29%	24%	26%
Very badly	36%	20%	54%	36%	44%	28%	36%	36%	35%	46%	33%	23%	37%	31%	39%	40%	37%	43%	35%	39%	37%	37%	32%
Don't know	9%	6%	7%	11%	7%	7%	6%	12%	16%	10%	7%	6%	12%	7%	9%	8%	15%	6%	5%	8%	8%	14%	20%

Britain's exit from the EU

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	2%	4%	1%	2%	2%	2%	3%	2%	2%	2%	1%	3%	4%	2%	2%	2%	3%	1%	2%	3%	2%	2%	3%
Fairly well	18%	34%	5%	13%	9%	28%	19%	17%	12%	11%	23%	26%	16%	20%	20%	16%	12%	14%	15%	18%	20%	18%	17%
Fairly badly	24%	30%	16%	20%	18%	29%	22%	25%	26%	23%	22%	26%	20%	25%	24%	26%	18%	19%	24%	23%	28%	23%	17%
Very badly	45%	24%	71%	59%	65%	30%	48%	41%	36%	50%	46%	37%	46%	42%	41%	46%	53%	55%	53%	45%	40%	36%	41%
Don't know	12%	9%	7%	7%	6%	9%	8%	15%	24%	13%	8%	8%	13%	11%	13%	11%	14%	11%	7%	11%	10%	20%	22%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Defence

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	5%	7%	3%	6%	4%	4%	7%	3%	12%	4%	4%	4%	9%	5%	2%	5%	6%	1%	5%	6%	6%	3%	4%
Fairly well	34%	42%	28%	33%	33%	38%	36%	33%	30%	34%	36%	36%	31%	38%	38%	30%	34%	32%	37%	35%	33%	35%	29%
Fairly badly	19%	20%	21%	22%	20%	21%	22%	17%	16%	16%	21%	25%	15%	20%	17%	22%	16%	21%	23%	19%	21%	15%	12%
Very badly	17%	12%	23%	19%	17%	18%	19%	15%	13%	19%	16%	15%	19%	16%	16%	18%	14%	20%	16%	16%	18%	18%	15%
Don't know	25%	18%	25%	20%	26%	18%	16%	33%	30%	27%	23%	19%	26%	21%	27%	25%	30%	26%	19%	25%	22%	29%	40%

The economy

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	1%	2%	1%	3%	1%	1%	2%	1%	5%	1%	1%	1%	3%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%
Fairly well	22%	43%	6%	19%	13%	32%	24%	19%	16%	13%	24%	37%	24%	25%	21%	20%	14%	18%	22%	21%	22%	22%	21%
Fairly badly	28%	28%	26%	28%	27%	29%	28%	28%	28%	27%	28%	29%	26%	31%	29%	27%	25%	25%	31%	31%	24%	22%	24%
Very badly	41%	22%	63%	44%	54%	32%	42%	41%	37%	50%	41%	28%	40%	36%	43%	46%	44%	51%	42%	41%	45%	39%	36%
Don't know	8%	5%	5%	5%	5%	6%	5%	10%	13%	9%	5%	5%	7%	7%	6%	7%	14%	5%	4%	6%	7%	14%	18%

Terrorism

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	9%	13%	5%	8%	6%	10%	11%	6%	9%	8%	7%	10%	11%	9%	8%	8%	6%	8%	7%	8%	10%	9%	11%
Fairly well	42%	52%	33%	46%	40%	48%	44%	40%	33%	40%	44%	44%	39%	48%	40%	36%	40%	38%	48%	41%	39%	42%	29%
Fairly badly	14%	10%	16%	18%	17%	10%	13%	14%	18%	12%	15%	14%	12%	11%	14%	15%	22%	14%	15%	13%	15%	10%	11%
Very badly	14%	10%	19%	8%	14%	13%	15%	13%	11%	16%	12%	12%	15%	13%	15%	15%	6%	16%	12%	14%	15%	15%	14%
Don't know	23%	16%	26%	20%	23%	19%	17%	28%	28%	24%	21%	19%	23%	19%	22%	27%	26%	25%	18%	24%	21%	24%	35%

Transport

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	2%	2%	1%	1%	1%	1%	3%	1%	8%	2%	1%	0%	6%	1%	1%	1%	3%	1%	2%	2%	2%	2%	2%
Fairly well	20%	30%	10%	17%	15%	25%	18%	22%	18%	18%	21%	24%	25%	21%	21%	19%	18%	16%	17%	22%	21%	23%	21%
Fairly badly	32%	36%	28%	36%	32%	34%	32%	33%	31%	30%	31%	39%	29%	38%	30%	28%	31%	30%	35%	33%	32%	27%	30%
Very badly	33%	21%	52%	37%	43%	28%	38%	28%	27%	37%	35%	27%	28%	29%	34%	40%	31%	39%	37%	32%	33%	29%	29%
Don't know	12%	11%	9%	9%	9%	12%	10%	15%	16%	13%	12%	10%	12%	11%	13%	12%	16%	14%	9%	11%	12%	20%	18%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Housing

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	1%	2%	1%	1%	1%	1%	2%	1%	4%	2%	1%	1%	3%	1%	2%	1%	1%	-	2%	1%	2%	0%	1%
Fairly well	13%	21%	5%	12%	9%	17%	16%	10%	11%	12%	13%	15%	13%	13%	15%	11%	12%	13%	13%	15%	11%	13%	8%
Fairly badly	30%	35%	27%	37%	30%	33%	28%	32%	24%	28%	30%	37%	21%	34%	31%	29%	25%	37%	32%	31%	30%	25%	27%
Very badly	44%	30%	61%	40%	51%	38%	43%	45%	40%	47%	47%	38%	52%	40%	40%	48%	44%	44%	44%	41%	47%	46%	46%
Don't know	12%	13%	7%	10%	9%	10%	10%	13%	21%	12%	10%	9%	11%	11%	12%	11%	17%	6%	9%	11%	10%	17%	18%

Environment

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	3%	6%	2%	1%	1%	4%	4%	3%	4%	4%	2%	3%	7%	4%	2%	2%	3%	5%	5%	4%	1%	4%	2%
Fairly well	23%	39%	9%	20%	15%	32%	23%	24%	18%	18%	23%	34%	27%	26%	22%	20%	24%	13%	23%	22%	27%	24%	20%
Fairly badly	27%	26%	26%	31%	28%	27%	27%	27%	25%	26%	27%	30%	20%	28%	29%	26%	30%	28%	27%	28%	28%	22%	25%
Very badly	33%	16%	56%	43%	47%	21%	34%	31%	36%	35%	34%	25%	36%	31%	31%	34%	25%	45%	37%	31%	30%	30%	32%
Don't know	14%	14%	8%	5%	9%	16%	12%	16%	17%	17%	14%	9%	11%	11%	17%	18%	18%	10%	8%	16%	14%	20%	21%

Welfare benefits

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	2%	4%	1%	3%	1%	3%	3%	2%	2%	3%	1%	3%	3%	2%	2%	2%	2%	3%	2%	2%	2%	4%	1%
Fairly well	21%	34%	8%	24%	16%	27%	22%	20%	19%	15%	21%	35%	23%	25%	21%	17%	18%	18%	19%	23%	23%	20%	22%
Fairly badly	28%	29%	28%	31%	28%	29%	27%	29%	30%	27%	28%	29%	24%	29%	27%	28%	34%	28%	31%	26%	29%	25%	26%
Very badly	34%	20%	53%	31%	43%	28%	36%	32%	26%	41%	35%	23%	34%	30%	37%	38%	30%	35%	34%	33%	35%	32%	33%
Don't know	15%	14%	10%	11%	11%	13%	12%	17%	23%	15%	16%	10%	16%	13%	15%	15%	16%	16%	13%	15%	12%	19%	19%

Do you think that Rishi Sunak is doing well or badly as Prime Minister?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	1%	2%	0%	1%	1%	1%	2%	1%	4%	1%	1%	1%	3%	2%	1%	1%	2%	-	2%	2%	1%	-	1%
Fairly well	23%	42%	8%	26%	19%	30%	23%	24%	14%	18%	26%	35%	26%	30%	24%	16%	15%	20%	25%	23%	20%	28%	18%
Fairly badly	27%	26%	27%	29%	27%	26%	27%	26%	29%	25%	27%	27%	26%	27%	29%	26%	25%	24%	28%	29%	27%	21%	22%
Very badly	38%	21%	60%	38%	47%	34%	41%	36%	35%	42%	40%	30%	33%	33%	39%	44%	45%	42%	40%	37%	38%	34%	44%
Don't know	11%	8%	5%	6%	6%	9%	7%	14%	18%	14%	6%	7%	12%	9%	7%	13%	13%	13%	6%	9%	13%	17%	15%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

Do you think Keir Starmer is doing well or badly as leader of the Labour party?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	6%	2%	10%	12%	8%	4%	7%	4%	6%	6%	7%	4%	7%	5%	6%	3%	8%	7%	8%	4%	6%	3%	5%
Fairly well	30%	21%	45%	45%	43%	21%	32%	27%	19%	31%	31%	30%	38%	29%	29%	29%	28%	19%	38%	29%	25%	22%	28%
Fairly badly	24%	29%	23%	22%	24%	26%	24%	24%	29%	19%	26%	28%	19%	26%	25%	25%	19%	30%	25%	26%	23%	24%	19%
Very badly	22%	35%	10%	10%	13%	35%	25%	20%	16%	18%	26%	29%	12%	23%	24%	24%	28%	17%	18%	22%	29%	21%	23%
Don't know	18%	13%	13%	11%	12%	15%	12%	25%	30%	25%	10%	9%	24%	16%	16%	19%	18%	26%	11%	19%	17%	30%	26%

Do you believe that at the moment Keir Starmer does or does not look like a Prime Minister in waiting?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
He does look like a Prime Minister in waiting	34%	19%	56%	57%	49%	22%	39%	29%	32%	37%	37%	25%	42%	35%	32%	29%	35%	34%	43%	35%	27%	28%	29%
He does not look like a Prime Minister in waiting	44%	69%	24%	26%	34%	63%	45%	44%	31%	36%	47%	62%	25%	44%	53%	49%	41%	41%	43%	46%	48%	43%	35%
Not sure	22%	13%	20%	17%	17%	15%	17%	27%	38%	27%	16%	13%	33%	20%	16%	22%	24%	25%	14%	19%	25%	30%	36%

Do you believe the Labour party today are or are not ready for government?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
They are ready for Government	34%	14%	66%	48%	51%	20%	37%	31%	32%	41%	35%	23%	47%	32%	35%	31%	36%	32%	42%	35%	30%	24%	31%
They are not ready for Government	44%	75%	18%	30%	32%	65%	46%	42%	28%	34%	50%	63%	25%	48%	52%	45%	38%	41%	41%	46%	47%	45%	40%
Not sure	22%	11%	16%	22%	17%	15%	17%	27%	40%	25%	15%	14%	28%	20%	14%	24%	26%	27%	17%	19%	23%	31%	29%

In principle, would you support or oppose a large increase in the amount of new housing built in Britain?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Strongly support	19%	14%	30%	16%	24%	16%	24%	14%	17%	20%	18%	19%	28%	17%	15%	20%	23%	17%	20%	19%	16%	17%	24%
Tend to support	40%	39%	41%	50%	45%	38%	41%	40%	38%	39%	42%	42%	44%	40%	36%	42%	47%	30%	45%	40%	40%	38%	35%
Tend to oppose	19%	24%	15%	21%	16%	22%	15%	23%	17%	16%	22%	22%	11%	22%	23%	19%	10%	21%	18%	22%	19%	19%	13%
Strongly oppose	9%	15%	4%	7%	7%	15%	9%	10%	3%	10%	11%	10%	5%	12%	13%	6%	6%	13%	9%	9%	10%	9%	10%
Don't know	12%	8%	11%	5%	9%	8%	11%	13%	25%	15%	8%	6%	12%	9%	13%	14%	14%	20%	8%	10%	15%	17%	18%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

And would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Strongly support	15%	11%	24%	14%	17%	14%	18%	13%	17%	17%	13%	14%	22%	14%	12%	16%	17%	13%	15%	16%	12%	16%	19%
Tend to support	35%	29%	39%	44%	42%	30%	36%	34%	34%	35%	36%	37%	41%	32%	30%	39%	42%	30%	40%	34%	35%	34%	27%
Tend to oppose	20%	26%	18%	18%	18%	22%	18%	23%	22%	19%	23%	20%	14%	23%	22%	19%	16%	22%	22%	20%	21%	17%	19%
Strongly oppose	19%	28%	10%	20%	15%	28%	18%	20%	7%	18%	22%	23%	11%	23%	24%	15%	14%	22%	17%	21%	19%	17%	18%
Don't know	10%	7%	10%	3%	7%	8%	10%	10%	20%	12%	6%	7%	12%	8%	13%	10%	11%	13%	6%	8%	12%	15%	17%

Would you support or oppose a large increase in the amount of housing being built in Britain...

...if it meant a substantial decrease in house prices?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Strongly support	21%	15%	26%	13%	20%	16%	23%	18%	37%	23%	16%	13%	33%	19%	17%	19%	19%	24%	19%	20%	22%	23%	20%
Tend to support	38%	32%	46%	43%	43%	36%	38%	39%	36%	38%	36%	43%	37%	37%	36%	44%	39%	29%	40%	41%	37%	34%	35%
Tend to oppose	19%	28%	13%	18%	17%	24%	18%	20%	9%	18%	22%	21%	12%	19%	24%	18%	18%	18%	20%	19%	20%	18%	14%
Strongly oppose	11%	18%	5%	12%	9%	16%	12%	11%	5%	9%	17%	12%	5%	15%	15%	8%	7%	12%	12%	10%	10%	14%	11%
Don't know	11%	7%	10%	13%	11%	9%	9%	13%	12%	11%	9%	12%	13%	9%	9%	11%	16%	17%	9%	10%	11%	11%	20%

....if it meant the government borrowing a large amount of money to fund house building?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Strongly support	8%	5%	14%	3%	8%	7%	10%	6%	7%	10%	6%	5%	12%	8%	4%	8%	5%	6%	7%	7%	6%	10%	12%
Tend to support	24%	17%	33%	36%	33%	18%	26%	22%	22%	22%	27%	25%	30%	24%	21%	22%	29%	20%	28%	23%	24%	23%	18%
Tend to oppose	29%	35%	23%	28%	26%	32%	29%	30%	30%	27%	30%	33%	25%	29%	33%	30%	28%	33%	30%	31%	30%	29%	22%
Strongly oppose	26%	38%	16%	30%	22%	35%	26%	27%	18%	27%	28%	28%	21%	30%	33%	24%	17%	23%	27%	28%	27%	25%	23%
Don't know	13%	6%	14%	5%	11%	8%	9%	16%	23%	14%	9%	9%	11%	10%	9%	16%	21%	18%	9%	12%	13%	14%	25%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region					New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D

....if it meant allowing smaller housing units or more high rise blocks?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Strongly support	6%	4%	8%	4%	7%	5%	8%	3%	6%	8%	2%	5%	10%	5%	4%	6%	7%	3%	7%	6%	2%	7%	7%
Tend to support	30%	27%	36%	34%	33%	26%	34%	26%	32%	29%	28%	30%	34%	27%	30%	29%	35%	27%	30%	33%	26%	29%	27%
Tend to oppose	30%	33%	27%	39%	30%	32%	31%	30%	26%	29%	32%	32%	29%	34%	31%	28%	20%	31%	31%	30%	35%	28%	22%
Strongly oppose	22%	28%	15%	15%	20%	26%	18%	25%	14%	22%	25%	22%	13%	24%	24%	22%	21%	16%	24%	19%	23%	21%	23%
Don't know	13%	8%	15%	7%	10%	11%	10%	16%	22%	12%	12%	11%	14%	10%	10%	15%	18%	22%	9%	12%	15%	16%	20%

....if it meant building more housing on green field sites?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Strongly support	5%	5%	8%	2%	5%	5%	8%	3%	8%	7%	4%	3%	8%	5%	5%	6%	4%	2%	5%	6%	5%	6%	6%
Tend to support	18%	16%	23%	17%	21%	17%	21%	16%	16%	18%	19%	18%	27%	17%	12%	19%	23%	17%	20%	19%	18%	21%	12%
Tend to oppose	29%	26%	33%	36%	35%	27%	31%	28%	26%	31%	27%	30%	27%	29%	25%	33%	32%	24%	32%	31%	26%	27%	27%
Strongly oppose	38%	50%	28%	42%	33%	46%	33%	43%	25%	34%	45%	44%	22%	43%	52%	32%	25%	46%	36%	37%	44%	31%	39%
Don't know	9%	4%	8%	4%	6%	5%	7%	11%	25%	10%	4%	5%	15%	6%	6%	10%	16%	11%	7%	8%	6%	14%	17%

In the year ahead, do you expect house prices to go up or down, or stay about the same?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Go up a lot	7%	4%	8%	6%	6%	5%	7%	8%	14%	8%	4%	6%	11%	5%	8%	7%	5%	10%	6%	6%	6%	10%	11%
Go up a little	31%	33%	28%	32%	30%	33%	34%	27%	31%	28%	31%	35%	33%	35%	27%	28%	31%	17%	32%	30%	32%	28%	29%
Stay about the same	33%	37%	33%	28%	36%	33%	30%	35%	21%	31%	38%	36%	26%	33%	39%	33%	34%	22%	36%	33%	33%	28%	26%
Go down a little	14%	14%	15%	20%	14%	15%	14%	15%	12%	14%	15%	13%	12%	13%	14%	15%	12%	23%	15%	15%	13%	13%	10%
Go down a lot	2%	2%	1%	1%	1%	2%	2%	1%	4%	1%	3%	1%	3%	2%	1%	2%	1%	1%	1%	2%	2%	4%	1%
Don't know	14%	9%	15%	14%	12%	11%	13%	15%	17%	17%	9%	10%	15%	12%	12%	14%	17%	26%	9%	13%	14%	16%	23%

Do you think it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
It would be better for Britain if house prices rose	6%	10%	4%	6%	6%	8%	8%	5%	3%	6%	7%	7%	7%	7%	7%	6%	5%	3%	9%	7%	4%	5%	5%
It would be better for Britain if house prices went down	51%	43%	62%	51%	54%	44%	50%	52%	66%	55%	47%	40%	58%	49%	50%	52%	44%	52%	49%	53%	53%	47%	49%
It would be better for Britain if house prices stayed about the same	26%	33%	18%	31%	24%	32%	27%	25%	13%	20%	30%	38%	18%	27%	29%	24%	28%	27%	31%	24%	26%	22%	19%
Don't know	17%	13%	16%	11%	16%	16%	16%	19%	18%	19%	16%	15%	18%	16%	14%	18%	23%	18%	11%	16%	17%	26%	27%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

And thinking about your own personal finances, do you think you would be better off if house prices rose, if they went down, or does it make little difference to you?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base: All GB adults	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
I would be better off if house prices rose	21%	25%	21%	26%	27%	20%	23%	18%	4%	21%	27%	22%	19%	23%	23%	21%	12%	19%	30%	19%	19%	12%	12%
I would be better off if house prices fell	21%	13%	26%	15%	18%	12%	21%	22%	60%	29%	8%	4%	41%	19%	17%	20%	18%	17%	20%	25%	20%	28%	9%
It will make little difference to me personally if house prices rise or fall	49%	58%	44%	54%	49%	62%	47%	50%	17%	39%	57%	72%	29%	50%	51%	50%	56%	55%	44%	47%	51%	45%	62%
Don't know	9%	4%	9%	5%	7%	6%	9%	10%	19%	12%	7%	2%	11%	8%	9%	9%	15%	10%	6%	8%	10%	14%	17%

Do you think the Labour Party is united or divided at the present time?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
United	26%	14%	46%	43%	40%	18%	30%	23%	23%	27%	32%	22%	33%	25%	29%	23%	28%	22%	33%	25%	24%	22%	21%
Divided	39%	60%	28%	26%	31%	54%	43%	36%	33%	30%	42%	55%	28%	39%	41%	43%	42%	37%	39%	42%	40%	32%	39%
Don't know	35%	26%	27%	31%	29%	29%	27%	41%	44%	44%	26%	23%	39%	36%	30%	34%	30%	41%	28%	33%	35%	47%	41%

Do you think the Conservative Party is united or divided at the present time?

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
United	8%	12%	5%	7%	5%	9%	9%	6%	10%	9%	6%	6%	10%	7%	8%	8%	6%	4%	9%	8%	6%	9%	6%
Divided	70%	73%	79%	77%	79%	74%	75%	65%	51%	60%	81%	84%	60%	72%	73%	69%	75%	66%	75%	74%	69%	52%	64%
Don't know	22%	15%	16%	16%	16%	17%	16%	28%	39%	31%	13%	10%	30%	21%	19%	23%	19%	30%	16%	18%	24%	39%	30%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place each of the following?

Labour Party

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very left-wing	10%	17%	6%	2%	5%	18%	12%	9%	7%	10%	11%	12%	11%	11%	13%	8%	7%	7%	10%	12%	10%	9%	9%
Fairly left-wing	22%	31%	20%	22%	23%	26%	23%	21%	19%	18%	23%	30%	24%	24%	24%	21%	14%	18%	25%	20%	24%	20%	21%
Slightly left-of-centre	26%	21%	36%	40%	37%	19%	29%	23%	22%	24%	29%	27%	22%	26%	25%	24%	32%	28%	34%	25%	22%	19%	20%
Centre	10%	6%	14%	13%	10%	8%	12%	8%	15%	9%	10%	8%	16%	7%	10%	10%	10%	8%	10%	12%	8%	8%	12%
Slightly right-of-centre	4%	2%	8%	4%	6%	4%	5%	4%	5%	5%	5%	3%	5%	4%	2%	4%	8%	9%	5%	5%	5%	0%	4%
Fairly right-wing	2%	1%	2%	2%	2%	1%	2%	1%	3%	2%	1%	2%	3%	2%	2%	2%	1%	-	1%	3%	1%	1%	2%
Very right-wing	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	0%	1%	2%	2%	-
Don't know	25%	21%	14%	17%	17%	23%	17%	33%	28%	31%	19%	18%	19%	24%	23%	29%	27%	28%	14%	24%	29%	41%	32%

Conservative Party

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very left-wing	1%	2%	1%	-	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%	2%	1%	-	-	1%	1%	1%	1%	2%
Fairly left-wing	3%	4%	1%	2%	1%	4%	3%	2%	4%	3%	3%	3%	3%	4%	2%	3%	3%	-	4%	3%	2%	1%	3%
Slightly left-of-centre	3%	6%	1%	-	2%	5%	4%	2%	2%	2%	5%	4%	5%	4%	3%	2%	2%	4%	3%	3%	5%	2%	4%
Centre	6%	10%	3%	3%	2%	9%	7%	6%	11%	4%	7%	8%	7%	4%	8%	8%	6%	7%	6%	7%	6%	9%	4%
Slightly right-of-centre	16%	28%	9%	17%	14%	23%	20%	13%	7%	13%	20%	23%	12%	19%	16%	15%	18%	14%	17%	17%	16%	16%	15%
Fairly right-wing	25%	23%	33%	33%	31%	22%	27%	23%	29%	26%	20%	26%	26%	25%	28%	23%	21%	27%	33%	22%	24%	20%	20%
Very right-wing	20%	7%	37%	28%	31%	12%	19%	20%	17%	18%	25%	17%	24%	18%	18%	20%	21%	20%	23%	23%	16%	11%	18%
Don't know	26%	20%	15%	17%	18%	23%	18%	32%	29%	32%	20%	17%	21%	25%	23%	29%	29%	27%	13%	25%	31%	41%	34%

Liberal Democrats

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very left-wing	6%	12%	1%	1%	3%	11%	8%	4%	3%	6%	6%	7%	6%	7%	6%	6%	3%	4%	7%	6%	6%	4%	7%
Fairly left-wing	9%	11%	10%	11%	8%	11%	9%	9%	9%	11%	7%	8%	11%	10%	9%	8%	5%	8%	10%	8%	10%	7%	8%
Slightly left-of-centre	14%	12%	16%	24%	19%	11%	15%	13%	13%	13%	15%	16%	14%	17%	14%	10%	13%	12%	17%	12%	15%	11%	11%
Centre	26%	24%	30%	36%	33%	23%	30%	22%	24%	20%	35%	26%	25%	24%	28%	24%	31%	28%	31%	25%	24%	20%	24%
Slightly right-of-centre	6%	2%	12%	7%	9%	4%	7%	5%	6%	6%	6%	6%	9%	7%	5%	5%	6%	1%	8%	7%	4%	6%	3%
Fairly right-wing	2%	1%	4%	-	3%	1%	2%	2%	3%	2%	2%	2%	3%	1%	1%	3%	3%	-	1%	2%	2%	2%	3%
Very right-wing	0%	0%	1%	-	1%	0%	0%	1%	1%	1%	1%	-	1%	0%	1%	-	-	2%	0%	0%	1%	-	2%
Don't know	37%	37%	26%	21%	26%	38%	28%	44%	42%	41%	29%	34%	30%	34%	35%	43%	37%	45%	25%	39%	39%	51%	42%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Keir Starmer

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very left-wing	8%	14%	3%	3%	3%	14%	8%	8%	5%	6%	9%	10%	3%	9%	11%	7%	6%	4%	7%	9%	8%	6%	7%
Fairly left-wing	13%	19%	11%	9%	11%	16%	13%	13%	12%	11%	13%	18%	16%	13%	12%	13%	10%	12%	17%	10%	15%	10%	9%
Slightly left-of-centre	23%	25%	28%	42%	32%	22%	27%	20%	13%	20%	31%	27%	23%	25%	25%	21%	18%	27%	30%	22%	20%	20%	20%
Centre	15%	10%	22%	20%	18%	11%	18%	13%	22%	15%	14%	14%	20%	15%	16%	14%	17%	11%	19%	17%	13%	10%	13%
Slightly right-of-centre	6%	4%	11%	4%	8%	5%	8%	5%	8%	7%	7%	5%	8%	6%	6%	6%	6%	11%	6%	8%	6%	3%	9%
Fairly right-wing	3%	2%	5%	3%	4%	3%	4%	3%	5%	4%	2%	3%	3%	2%	2%	4%	8%	2%	5%	4%	2%	3%	2%
Very right-wing	1%	1%	2%	-	2%	1%	2%	1%	3%	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	2%	2%	2%	1%
Don't know	29%	25%	18%	20%	21%	28%	20%	37%	32%	37%	22%	22%	23%	28%	27%	33%	33%	30%	17%	27%	34%	46%	40%

Rishi Sunak

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very left-wing	1%	2%	1%	1%	1%	3%	2%	1%	1%	2%	2%	1%	3%	1%	1%	2%	1%	-	2%	1%	2%	1%	2%
Fairly left-wing	2%	3%	2%	2%	2%	3%	3%	2%	5%	2%	3%	1%	2%	3%	1%	2%	3%	2%	3%	2%	3%	1%	3%
Slightly left-of-centre	4%	7%	2%	1%	2%	6%	4%	3%	2%	3%	4%	6%	5%	4%	3%	4%	2%	2%	4%	3%	5%	2%	5%
Centre	7%	12%	4%	4%	4%	11%	9%	6%	8%	6%	7%	11%	10%	6%	9%	8%	4%	6%	7%	9%	5%	9%	7%
Slightly right-of-centre	20%	28%	16%	26%	20%	25%	24%	16%	13%	18%	23%	24%	16%	21%	24%	17%	19%	18%	23%	21%	19%	16%	14%
Fairly right-wing	21%	18%	32%	27%	31%	15%	24%	19%	23%	20%	23%	22%	27%	23%	22%	15%	20%	25%	28%	19%	21%	19%	14%
Very right-wing	16%	6%	29%	21%	22%	12%	15%	18%	20%	16%	19%	13%	16%	15%	14%	19%	20%	17%	18%	19%	14%	9%	17%
Don't know	27%	24%	16%	18%	19%	26%	20%	34%	29%	35%	21%	21%	20%	26%	26%	32%	31%	30%	15%	27%	32%	43%	37%

Ed Davey

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very left-wing	3%	8%	0%	-	1%	7%	4%	3%	1%	2%	5%	6%	4%	4%	2%	4%	1%	2%	5%	2%	4%	2%	3%
Fairly left-wing	4%	5%	4%	7%	4%	5%	6%	3%	3%	4%	4%	5%	5%	4%	3%	5%	5%	3%	6%	4%	5%	1%	4%
Slightly left-of-centre	8%	8%	8%	15%	11%	7%	10%	6%	4%	6%	8%	12%	6%	10%	9%	5%	6%	11%	10%	7%	9%	4%	6%
Centre	16%	16%	20%	28%	23%	14%	21%	11%	9%	12%	23%	20%	20%	17%	15%	14%	17%	20%	21%	15%	13%	14%	17%
Slightly right-of-centre	3%	2%	6%	4%	4%	2%	4%	2%	5%	2%	3%	4%	7%	2%	3%	3%	3%	1%	4%	4%	1%	4%	3%
Fairly right-wing	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	0%	2%
Very right-wing	1%	0%	0%	-	1%	0%	1%	0%	-	1%	1%	1%	1%	0%	1%	0%	1%	2%	0%	1%	1%	-	1%
Don't know	63%	61%	59%	46%	53%	63%	52%	73%	76%	71%	56%	51%	56%	63%	65%	66%	65%	60%	52%	65%	66%	75%	66%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Yourself

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very left-wing	4%	1%	11%	2%	6%	2%	5%	4%	5%	6%	3%	2%	7%	3%	3%	6%	3%	8%	5%	5%	3%	3%	7%
Fairly left-wing	13%	1%	30%	16%	23%	4%	11%	15%	21%	15%	11%	8%	18%	10%	14%	13%	16%	11%	17%	14%	11%	10%	7%
Slightly left-of-centre	13%	6%	24%	22%	22%	8%	15%	12%	12%	13%	16%	12%	14%	14%	11%	14%	14%	16%	19%	13%	12%	6%	10%
Centre	22%	23%	14%	38%	21%	24%	23%	21%	14%	19%	25%	27%	23%	22%	24%	20%	25%	18%	20%	23%	24%	21%	21%
Slightly right-of-centre	13%	27%	4%	7%	9%	21%	16%	10%	4%	9%	17%	20%	9%	16%	13%	11%	10%	13%	16%	13%	10%	14%	8%
Fairly right-wing	8%	19%	1%	2%	2%	16%	10%	6%	3%	5%	9%	14%	6%	10%	10%	6%	5%	5%	8%	8%	8%	5%	9%
Very right-wing	2%	3%	1%	1%	1%	3%	3%	1%	3%	2%	2%	2%	3%	2%	2%	1%	3%	1%	2%	2%	2%	3%	5%
Don't know	25%	20%	15%	13%	16%	21%	17%	32%	37%	31%	17%	15%	20%	23%	24%	29%	25%	27%	14%	23%	30%	40%	33%

How likely or unlikely do you think it is that Keir Starmer will ever become Prime Minister?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very likely	19%	14%	29%	31%	27%	15%	25%	13%	13%	18%	21%	19%	23%	19%	17%	17%	19%	21%	25%	20%	14%	10%	16%
Fairly likely	42%	43%	49%	44%	45%	43%	42%	42%	38%	43%	43%	42%	45%	43%	46%	40%	36%	42%	46%	41%	42%	41%	37%
Fairly unlikely	15%	21%	8%	11%	12%	18%	14%	16%	15%	12%	16%	19%	8%	17%	14%	15%	17%	15%	13%	15%	15%	20%	12%
Very unlikely	8%	10%	4%	1%	5%	11%	8%	7%	7%	7%	8%	7%	3%	5%	10%	12%	7%	6%	6%	8%	9%	8%	7%
Don't know	17%	11%	10%	13%	11%	13%	11%	22%	27%	19%	12%	12%	22%	16%	13%	17%	21%	16%	10%	16%	19%	21%	28%

Do you think Rishi Sunak should remain as leader of the Conservative Party, or stand down and let someone else take over?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Should remain Conservative leader	37%	48%	32%	53%	44%	37%	37%	36%	21%	35%	40%	44%	35%	43%	41%	31%	34%	24%	43%	39%	32%	36%	24%
Should stand down and let someone else take over	34%	33%	37%	25%	28%	40%	37%	32%	42%	32%	33%	35%	32%	33%	31%	39%	34%	32%	32%	36%	35%	26%	44%
Don't know	29%	19%	31%	22%	28%	23%	26%	32%	37%	33%	27%	20%	33%	25%	27%	30%	33%	44%	25%	25%	34%	37%	32%

Do you think Keir Starmer should remain as leader of the Labour Party, or stand down and let someone else take over?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Should remain Labour leader	42%	37%	59%	64%	57%	35%	47%	39%	31%	42%	46%	45%	48%	43%	44%	38%	41%	41%	52%	45%	35%	33%	36%
Should stand down and let someone else take over	28%	34%	24%	18%	23%	33%	29%	27%	34%	25%	29%	30%	21%	26%	29%	33%	31%	25%	25%	30%	31%	26%	26%
Don't know	29%	30%	17%	18%	19%	32%	24%	35%	35%	33%	26%	25%	30%	30%	27%	30%	28%	33%	23%	25%	34%	41%	39%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Generally speaking, how well or badly do you think most businesses in Britain treat their employees?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	3%	4%	1%	4%	2%	2%	4%	1%	6%	1%	2%	5%	7%	3%	2%	2%	1%	-	4%	2%	3%	1%	3%
Fairly well	47%	58%	42%	54%	48%	52%	45%	49%	36%	43%	48%	61%	43%	51%	50%	47%	44%	31%	55%	47%	45%	39%	40%
Fairly badly	31%	27%	35%	29%	34%	30%	32%	31%	32%	35%	36%	20%	30%	31%	28%	33%	29%	44%	27%	33%	34%	37%	25%
Very badly	5%	4%	7%	1%	4%	6%	6%	3%	1%	5%	7%	4%	6%	2%	6%	6%	5%	4%	5%	3%	6%	5%	6%
Don't know	14%	7%	15%	12%	11%	10%	12%	16%	25%	16%	8%	11%	14%	12%	14%	12%	21%	21%	9%	15%	12%	18%	26%

Generally speaking, how well or badly do you think most businesses in Britain treat their customers?

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very well	3%	4%	2%	3%	3%	2%	4%	2%	4%	4%	3%	2%	6%	2%	3%	4%	2%	4%	3%	3%	4%	2%	3%
Fairly well	57%	62%	55%	72%	61%	57%	52%	62%	53%	54%	58%	63%	56%	65%	55%	54%	52%	40%	64%	58%	50%	56%	51%
Fairly badly	25%	27%	27%	19%	24%	29%	30%	21%	22%	23%	29%	27%	21%	24%	27%	25%	26%	41%	24%	24%	30%	25%	21%
Very badly	4%	4%	4%	1%	3%	5%	5%	3%	-	5%	5%	3%	4%	1%	7%	6%	3%	4%	4%	4%	4%	3%	3%
Don't know	11%	4%	12%	5%	9%	6%	8%	12%	21%	15%	5%	4%	12%	8%	9%	12%	18%	12%	5%	11%	11%	13%	21%

Generally speaking, to what extent do you think companies in the following areas behave in an ethical way?

Car manufacturing

	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	2%	3%	2%	3%	2%	3%	3%	1%	5%	2%	2%	2%	4%	1%	3%	2%	4%	1%	3%	2%	3%	2%	1%
Fairly ethical	26%	35%	18%	28%	22%	32%	31%	22%	27%	23%	27%	32%	26%	29%	27%	25%	24%	20%	28%	28%	25%	25%	23%
Not very ethical	29%	24%	38%	31%	35%	25%	30%	28%	27%	30%	29%	28%	30%	32%	26%	26%	28%	34%	34%	30%	26%	26%	23%
Not ethical at all	7%	6%	8%	6%	9%	6%	9%	6%	7%	7%	9%	6%	9%	6%	8%	8%	6%	7%	8%	7%	7%	7%	7%
Don't know	35%	31%	35%	32%	33%	35%	27%	43%	34%	38%	33%	33%	31%	32%	36%	39%	38%	38%	28%	34%	39%	40%	46%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Oil and gas extraction

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	1%	2%	1%	-	1%	1%	2%	1%	2%	1%	2%	0%	3%	1%	0%	1%	1%	1%	2%	2%	1%	-	1%
Fairly ethical	14%	21%	7%	13%	10%	19%	17%	11%	14%	10%	15%	18%	14%	14%	13%	12%	18%	9%	12%	13%	15%	16%	15%
Not very ethical	28%	32%	28%	33%	28%	29%	28%	28%	27%	28%	29%	29%	24%	30%	34%	28%	22%	22%	31%	33%	28%	21%	18%
Not ethical at all	33%	21%	48%	38%	44%	23%	35%	31%	33%	37%	32%	26%	41%	33%	30%	31%	28%	38%	39%	32%	27%	31%	31%
Don't know	24%	24%	17%	15%	18%	27%	18%	29%	23%	23%	22%	27%	17%	22%	23%	28%	31%	31%	15%	20%	30%	32%	36%

Power generation

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	2%	2%	2%	4%	2%	2%	3%	1%	2%	2%	2%	1%	4%	1%	1%	2%	1%	1%	2%	2%	2%	-	2%
Fairly ethical	22%	28%	15%	21%	19%	25%	27%	16%	23%	18%	24%	24%	22%	24%	22%	19%	23%	16%	24%	22%	20%	21%	20%
Not very ethical	33%	32%	39%	38%	38%	31%	33%	32%	27%	33%	33%	34%	28%	35%	33%	32%	28%	35%	36%	36%	34%	25%	22%
Not ethical at all	14%	12%	19%	13%	17%	12%	15%	13%	13%	16%	14%	12%	18%	13%	18%	13%	12%	13%	17%	15%	10%	17%	12%
Don't know	30%	26%	26%	24%	24%	30%	21%	37%	34%	30%	27%	29%	28%	27%	26%	33%	36%	36%	21%	26%	34%	38%	45%

Software development

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	4%	4%	2%	4%	3%	2%	5%	2%	10%	4%	2%	2%	7%	4%	2%	3%	4%	5%	3%	5%	4%	2%	2%
Fairly ethical	31%	35%	28%	36%	32%	32%	34%	28%	32%	33%	27%	31%	36%	34%	28%	27%	28%	28%	35%	32%	26%	30%	24%
Not very ethical	18%	16%	21%	23%	21%	17%	20%	17%	15%	19%	20%	16%	19%	19%	14%	21%	17%	16%	20%	22%	16%	13%	14%
Not ethical at all	6%	5%	8%	4%	7%	6%	6%	5%	4%	5%	8%	5%	8%	4%	8%	5%	7%	5%	8%	4%	6%	6%	5%
Don't know	42%	41%	41%	34%	38%	44%	35%	48%	39%	39%	43%	46%	31%	40%	48%	44%	44%	46%	34%	37%	48%	49%	55%

Arts and creative industries

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	11%	10%	13%	12%	13%	8%	12%	9%	12%	13%	9%	8%	16%	10%	9%	11%	6%	7%	12%	12%	9%	6%	13%
Fairly ethical	43%	42%	49%	50%	47%	43%	42%	44%	42%	42%	44%	45%	43%	45%	47%	40%	41%	39%	48%	49%	39%	40%	27%
Not very ethical	8%	7%	9%	8%	9%	6%	10%	6%	12%	9%	7%	7%	11%	8%	7%	7%	7%	11%	10%	8%	8%	7%	6%
Not ethical at all	4%	4%	3%	3%	3%	4%	5%	2%	3%	4%	5%	2%	6%	2%	4%	4%	4%	2%	3%	3%	5%	3%	4%
Don't know	35%	37%	25%	26%	28%	38%	30%	39%	31%	33%	35%	38%	24%	34%	34%	38%	42%	40%	27%	29%	39%	44%	50%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Building and construction

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	2%	2%	1%	-	1%	2%	2%	2%	5%	2%	2%	1%	3%	1%	2%	2%	2%	3%	2%	3%	2%	0%	1%
Fairly ethical	27%	32%	23%	25%	23%	30%	29%	24%	32%	24%	26%	30%	29%	30%	29%	23%	21%	19%	28%	27%	27%	23%	25%
Not very ethical	30%	31%	34%	35%	37%	28%	32%	28%	20%	31%	30%	33%	32%	31%	27%	29%	28%	39%	37%	32%	24%	26%	24%
Not ethical at all	12%	10%	14%	12%	13%	12%	14%	10%	8%	12%	13%	11%	13%	10%	13%	12%	7%	13%	9%	13%	13%	11%	
Don't know	30%	25%	28%	28%	26%	29%	23%	36%	35%	31%	29%	26%	23%	28%	29%	33%	37%	32%	20%	29%	34%	38%	40%

Manufacturing

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	3%	2%	3%	3%	1%	2%	3%	2%	5%	3%	2%	1%	6%	2%	2%	1%	3%	3%	3%	3%	3%	0%	1%
Fairly ethical	24%	33%	19%	19%	21%	30%	30%	19%	22%	23%	21%	32%	24%	25%	28%	24%	23%	15%	28%	23%	23%	23%	25%
Not very ethical	32%	29%	37%	40%	40%	27%	32%	31%	27%	32%	34%	30%	31%	36%	29%	28%	30%	37%	35%	36%	28%	26%	23%
Not ethical at all	8%	7%	9%	5%	9%	7%	8%	8%	8%	8%	9%	5%	9%	6%	7%	9%	7%	12%	8%	6%	9%	10%	7%
Don't know	34%	29%	32%	33%	29%	34%	27%	40%	38%	34%	34%	32%	30%	32%	33%	37%	34%	26%	32%	38%	40%	44%	

Financial services

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	3%	3%	2%	2%	2%	3%	4%	2%	5%	3%	2%	3%	4%	3%	4%	3%	2%	3%	3%	4%	3%	1%	2%
Fairly ethical	21%	27%	16%	20%	18%	25%	20%	22%	25%	19%	18%	26%	28%	21%	23%	19%	18%	18%	22%	21%	19%	22%	24%
Not very ethical	24%	22%	25%	36%	27%	23%	26%	22%	22%	26%	22%	22%	21%	26%	21%	22%	24%	29%	28%	26%	20%	22%	14%
Not ethical at all	22%	19%	30%	21%	28%	20%	26%	18%	12%	24%	26%	18%	26%	22%	22%	20%	22%	21%	27%	21%	20%	18%	18%
Don't know	30%	28%	27%	20%	24%	30%	24%	36%	36%	28%	31%	31%	22%	28%	30%	36%	35%	30%	19%	28%	38%	38%	43%

Retailing

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	2%	3%	1%	-	1%	1%	2%	2%	5%	2%	1%	1%	3%	2%	1%	2%	2%	1%	1%	3%	1%	2%	4%
Fairly ethical	30%	35%	28%	36%	29%	33%	32%	28%	27%	27%	28%	38%	31%	32%	28%	27%	33%	24%	33%	29%	28%	24%	33%
Not very ethical	30%	29%	36%	30%	35%	28%	31%	30%	27%	31%	32%	29%	27%	34%	30%	28%	26%	33%	36%	32%	27%	31%	18%
Not ethical at all	11%	9%	13%	13%	13%	11%	12%	10%	10%	12%	14%	6%	15%	9%	13%	10%	9%	15%	12%	11%	12%	9%	8%
Don't know	27%	24%	21%	21%	22%	28%	23%	31%	31%	29%	25%	25%	23%	24%	27%	33%	30%	26%	18%	26%	31%	35%	38%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Transport

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	3%	3%	2%	6%	2%	2%	4%	2%	5%	2%	3%	2%	5%	2%	1%	2%	5%	3%	3%	3%	2%	2%	1%
Fairly ethical	28%	32%	28%	23%	26%	30%	31%	25%	34%	29%	23%	30%	35%	28%	29%	24%	34%	23%	31%	32%	21%	26%	28%
Not very ethical	28%	27%	32%	38%	35%	24%	28%	27%	18%	26%	30%	31%	25%	33%	23%	28%	14%	32%	32%	28%	29%	23%	18%
Not ethical at all	10%	10%	11%	10%	11%	12%	11%	9%	7%	10%	14%	8%	9%	9%	14%	10%	9%	11%	9%	9%	13%	13%	8%
Don't know	31%	29%	27%	24%	27%	31%	25%	37%	35%	33%	29%	29%	27%	27%	32%	36%	38%	30%	24%	28%	35%	36%	46%

Tourism

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	4%	5%	4%	4%	4%	3%	6%	3%	8%	4%	4%	2%	8%	3%	5%	4%	5%	1%	5%	6%	2%	3%	3%
Fairly ethical	33%	38%	32%	34%	34%	35%	36%	30%	28%	33%	32%	36%	33%	35%	32%	31%	35%	30%	36%	33%	32%	34%	25%
Not very ethical	22%	19%	28%	24%	26%	20%	22%	22%	20%	22%	22%	21%	24%	24%	21%	20%	14%	26%	26%	24%	19%	18%	15%
Not ethical at all	7%	5%	7%	8%	7%	7%	8%	5%	6%	6%	9%	5%	8%	6%	9%	7%	4%	7%	7%	5%	9%	6%	7%
Don't know	35%	33%	29%	30%	30%	35%	29%	40%	38%	34%	33%	35%	27%	33%	34%	38%	41%	36%	27%	33%	37%	39%	50%

Agriculture

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	7%	11%	4%	8%	6%	7%	8%	6%	13%	7%	6%	6%	11%	8%	7%	5%	5%	4%	9%	7%	7%	4%	8%
Fairly ethical	37%	44%	34%	41%	37%	41%	38%	36%	30%	34%	37%	44%	31%	42%	35%	34%	40%	34%	41%	37%	38%	29%	32%
Not very ethical	17%	14%	23%	19%	21%	15%	18%	16%	14%	16%	20%	19%	19%	16%	18%	16%	16%	24%	19%	19%	14%	17%	13%
Not ethical at all	8%	5%	10%	7%	9%	8%	10%	6%	5%	9%	9%	5%	11%	6%	8%	9%	4%	11%	8%	8%	8%	9%	5%
Don't know	31%	26%	29%	26%	27%	29%	26%	36%	37%	34%	28%	25%	28%	27%	31%	36%	36%	26%	23%	28%	33%	41%	42%

Recreation and leisure industries

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	3%	3%	3%	2%	2%	2%	4%	2%	8%	3%	2%	2%	5%	2%	3%	3%	2%	1%	3%	5%	1%	-	3%
Fairly ethical	37%	43%	36%	43%	39%	39%	42%	33%	36%	38%	32%	42%	34%	40%	39%	34%	38%	32%	40%	38%	40%	33%	29%
Not very ethical	18%	16%	22%	18%	21%	17%	17%	18%	14%	16%	22%	17%	20%	18%	20%	15%	14%	23%	20%	19%	14%	17%	15%
Not ethical at all	5%	6%	4%	4%	5%	6%	6%	4%	4%	5%	6%	5%	7%	5%	5%	4%	5%	6%	4%	6%	5%	5%	5%
Don't know	37%	32%	35%	33%	33%	36%	31%	43%	38%	37%	38%	34%	34%	35%	33%	42%	42%	39%	31%	34%	39%	45%	49%

Fieldwork Dates: 2nd - 4th December 2023

Sample size: 1741 GB Adults



Total	Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

Legal services

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	4%	3%	4%	7%	4%	2%	6%	2%	9%	5%	2%	3%	7%	4%	4%	4%	3%	1%	4%	5%	5%	0%	4%
Fairly ethical	27%	30%	27%	31%	30%	26%	26%	28%	25%	28%	24%	30%	34%	29%	27%	23%	21%	24%	32%	26%	24%	25%	25%
Not very ethical	19%	20%	20%	18%	19%	22%	23%	16%	19%	19%	21%	18%	17%	18%	17%	21%	19%	28%	20%	21%	16%	22%	13%
Not ethical at all	11%	12%	13%	8%	13%	12%	13%	10%	7%	10%	16%	11%	9%	12%	13%	11%	11%	9%	13%	11%	12%	8%	10%
Don't know	38%	35%	37%	35%	35%	38%	32%	44%	40%	38%	37%	39%	32%	36%	38%	42%	46%	38%	30%	36%	43%	45%	49%

Telecommunications

Unweighted base	1741	589	445	154	742	586	804	937	151	711	424	455	207	593	289	420	148	84	544	530	286	202	179
Base	1741	608	440	159	646	689	846	895	190	726	420	406	209	585	289	420	150	89	487	505	366	209	174
Very ethical	3%	3%	2%	2%	2%	2%	4%	1%	9%	3%	2%	1%	5%	2%	2%	3%	2%	3%	3%	4%	3%	1%	3%
Fairly ethical	24%	28%	22%	24%	24%	26%	27%	21%	21%	24%	20%	29%	29%	26%	24%	20%	23%	20%	27%	23%	24%	23%	21%
Not very ethical	23%	21%	25%	27%	26%	22%	24%	21%	19%	21%	26%	24%	21%	23%	23%	21%	24%	27%	27%	27%	18%	20%	12%
Not ethical at all	10%	10%	11%	7%	11%	10%	12%	7%	5%	12%	9%	8%	7%	9%	11%	11%	10%	7%	11%	10%	9%	8%	8%
Don't know	41%	38%	40%	39%	38%	40%	33%	49%	46%	40%	43%	38%	37%	40%	40%	45%	40%	44%	33%	37%	46%	49%	56%

Cell Contents (Column Percentages)