

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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 approve or disapprove of the Government's record to date?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Approve	15%	28%	4%	6%	11%	17%	17%	13%	15%	13%	12%	19%	15%	18%	16%	13%	9%	8%	18%	13%	14%	14%	12%
Disapprove	69%	53%	90%	77%	78%	66%	71%	66%	58%	69%	74%	68%	68%	65%	66%	73%	77%	70%	70%	70%	67%	65%	70%
Don't know	17%	19%	6%	17%	11%	16%	12%	21%	27%	18%	13%	13%	17%	18%	18%	15%	14%	22%	13%	17%	19%	20%	18%

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**

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
0 - Would never consider voting for them	42%	13%	70%	49%	55%	30%	41%	42%	36%	45%	46%	34%	39%	38%	37%	44%	58%	45%	39%	42%	39%	47%	46%
1	6%	2%	9%	7%	6%	5%	5%	6%	7%	6%	4%	6%	8%	5%	7%	5%	5%	4%	5%	6%	7%	5%	6%
2	6%	6%	5%	13%	7%	6%	7%	5%	7%	6%	7%	5%	5%	5%	7%	7%	5%	7%	8%	5%	7%	5%	3%
3	5%	4%	5%	7%	5%	5%	6%	4%	5%	5%	5%	4%	5%	5%	5%	5%	4%	4%	5%	6%	4%	6%	5%
4	3%	3%	1%	4%	3%	3%	3%	3%	2%	3%	3%	2%	3%	3%	1%	3%	2%	2%	2%	5%	2%	2%	1%
5	10%	15%	4%	8%	6%	14%	11%	10%	10%	11%	11%	9%	12%	10%	14%	9%	6%	15%	11%	8%	14%	12%	8%
6	4%	8%	1%	3%	3%	6%	4%	4%	5%	3%	5%	6%	4%	5%	4%	5%	4%	3%	5%	3%	4%	4%	4%
7	5%	12%	1%	1%	4%	7%	5%	5%	3%	4%	6%	8%	3%	6%	7%	5%	3%	5%	6%	5%	4%	4%	6%
8	5%	12%	0%	2%	3%	8%	4%	6%	1%	3%	5%	8%	5%	7%	4%	4%	1%	4%	4%	6%	5%	3%	2%
9	2%	6%	0%	3%	1%	4%	3%	2%	2%	2%	2%	4%	2%	3%	3%	3%	1%	2%	4%	2%	3%	2%	2%
10 - Would definitely consider voting for them	7%	16%	1%	-	5%	10%	7%	6%	3%	6%	6%	11%	7%	9%	7%	5%	4%	3%	8%	6%	7%	4%	7%
prefer not to answer	5%	2%	3%	3%	2%	3%	5%	6%	19%	6%	1%	2%	7%	4%	5%	6%	7%	6%	3%	6%	5%	7%	9%

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**Labour**

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
0 - Would never consider voting for them		24%	41%	2%	7%	11%	38%	24%	23%	13%	17%	29%	35%	16%	27%	29%	22%	22%	18%	22%	23%	29%	20%	26%
1		4%	7%	2%	2%	3%	6%	4%	4%	2%	3%	5%	6%	5%	4%	4%	3%	3%	3%	4%	3%	6%	3%	7%
2		5%	8%	2%	5%	3%	6%	5%	5%	5%	3%	4%	8%	2%	6%	4%	3%	6%	7%	3%	6%	4%	7%	5%
3		6%	9%	3%	6%	6%	7%	7%	6%	6%	6%	6%	7%	4%	7%	8%	5%	9%	9%	7%	6%	5%	6%	7%
4		5%	4%	3%	8%	3%	5%	5%	5%	5%	4%	5%	5%	4%	5%	5%	6%	3%	2%	5%	4%	4%	7%	5%
5		12%	10%	8%	14%	11%	11%	10%	13%	12%	13%	12%	8%	13%	11%	11%	9%	12%	23%	10%	12%	13%	14%	9%
6		6%	4%	6%	8%	7%	4%	6%	6%	6%	8%	5%	4%	6%	5%	4%	7%	8%	6%	6%	7%	6%	4%	4%
7		7%	4%	11%	9%	9%	5%	7%	7%	8%	8%	7%	4%	9%	7%	6%	8%	7%	3%	10%	6%	5%	5%	7%
8		9%	6%	15%	16%	12%	6%	9%	9%	13%	9%	10%	7%	14%	9%	7%	9%	9%	4%	9%	10%	8%	11%	9%
9		4%	2%	8%	3%	5%	2%	4%	3%	6%	5%	3%	2%	3%	3%	5%	5%	3%	3%	6%	3%	2%	5%	1%
10 - Would definitely consider voting for them		14%	3%	38%	18%	26%	7%	14%	13%	7%	17%	13%	12%	16%	13%	11%	17%	10%	16%	16%	14%	13%	12%	10%
prefer not to answer		5%	2%	3%	3%	2%	3%	5%	6%	19%	6%	1%	2%	7%	4%	5%	6%	7%	6%	3%	6%	5%	7%	9%

**Liberal Democrats**

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
0 - Would never consider voting for them		29%	42%	18%	3%	17%	42%	34%	25%	23%	25%	34%	35%	24%	30%	32%	27%	33%	37%	26%	29%	34%	28%	32%
1		4%	4%	4%	1%	4%	4%	5%	4%	4%	3%	5%	5%	5%	4%	4%	4%	3%	6%	4%	4%	5%	3%	3%
2		6%	8%	7%	2%	6%	7%	6%	7%	4%	5%	7%	9%	2%	6%	7%	7%	7%	9%	5%	7%	7%	5%	5%
3		7%	9%	8%	6%	7%	7%	8%	6%	4%	7%	8%	7%	7%	7%	7%	8%	7%	3%	10%	5%	4%	9%	5%
4		7%	8%	8%	4%	7%	8%	6%	8%	4%	8%	7%	7%	9%	6%	8%	6%	9%	6%	6%	7%	7%	8%	10%
5		16%	14%	19%	16%	16%	15%	14%	19%	19%	19%	14%	13%	21%	16%	16%	16%	13%	15%	14%	17%	17%	18%	13%
6		7%	5%	11%	10%	10%	4%	7%	7%	8%	7%	6%	8%	6%	6%	7%	9%	8%	4%	9%	8%	5%	4%	6%
7		8%	4%	13%	19%	12%	5%	8%	8%	7%	9%	8%	6%	10%	8%	7%	7%	8%	7%	9%	9%	5%	7%	8%
8		4%	3%	5%	13%	7%	2%	5%	4%	4%	5%	5%	4%	6%	6%	3%	4%	1%	5%	4%	4%	5%	4%	6%
9		1%	1%	1%	7%	2%	0%	1%	2%	3%	1%	1%	2%	1%	2%	1%	2%	0%	-	2%	1%	1%	1%	1%
10 - Would definitely consider voting for them		4%	2%	5%	16%	7%	3%	3%	5%	2%	5%	4%	3%	4%	5%	3%	4%	2%	3%	6%	3%	4%	4%	3%
prefer not to answer		5%	2%	3%	3%	2%	3%	5%	6%	19%	6%	1%	2%	7%	4%	5%	6%	7%	6%	3%	6%	5%	7%	9%

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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.

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Health	44%	37%	53%	59%	55%	38%	37%	51%	36%	43%	47%	46%	40%	45%	44%	42%	51%	47%	48%	45%	38%	43%	47%
Immigration & Asylum	42%	68%	22%	18%	23%	68%	41%	42%	20%	29%	53%	61%	37%	43%	49%	43%	25%	42%	37%	39%	51%	39%	49%
Crime	22%	30%	15%	15%	14%	32%	20%	24%	14%	20%	26%	26%	29%	20%	26%	25%	8%	19%	20%	19%	27%	23%	30%
The economy	49%	48%	54%	56%	54%	44%	52%	46%	50%	55%	48%	39%	52%	47%	48%	48%	54%	50%	55%	47%	49%	45%	39%
Tax	11%	10%	11%	9%	9%	9%	13%	10%	20%	14%	5%	8%	11%	11%	7%	13%	12%	14%	9%	13%	13%	10%	5%
Pensions	7%	9%	5%	4%	5%	11%	7%	6%	2%	3%	7%	14%	4%	6%	8%	7%	6%	6%	5%	7%	6%	6%	15%
Education	12%	9%	17%	19%	16%	7%	10%	15%	16%	16%	9%	6%	14%	14%	8%	12%	17%	9%	16%	10%	11%	12%	10%
Family life & childcare	6%	6%	6%	11%	7%	5%	5%	7%	5%	10%	3%	2%	4%	8%	5%	5%	5%	10%	6%	6%	5%	10%	5%
Housing	23%	13%	29%	25%	26%	15%	20%	26%	30%	27%	19%	17%	30%	23%	20%	20%	31%	20%	20%	26%	22%	22%	27%
The environment	20%	12%	29%	32%	31%	10%	22%	18%	22%	23%	18%	15%	22%	20%	17%	20%	20%	23%	24%	23%	15%	20%	6%
Britain leaving the EU	14%	7%	22%	17%	23%	7%	16%	12%	10%	13%	15%	15%	12%	12%	13%	16%	17%	17%	17%	14%	14%	10%	11%
Transport	3%	2%	3%	7%	4%	1%	4%	2%	8%	3%	2%	2%	4%	4%	3%	3%	4%	-	3%	4%	3%	3%	1%
Welfare benefits	10%	11%	10%	6%	8%	12%	9%	11%	7%	10%	12%	8%	5%	11%	10%	11%	7%	13%	6%	9%	12%	12%	14%
Defence and security	16%	26%	8%	14%	12%	25%	20%	13%	4%	9%	21%	29%	12%	17%	20%	13%	18%	11%	17%	16%	16%	13%	21%
None of these	0%	0%	0%	-	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	-	-	1%	0%	0%	1%
Don't know	3%	1%	1%	1%	1%	1%	3%	2%	11%	2%	1%	1%	3%	2%	2%	3%	2%	3%	2%	2%	2%	4%	4%

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

National Health Service

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	2%	3%	1%	-	2%	1%	3%	1%	5%	3%	1%	1%	6%	2%	1%	3%	2%	4%	4%	1%	1%	4%	2%
Fairly well	13%	21%	4%	7%	8%	15%	15%	11%	20%	10%	10%	17%	15%	13%	15%	12%	7%	4%	13%	12%	12%	15%	8%
Fairly badly	24%	36%	12%	26%	20%	31%	25%	24%	21%	22%	27%	27%	19%	26%	28%	23%	21%	26%	22%	25%	30%	20%	28%
Very badly	57%	37%	81%	66%	69%	49%	54%	59%	46%	60%	60%	52%	55%	55%	54%	59%	63%	65%	58%	58%	54%	58%	54%
Don't know	4%	3%	2%	1%	2%	3%	3%	5%	8%	4%	2%	3%	5%	4%	3%	4%	6%	2%	3%	5%	3%	2%	8%

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**Immigration**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	1%	1%	0%	-	1%	0%	2%	1%	3%	1%	0%	0%	2%	1%	1%	1%	0%	1%	1%	0%	1%	3%	1%
Fairly well	7%	10%	3%	6%	6%	6%	7%	7%	10%	8%	5%	5%	13%	7%	5%	7%	2%	6%	9%	6%	6%	8%	4%
Fairly badly	24%	26%	18%	31%	24%	21%	23%	24%	30%	24%	20%	25%	20%	22%	26%	24%	25%	27%	24%	26%	22%	26%	16%
Very badly	62%	60%	75%	57%	64%	70%	64%	60%	44%	59%	70%	67%	59%	62%	64%	61%	61%	63%	61%	62%	64%	56%	69%
Don't know	7%	3%	4%	6%	5%	3%	5%	8%	13%	8%	4%	3%	6%	7%	4%	7%	11%	4%	5%	6%	9%	8%	9%

**Crime**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	2%	3%	-	1%	1%	1%	3%	1%	7%	2%	0%	1%	5%	2%	1%	1%	2%	2%	2%	2%	1%	4%	-
Fairly well	16%	22%	6%	14%	14%	17%	15%	16%	18%	15%	15%	16%	13%	18%	17%	14%	13%	16%	17%	14%	17%	14%	14%
Fairly badly	37%	40%	38%	42%	37%	39%	38%	36%	32%	35%	37%	42%	30%	37%	39%	39%	31%	40%	38%	38%	33%	39%	33%
Very badly	36%	28%	48%	31%	40%	36%	37%	35%	25%	38%	40%	33%	42%	33%	35%	36%	41%	34%	33%	36%	38%	36%	37%
Don't know	10%	7%	8%	12%	9%	7%	7%	13%	18%	10%	8%	8%	10%	11%	7%	9%	13%	9%	9%	10%	11%	7%	15%

**Education**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	3%	4%	0%	1%	3%	2%	5%	2%	10%	4%	1%	1%	9%	2%	2%	3%	3%	1%	3%	3%	2%	6%	2%
Fairly well	24%	37%	12%	14%	17%	30%	25%	23%	25%	21%	21%	32%	24%	27%	23%	24%	12%	29%	26%	19%	28%	26%	20%
Fairly badly	32%	34%	31%	39%	33%	34%	33%	31%	29%	28%	36%	35%	29%	30%	39%	29%	37%	29%	32%	33%	31%	28%	30%
Very badly	28%	13%	47%	36%	40%	21%	26%	30%	20%	35%	30%	18%	27%	28%	25%	30%	34%	28%	30%	29%	25%	29%	24%
Don't know	13%	12%	10%	10%	8%	14%	11%	15%	16%	12%	12%	14%	11%	13%	12%	15%	14%	13%	8%	16%	14%	10%	24%

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**Taxation**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	2%	4%	1%	0%	2%	2%	2%	2%	3%	3%	1%	1%	5%	1%	1%	2%	1%	2%	3%	1%	1%	4%	2%
Fairly well	20%	36%	6%	20%	17%	26%	21%	19%	13%	16%	25%	26%	17%	23%	25%	20%	11%	11%	21%	19%	23%	17%	21%
Fairly badly	34%	33%	36%	40%	36%	33%	34%	34%	35%	33%	31%	38%	29%	36%	35%	31%	36%	32%	37%	35%	35%	28%	25%
Very badly	33%	19%	47%	30%	37%	30%	35%	31%	29%	38%	34%	25%	35%	29%	29%	35%	39%	46%	31%	34%	32%	38%	31%
Don't know	11%	9%	10%	9%	8%	10%	8%	14%	21%	11%	9%	10%	13%	11%	9%	12%	13%	10%	8%	12%	9%	14%	21%

**Unemployment**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	3%	6%	0%	-	3%	3%	3%	2%	3%	3%	3%	3%	4%	3%	1%	3%	1%	3%	5%	2%	1%	4%	1%
Fairly well	27%	43%	15%	30%	24%	35%	32%	23%	17%	25%	32%	32%	24%	33%	30%	27%	17%	14%	33%	27%	28%	18%	25%
Fairly badly	31%	26%	37%	33%	32%	28%	31%	30%	37%	29%	31%	30%	32%	28%	36%	29%	32%	29%	30%	29%	33%	35%	26%
Very badly	24%	11%	36%	22%	29%	19%	22%	26%	26%	28%	22%	17%	23%	21%	20%	26%	30%	37%	20%	26%	23%	28%	27%
Don't know	16%	15%	11%	14%	13%	16%	12%	18%	17%	16%	12%	19%	17%	16%	13%	14%	21%	17%	13%	17%	16%	15%	21%

**Inflation**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	4%	9%	2%	1%	3%	6%	5%	4%	4%	3%	5%	5%	8%	5%	3%	3%	2%	3%	7%	3%	3%	5%	3%
Fairly well	25%	45%	11%	23%	21%	35%	29%	22%	15%	17%	30%	40%	25%	29%	30%	24%	16%	16%	29%	25%	27%	16%	28%
Fairly badly	29%	25%	33%	36%	32%	25%	29%	28%	32%	30%	26%	28%	28%	29%	32%	25%	38%	24%	27%	30%	28%	32%	25%
Very badly	33%	16%	48%	30%	36%	28%	31%	34%	35%	41%	32%	18%	34%	27%	26%	40%	34%	50%	29%	32%	32%	41%	31%
Don't know	9%	6%	7%	9%	8%	6%	6%	12%	13%	9%	7%	8%	5%	10%	9%	9%	10%	7%	8%	10%	10%	6%	13%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Britain's exit from the EU**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	3%	7%	1%	-	2%	5%	4%	3%	2%	3%	3%	5%	3%	4%	3%	3%	2%	2%	3%	3%	3%	5%	4%
Fairly well	19%	35%	5%	12%	10%	29%	18%	20%	13%	16%	19%	27%	19%	23%	19%	17%	10%	16%	22%	16%	20%	18%	19%
Fairly badly	22%	26%	16%	20%	18%	24%	21%	22%	28%	20%	24%	20%	18%	20%	25%	24%	23%	19%	21%	22%	23%	24%	18%
Very badly	45%	24%	70%	63%	64%	31%	48%	42%	37%	51%	46%	38%	47%	42%	43%	44%	54%	56%	47%	47%	42%	43%	44%
Don't know	11%	9%	8%	5%	6%	10%	8%	13%	20%	10%	8%	11%	13%	10%	9%	11%	12%	8%	7%	11%	13%	10%	16%

**Defence**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	4%	6%	2%	2%	3%	3%	5%	3%	8%	5%	2%	2%	9%	3%	2%	4%	5%	3%	5%	3%	4%	7%	2%
Fairly well	29%	39%	21%	28%	29%	30%	31%	27%	30%	31%	26%	29%	27%	30%	34%	29%	19%	33%	33%	28%	30%	26%	24%
Fairly badly	27%	28%	29%	32%	29%	29%	31%	24%	20%	24%	31%	32%	31%	27%	33%	21%	31%	19%	29%	28%	24%	26%	27%
Very badly	19%	13%	25%	16%	19%	21%	19%	18%	13%	19%	22%	18%	16%	18%	16%	22%	21%	22%	17%	20%	17%	18%	26%
Don't know	21%	14%	23%	22%	20%	17%	13%	28%	29%	21%	18%	19%	17%	21%	15%	24%	24%	23%	16%	21%	24%	23%	21%

**The economy**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	4%	7%	2%	1%	3%	5%	5%	3%	5%	4%	3%	4%	9%	3%	3%	3%	3%	2%	5%	2%	3%	6%	5%
Fairly well	22%	43%	7%	16%	16%	31%	24%	21%	15%	16%	25%	34%	20%	25%	28%	21%	14%	18%	25%	22%	24%	15%	21%
Fairly badly	31%	30%	27%	41%	29%	32%	31%	31%	34%	31%	31%	31%	28%	32%	33%	30%	32%	27%	30%	32%	31%	35%	26%
Very badly	37%	17%	61%	37%	48%	27%	36%	38%	38%	43%	37%	25%	38%	34%	33%	40%	43%	46%	35%	38%	37%	38%	37%
Don't know	6%	4%	4%	5%	4%	4%	4%	7%	9%	6%	4%	5%	5%	6%	3%	7%	8%	8%	4%	6%	6%	6%	10%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Terrorism**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	8%	14%	3%	8%	6%	11%	11%	6%	9%	9%	7%	7%	15%	8%	8%	6%	6%	8%	9%	7%	8%	10%	6%
Fairly well	40%	48%	36%	46%	44%	41%	43%	38%	37%	36%	47%	44%	31%	45%	43%	39%	37%	37%	44%	41%	41%	39%	30%
Fairly badly	18%	16%	24%	18%	19%	18%	17%	18%	12%	20%	16%	19%	23%	16%	18%	16%	19%	20%	21%	17%	17%	14%	20%
Very badly	15%	9%	18%	11%	14%	16%	16%	15%	13%	16%	17%	11%	12%	11%	17%	19%	18%	19%	11%	14%	15%	19%	23%
Don't know	19%	13%	20%	17%	18%	14%	13%	24%	29%	19%	13%	19%	18%	20%	15%	20%	20%	16%	15%	21%	20%	19%	22%

**Transport**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	3%	4%	0%	1%	2%	2%	4%	2%	7%	3%	1%	1%	7%	2%	2%	2%	2%	1%	4%	2%	1%	4%	1%
Fairly well	21%	32%	11%	14%	14%	26%	22%	21%	26%	21%	20%	22%	24%	22%	22%	22%	15%	15%	23%	19%	23%	21%	22%
Fairly badly	32%	37%	32%	36%	34%	35%	31%	33%	22%	28%	34%	41%	28%	31%	35%	32%	32%	35%	33%	32%	32%	32%	30%
Very badly	31%	16%	47%	40%	40%	24%	33%	30%	29%	35%	34%	23%	31%	31%	31%	30%	35%	39%	32%	33%	30%	33%	26%
Don't know	13%	11%	10%	9%	9%	13%	10%	15%	16%	12%	11%	13%	10%	14%	9%	14%	17%	10%	8%	15%	14%	10%	21%

**Housing**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	2%	3%	1%	-	2%	1%	2%	1%	2%	2%	1%	1%	5%	2%	1%	1%	0%	4%	2%	1%	1%	4%	-
Fairly well	13%	25%	5%	6%	9%	17%	15%	12%	14%	11%	13%	16%	10%	14%	16%	15%	8%	6%	16%	12%	14%	11%	14%
Fairly badly	33%	38%	26%	38%	29%	38%	34%	33%	35%	33%	30%	36%	25%	38%	34%	31%	34%	29%	32%	31%	38%	35%	28%
Very badly	41%	21%	62%	48%	51%	33%	40%	41%	33%	43%	45%	35%	48%	36%	38%	42%	45%	43%	41%	43%	38%	39%	43%
Don't know	11%	14%	6%	8%	8%	11%	10%	13%	16%	11%	11%	11%	12%	10%	11%	12%	12%	18%	9%	14%	10%	11%	15%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Environment**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	3%	5%	0%	1%	2%	2%	4%	1%	6%	3%	2%	2%	6%	3%	1%	2%	3%	2%	3%	2%	2%	3%	4%
Fairly well	25%	42%	10%	17%	17%	36%	27%	24%	24%	22%	28%	30%	23%	26%	29%	28%	16%	17%	27%	21%	30%	27%	21%
Fairly badly	30%	30%	32%	35%	32%	29%	29%	31%	28%	30%	31%	31%	33%	32%	31%	27%	27%	29%	30%	29%	31%	33%	26%
Very badly	29%	10%	50%	40%	42%	19%	29%	29%	27%	33%	28%	23%	29%	26%	29%	30%	38%	31%	30%	32%	24%	27%	30%
Don't know	13%	13%	8%	7%	7%	14%	10%	15%	15%	12%	11%	14%	9%	13%	10%	13%	16%	20%	9%	15%	12%	10%	18%

**Welfare benefits**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very well	2%	4%	1%	1%	2%	2%	2%	2%	3%	2%	1%	2%	3%	2%	1%	2%	1%	-	2%	1%	1%	5%	1%
Fairly well	18%	29%	8%	14%	14%	22%	19%	17%	15%	16%	18%	23%	18%	18%	20%	17%	13%	16%	22%	16%	16%	16%	18%
Fairly badly	29%	31%	27%	29%	26%	31%	28%	30%	32%	25%	30%	33%	27%	31%	31%	27%	27%	25%	26%	30%	29%	32%	28%
Very badly	37%	23%	55%	42%	46%	32%	37%	37%	30%	43%	41%	26%	35%	34%	36%	41%	41%	45%	37%	39%	34%	38%	39%
Don't know	14%	13%	10%	14%	12%	13%	13%	15%	21%	13%	10%	17%	16%	14%	12%	13%	19%	14%	13%	14%	19%	10%	14%

**How good or bad would you say the NHS services in your LOCAL area are?**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very good	8%	11%	4%	5%	7%	8%	7%	8%	8%	6%	6%	12%	9%	7%	7%	8%	8%	6%	6%	8%	8%	8%	9%
Fairly good	42%	47%	39%	44%	42%	43%	41%	42%	36%	40%	41%	48%	43%	43%	42%	40%	38%	34%	45%	40%	40%	44%	35%
Fairly bad	30%	27%	34%	32%	34%	29%	31%	29%	26%	31%	34%	26%	21%	31%	29%	30%	37%	34%	31%	30%	31%	25%	32%
Very bad	15%	12%	17%	14%	12%	17%	13%	16%	11%	16%	16%	12%	16%	13%	17%	15%	11%	20%	13%	15%	15%	14%	18%
Don't know	6%	3%	5%	6%	4%	3%	8%	5%	20%	7%	4%	2%	11%	5%	5%	7%	6%	6%	4%	7%	7%	9%	6%



Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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 how good or bad would you say the NHS services **NATIONALLY** are?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very good	3%	3%	2%	-	3%	1%	3%	2%	4%	4%	1%	1%	5%	2%	3%	3%	1%	2%	3%	2%	3%	4%	2%
Fairly good	21%	26%	16%	18%	19%	19%	23%	18%	28%	21%	16%	22%	25%	20%	24%	19%	17%	14%	21%	19%	22%	22%	19%
Fairly bad	40%	39%	38%	47%	42%	41%	40%	39%	35%	36%	46%	41%	33%	42%	33%	41%	45%	46%	38%	44%	36%	39%	40%
Very bad	29%	23%	39%	30%	31%	30%	24%	33%	16%	31%	31%	28%	27%	26%	30%	30%	29%	34%	30%	26%	33%	23%	32%
Don't know	9%	9%	5%	5%	5%	8%	10%	8%	17%	8%	7%	8%	10%	10%	9%	8%	8%	4%	7%	10%	7%	11%	8%

Do you expect the NHS to get better, worse or stay the same over the next few years?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Get much better	3%	3%	2%	3%	4%	2%	3%	3%	4%	4%	2%	3%	5%	2%	4%	3%	3%	1%	3%	2%	3%	4%	3%
Get a little better	16%	15%	16%	17%	15%	14%	20%	11%	24%	12%	13%	21%	25%	14%	18%	14%	14%	8%	17%	13%	16%	15%	17%
Stay the same	22%	27%	16%	20%	20%	24%	25%	19%	16%	20%	24%	24%	18%	25%	22%	20%	18%	19%	21%	20%	24%	26%	16%
Get a little worse	30%	33%	25%	35%	31%	32%	28%	32%	29%	31%	30%	28%	26%	29%	31%	31%	33%	30%	31%	32%	29%	26%	27%
Get much worse	22%	16%	31%	18%	22%	23%	17%	26%	17%	23%	25%	18%	18%	22%	17%	25%	20%	33%	22%	24%	20%	18%	24%
Don't know	8%	5%	10%	7%	9%	5%	7%	9%	11%	9%	6%	7%	8%	8%	7%	7%	13%	9%	4%	9%	8%	11%	13%

Thinking about how the NHS compares to the healthcare systems of other European countries, do you think...?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
The NHS provides better quality healthcare than in other European countries	20%	23%	18%	11%	17%	21%	19%	21%	23%	22%	20%	14%	15%	20%	20%	23%	16%	22%	18%	19%	20%	29%	16%
The NHS provides about the same quality of healthcare as in other European countries	24%	25%	24%	25%	25%	23%	26%	22%	25%	25%	22%	23%	29%	25%	26%	22%	18%	18%	26%	25%	23%	22%	23%
The NHS provides worse quality healthcare than in other European countries	31%	31%	33%	34%	34%	33%	31%	31%	25%	28%	34%	37%	29%	31%	28%	31%	38%	33%	37%	30%	29%	26%	29%
Don't know	25%	21%	24%	30%	24%	24%	24%	26%	27%	25%	23%	26%	27%	24%	26%	23%	27%	28%	20%	27%	27%	24%	32%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

Thinking about how NHS healthcare is FUNDED, which of the following best reflects your view?

	Unweighted base																						
	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base: All GB adults																						
	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Healthcare should be funded by general taxation from everyone	67%	66%	75%	69%	75%	66%	68%	66%	60%	67%	73%	66%	60%	68%	66%	68%	68%	75%	69%	68%	70%	65%	55%
Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages	13%	14%	9%	17%	12%	12%	13%	12%	15%	12%	10%	15%	19%	12%	13%	11%	11%	9%	15%	12%	11%	10%	14%
Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished	6%	5%	3%	4%	4%	6%	6%	5%	7%	6%	5%	6%	4%	7%	5%	5%	7%	4%	6%	5%	5%	7%	8%
None of these	5%	7%	3%	2%	3%	6%	5%	4%	3%	5%	5%	6%	2%	6%	4%	5%	4%	3%	5%	6%	5%	3%	2%
Don't know	10%	8%	9%	8%	6%	10%	8%	12%	15%	11%	7%	8%	14%	7%	11%	11%	10%	9%	5%	9%	10%	15%	21%

And thinking about how NHS healthcare is PROVIDED, which of the following best reflects your view?

	Unweighted base																						
	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base: All GB adults																						
	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
The NHS should provide all its own treatment, there should be no role for private providers in the NHS	31%	23%	41%	30%	34%	28%	34%	28%	33%	34%	31%	25%	32%	28%	26%	33%	42%	39%	29%	32%	32%	34%	28%
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices	57%	67%	52%	63%	59%	63%	54%	60%	42%	53%	60%	68%	58%	61%	59%	57%	45%	47%	62%	55%	58%	54%	54%
All NHS provision should be privatised, with the NHS paying private companies to provide treatment	2%	2%	1%	1%	2%	2%	3%	1%	4%	2%	0%	3%	1%	3%	1%	2%	4%	1%	3%	2%	2%	0%	3%
None of these	2%	2%	1%	-	1%	2%	2%	1%	3%	2%	2%	1%	1%	1%	3%	2%	1%	-	1%	3%	2%	1%	2%
Don't know	8%	6%	5%	6%	4%	6%	6%	9%	19%	8%	6%	3%	9%	7%	10%	6%	9%	13%	5%	8%	7%	10%	14%

Which of the following best reflects your view?

	Unweighted base																						
	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base: All GB adults																						
	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas	38%	33%	45%	39%	42%	32%	42%	34%	49%	43%	35%	27%	46%	37%	34%	38%	41%	35%	44%	37%	32%	37%	39%
The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs	46%	54%	41%	43%	45%	54%	43%	48%	25%	41%	52%	58%	39%	48%	47%	47%	44%	44%	45%	45%	52%	44%	42%
Don't know	16%	13%	15%	18%	13%	14%	15%	17%	26%	16%	13%	16%	16%	15%	19%	15%	16%	21%	11%	19%	16%	19%	19%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

How good or bad would you say the education and schools in your LOCAL area are?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very good	7%	8%	6%	3%	7%	6%	7%	7%	10%	7%	6%	7%	12%	7%	6%	6%	4%	5%	8%	7%	7%	6%	5%
Fairly good	44%	49%	40%	54%	45%	46%	42%	46%	44%	42%	44%	48%	41%	47%	39%	44%	43%	47%	50%	41%	44%	43%	35%
Fairly bad	16%	12%	20%	16%	18%	15%	18%	15%	19%	18%	18%	9%	15%	14%	20%	16%	16%	18%	16%	15%	17%	17%	17%
Very bad	5%	4%	6%	3%	5%	5%	5%	6%	6%	8%	4%	2%	6%	5%	5%	6%	10%	3%	5%	5%	6%	6%	6%
Don't know	28%	26%	29%	24%	26%	29%	28%	27%	22%	26%	27%	35%	27%	27%	30%	27%	26%	28%	21%	33%	26%	28%	37%

And how good or bad would you say education and schools NATIONALLY are?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very good	3%	3%	1%	1%	3%	2%	4%	3%	9%	4%	1%	1%	7%	2%	3%	3%	1%	2%	4%	3%	2%	3%	3%
Fairly good	33%	40%	25%	35%	30%	34%	33%	32%	36%	31%	30%	36%	31%	35%	31%	31%	29%	32%	37%	28%	31%	37%	30%
Fairly bad	31%	27%	40%	36%	39%	28%	32%	31%	29%	31%	36%	27%	30%	29%	31%	34%	34%	29%	33%	33%	35%	24%	23%
Very bad	9%	7%	11%	5%	7%	9%	8%	9%	6%	11%	9%	6%	10%	8%	8%	9%	9%	10%	8%	8%	7%	9%	12%
Don't know	25%	23%	22%	23%	21%	26%	24%	26%	20%	23%	24%	30%	21%	25%	27%	23%	26%	28%	17%	29%	26%	26%	32%

Do you expect standard in schools to get better, worse or stay the same over the next few years?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base: All GB adults</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Get much better	3%	2%	2%	2%	3%	0%	4%	2%	9%	4%	0%	1%	8%	2%	3%	2%	3%	-	5%	3%	2%	3%	1%
Get a little better	12%	13%	12%	12%	14%	10%	13%	12%	14%	12%	9%	14%	18%	12%	13%	11%	7%	12%	14%	10%	12%	13%	10%
Stay the same	34%	38%	32%	35%	31%	39%	36%	33%	30%	32%	40%	35%	31%	33%	35%	37%	35%	31%	34%	33%	37%	37%	27%
Get a little worse	22%	20%	24%	28%	27%	19%	20%	23%	19%	23%	21%	22%	24%	23%	21%	20%	22%	19%	25%	22%	22%	17%	18%
Get much worse	11%	12%	14%	8%	8%	15%	10%	12%	8%	13%	13%	9%	5%	12%	13%	13%	13%	12%	11%	11%	13%	9%	13%
Don't know	18%	15%	17%	15%	17%	16%	16%	19%	21%	16%	17%	20%	15%	18%	16%	16%	20%	27%	12%	21%	14%	20%	30%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Thinking about how British schools compare to the education systems in other European countries, do you think...?**

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base: All GB adults	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
British schools provide better quality education than in other European countries	9%	11%	7%	5%	8%	7%	11%	8%	18%	11%	7%	4%	14%	9%	8%	9%	6%	11%	12%	7%	11%	10%	3%	
British schools provide about the same quality of education as in other European countries	27%	29%	24%	27%	27%	26%	28%	26%	31%	27%	28%	25%	28%	28%	25%	29%	27%	18%	34%	23%	24%	30%	24%	
British schools provide worse quality education than in other European countries	30%	27%	37%	33%	34%	33%	30%	30%	23%	32%	33%	28%	25%	31%	31%	31%	31%	33%	30%	31%	32%	27%	26%	
Don't know	33%	33%	32%	35%	31%	35%	31%	36%	28%	30%	33%	42%	33%	32%	36%	31%	37%	38%	24%	38%	34%	33%	46%	

**Thinking about the amount of freedom schools are given to govern themselves, and the amount of control local and central government have over them, do you think...**

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base: All GB adults	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	29%	28%	35%	31%	29%	29%	26%	31%	31%	29%	27%	28%	33%	27%	26%	32%	27%	27%	35%	27%	29%	25%	19%	
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	20%	25%	16%	13%	18%	26%	24%	16%	11%	20%	23%	22%	20%	21%	21%	21%	15%	18%	22%	19%	21%	20%	18%	
The current balance is about right	23%	24%	20%	27%	24%	20%	23%	22%	28%	20%	23%	24%	20%	25%	23%	21%	22%	23%	25%	22%	20%	22%	22%	
Don't know	29%	23%	30%	29%	28%	25%	27%	30%	30%	31%	26%	26%	26%	26%	28%	30%	27%	36%	31%	19%	31%	30%	34%	40%

**Generally speaking, do you think large businesses have a positive or negative impact on Britain?**

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
A positive impact	29%	43%	18%	25%	25%	37%	33%	26%	23%	26%	34%	33%	29%	31%	33%	29%	23%	11%	32%	27%	28%	28%	28%	
A negative impact	20%	11%	31%	20%	24%	15%	22%	17%	22%	22%	18%	15%	23%	18%	20%	18%	23%	23%	21%	20%	20%	17%	17%	
Both equally	39%	36%	38%	46%	42%	37%	37%	40%	32%	39%	37%	42%	34%	38%	35%	40%	41%	54%	38%	38%	40%	39%	41%	
Don't know	13%	10%	13%	10%	9%	11%	8%	17%	23%	12%	11%	10%	14%	12%	12%	13%	14%	12%	9%	14%	12%	16%	14%	

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

Thinking about how business is regulated in Britain today, do you think businesses face too much regulation, too little regulation, or is the balance about right?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Too much regulation	16%	25%	9%	10%	11%	24%	21%	12%	11%	14%	18%	22%	18%	15%	18%	15%	17%	20%	19%	13%	19%	14%	14%
Too little regulation	29%	17%	43%	32%	38%	21%	33%	26%	34%	33%	27%	22%	35%	30%	23%	28%	35%	26%	32%	30%	26%	29%	29%
The balance is about right	28%	36%	21%	34%	28%	31%	30%	26%	21%	27%	33%	28%	26%	29%	30%	31%	19%	26%	29%	29%	29%	29%	22%
Don't know	26%	22%	26%	25%	23%	24%	16%	36%	34%	26%	22%	28%	21%	25%	29%	27%	29%	28%	21%	28%	27%	28%	35%

And thinking about the taxes that most businesses in Britain pay, do you think businesses have to pay too much tax, do not pay enough tax, or is the balance about right?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Businesses have to pay too much tax	11%	17%	5%	4%	7%	15%	13%	9%	13%	10%	10%	13%	15%	9%	12%	11%	10%	12%	16%	8%	10%	9%	12%
Businesses do not pay enough tax	44%	33%	58%	52%	53%	38%	48%	39%	40%	48%	44%	37%	44%	41%	46%	45%	47%	40%	46%	47%	42%	40%	33%
The balance is about right	20%	28%	14%	21%	18%	25%	23%	18%	14%	17%	25%	24%	17%	23%	18%	22%	14%	21%	20%	20%	22%	24%	14%
Don't know	25%	23%	23%	23%	22%	23%	16%	34%	32%	25%	21%	27%	24%	27%	24%	22%	28%	27%	18%	25%	27%	27%	40%

Current Sunday trading laws mean that most shops in England & Wales are only allowed to open for 6 hours on Sundays. Which of the following best reflects your view?

	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Shops should be allowed to open for as long as they want on Sundays	51%	45%	58%	53%	59%	41%	54%	47%	53%	55%	49%	43%	53%	49%	43%	47%	69%	62%	56%	50%	51%	43%	45%
Shops should only be allowed to open for six hours on Sundays	27%	30%	24%	31%	28%	28%	23%	30%	25%	25%	25%	33%	24%	28%	34%	27%	13%	15%	27%	28%	25%	27%	22%
Shops should not be allowed to open at all on Sundays	17%	22%	14%	12%	10%	27%	17%	16%	7%	13%	22%	22%	12%	16%	17%	22%	11%	10%	13%	15%	17%	20%	28%
Don't know	6%	3%	4%	5%	3%	4%	6%	7%	15%	8%	3%	3%	10%	6%	6%	3%	7%	13%	4%	7%	6%	11%	5%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

On the subject of climate change do you think:

	Unweighted base																						
	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base																						
	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
The world's climate is changing as a result of human activity	69%	59%	83%	83%	85%	57%	65%	73%	63%	73%	68%	66%	72%	71%	64%	69%	66%	70%	71%	72%	65%	65%	69%
The world's climate is changing but NOT because of human activity	16%	26%	7%	9%	8%	25%	20%	12%	17%	12%	20%	20%	10%	16%	19%	17%	23%	8%	16%	13%	19%	19%	14%
The world's climate is NOT changing	4%	5%	3%	1%	2%	6%	6%	3%	3%	5%	4%	3%	6%	2%	6%	5%	2%	6%	4%	4%	6%	2%	5%
Not sure	11%	10%	7%	7%	5%	11%	9%	12%	16%	10%	8%	11%	12%	11%	11%	9%	9%	15%	9%	10%	10%	13%	13%

Do you think concerns about climate change have or have not been exaggerated?

	Unweighted base																						
	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base																						
	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Have been exaggerated - the threat is not as real as many scientists have said	24%	37%	11%	11%	12%	37%	31%	17%	21%	21%	30%	25%	22%	21%	27%	29%	22%	21%	26%	20%	25%	23%	26%
Have not been exaggerated - the threat is every bit as real as scientists have said	65%	52%	81%	80%	82%	51%	61%	68%	59%	70%	59%	64%	68%	65%	61%	63%	65%	70%	65%	68%	64%	59%	62%
Don't know	11%	11%	8%	10%	6%	12%	8%	15%	20%	9%	11%	11%	11%	13%	12%	8%	12%	9%	9%	11%	11%	18%	12%

Generally speaking, do you think the government is doing and spending too much to try and reduce carbon emissions, not doing or spending enough to reduce carbon emissions, or are they getting the balance about right?

	Unweighted base																						
	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
	Base																						
	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Are doing and spending too much to try and reduce carbon emissions	21%	35%	11%	6%	10%	35%	25%	17%	12%	18%	26%	26%	22%	21%	19%	22%	22%	24%	22%	19%	24%	19%	23%
Are not doing or spending enough to try and reduce carbon emissions	48%	28%	69%	72%	68%	30%	48%	47%	52%	53%	44%	40%	50%	47%	47%	46%	51%	51%	50%	53%	42%	47%	40%
Are getting the balance about right	15%	22%	9%	9%	11%	18%	16%	14%	15%	11%	17%	18%	16%	16%	15%	14%	11%	7%	17%	13%	15%	13%	12%
Don't know	16%	15%	11%	13%	11%	17%	11%	22%	21%	17%	14%	15%	12%	16%	18%	18%	16%	18%	10%	16%	19%	21%	25%

Fieldwork Dates : 11th - 13th May 2024

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	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

Compared to other countries around the world, do you think Britain is doing more or less to reduce carbon emissions, or about the same?

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	<b>1793</b>	<b>614</b>	<b>453</b>	<b>163</b>	<b>665</b>	<b>710</b>	<b>871</b>	<b>922</b>	<b>195</b>	<b>748</b>	<b>432</b>	<b>418</b>	<b>215</b>	<b>602</b>	<b>298</b>	<b>432</b>	<b>154</b>	<b>91</b>	<b>502</b>	<b>520</b>	<b>377</b>	<b>248</b>	<b>146</b>	
Britain is doing more than most other countries to reduce carbon emissions	33%	54%	15%	24%	21%	50%	40%	26%	22%	25%	39%	45%	30%	33%	33%	34%	34%	30%	38%	28%	36%	28%	32%	
Britain is doing less than most other countries to reduce carbon emissions	18%	8%	32%	21%	27%	9%	18%	19%	23%	24%	14%	10%	26%	17%	18%	17%	17%	19%	20%	17%	18%	22%	15%	
Britain is doing about the same as most other countries to reduce carbon emissions	25%	21%	29%	33%	31%	22%	24%	27%	23%	24%	30%	25%	22%	29%	27%	24%	24%	19%	26%	29%	22%	23%	26%	
Don't know	23%	17%	23%	22%	21%	18%	17%	29%	32%	26%	17%	19%	22%	21%	22%	25%	25%	32%	17%	26%	24%	27%	28%	

How important, if at all, do you think the following are to the British economy these days?

Car manufacturing

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	<b>1793</b>	<b>614</b>	<b>453</b>	<b>163</b>	<b>665</b>	<b>710</b>	<b>871</b>	<b>922</b>	<b>195</b>	<b>748</b>	<b>432</b>	<b>418</b>	<b>215</b>	<b>602</b>	<b>298</b>	<b>432</b>	<b>154</b>	<b>91</b>	<b>502</b>	<b>520</b>	<b>377</b>	<b>248</b>	<b>146</b>	
Very important	24%	33%	18%	16%	18%	33%	25%	23%	18%	20%	29%	30%	23%	23%	25%	26%	22%	31%	24%	19%	29%	23%	32%	
Fairly important	40%	43%	39%	43%	41%	43%	40%	40%	37%	39%	38%	45%	40%	41%	42%	39%	40%	32%	43%	39%	40%	42%	35%	
Not very important	20%	15%	25%	28%	26%	14%	22%	19%	26%	21%	21%	16%	21%	22%	19%	18%	22%	16%	23%	22%	19%	18%	12%	
Not important at all	3%	1%	5%	2%	4%	3%	4%	3%	1%	4%	5%	2%	4%	2%	3%	4%	7%	5%	3%	4%	2%	6%	2%	
Don't know	12%	7%	13%	10%	11%	7%	9%	15%	17%	16%	7%	6%	12%	11%	11%	13%	9%	16%	7%	16%	10%	11%	19%	

Oil and gas extraction

	Unweighted base	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	<b>1793</b>	<b>614</b>	<b>453</b>	<b>163</b>	<b>665</b>	<b>710</b>	<b>871</b>	<b>922</b>	<b>195</b>	<b>748</b>	<b>432</b>	<b>418</b>	<b>215</b>	<b>602</b>	<b>298</b>	<b>432</b>	<b>154</b>	<b>91</b>	<b>502</b>	<b>520</b>	<b>377</b>	<b>248</b>	<b>146</b>	
Very important	27%	36%	18%	16%	20%	34%	29%	24%	22%	21%	30%	35%	26%	25%	23%	27%	39%	29%	28%	24%	26%	29%	28%	
Fairly important	40%	44%	40%	42%	43%	43%	43%	38%	32%	40%	43%	42%	42%	40%	45%	37%	44%	35%	41%	39%	42%	40%	41%	
Not very important	14%	9%	18%	23%	19%	9%	16%	13%	22%	14%	14%	11%	15%	16%	15%	14%	6%	14%	19%	14%	11%	14%	10%	
Not important at all	4%	1%	7%	6%	5%	2%	4%	4%	5%	5%	3%	2%	3%	4%	4%	3%	4%	5%	5%	5%	4%	3%	1%	
Don't know	15%	10%	17%	13%	13%	12%	9%	21%	19%	19%	10%	10%	14%	14%	13%	20%	8%	17%	7%	19%	18%	15%	20%	

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Power generation**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	42%	49%	36%	37%	39%	49%	48%	36%	32%	35%	46%	55%	39%	42%	41%	41%	42%	54%	43%	38%	43%	44%	46%
Fairly important	39%	38%	42%	44%	44%	38%	38%	40%	36%	41%	40%	35%	38%	39%	41%	38%	43%	29%	42%	40%	39%	34%	31%
Not very important	5%	4%	7%	7%	6%	3%	5%	5%	8%	6%	5%	2%	8%	6%	6%	3%	2%	3%	7%	4%	5%	5%	3%
Not important at all	1%	0%	1%	1%	1%	1%	1%	1%	3%	1%	1%	0%	1%	1%	1%	1%	3%	-	1%	1%	1%	0%	1%
Don't know	13%	8%	15%	11%	10%	10%	8%	18%	21%	17%	8%	8%	14%	12%	11%	16%	10%	14%	7%	17%	12%	17%	19%

**Software development**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	33%	39%	30%	41%	37%	35%	37%	29%	25%	29%	37%	42%	33%	34%	32%	33%	28%	40%	38%	31%	32%	33%	32%
Fairly important	40%	40%	39%	40%	40%	41%	41%	39%	38%	40%	41%	40%	40%	42%	41%	36%	43%	35%	40%	40%	42%	39%	34%
Not very important	10%	10%	12%	6%	9%	11%	11%	10%	14%	11%	10%	8%	13%	9%	13%	11%	7%	9%	11%	10%	9%	12%	11%
Not important at all	2%	1%	2%	1%	1%	1%	1%	2%	4%	1%	2%	0%	-	1%	2%	2%	5%	1%	1%	2%	2%	1%	2%
Don't know	15%	10%	17%	12%	13%	11%	10%	19%	19%	19%	10%	9%	14%	14%	13%	18%	17%	14%	10%	17%	15%	15%	21%

**Arts and creative industries**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	21%	16%	27%	24%	27%	16%	19%	22%	20%	20%	21%	21%	31%	20%	18%	18%	20%	24%	24%	20%	21%	17%	19%
Fairly important	35%	37%	34%	46%	40%	34%	36%	33%	30%	36%	34%	35%	31%	37%	39%	32%	35%	27%	38%	35%	28%	39%	29%
Not very important	26%	31%	23%	18%	20%	32%	28%	24%	28%	22%	29%	30%	29%	26%	24%	28%	24%	24%	26%	24%	30%	27%	26%
Not important at all	6%	7%	4%	3%	4%	8%	7%	6%	6%	5%	7%	7%	1%	7%	5%	6%	9%	11%	6%	7%	7%	5%	3%
Don't know	13%	9%	12%	9%	10%	10%	10%	15%	16%	16%	10%	7%	8%	11%	14%	16%	13%	14%	7%	14%	14%	12%	22%



Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Online and internet companies**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	23%	26%	24%	27%	26%	23%	25%	22%	24%	23%	23%	25%	27%	23%	27%	20%	18%	28%	27%	21%	24%	23%	20%
Fairly important	46%	49%	43%	51%	48%	47%	48%	44%	43%	45%	47%	49%	46%	47%	45%	43%	51%	44%	49%	46%	47%	41%	42%
Not very important	14%	13%	13%	10%	13%	15%	14%	13%	16%	11%	16%	15%	12%	14%	14%	14%	14%	10%	12%	13%	12%	20%	14%
Not important at all	3%	3%	3%	1%	2%	5%	3%	3%	2%	3%	5%	2%	2%	3%	2%	4%	5%	3%	3%	4%	3%	3%	2%
Don't know	14%	9%	16%	11%	13%	11%	9%	18%	15%	19%	9%	10%	13%	12%	11%	19%	12%	15%	9%	16%	14%	14%	23%

**Building and construction**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	38%	42%	35%	36%	35%	45%	38%	38%	29%	34%	42%	45%	30%	41%	39%	37%	39%	39%	42%	31%	45%	36%	36%
Fairly important	43%	45%	45%	44%	47%	41%	47%	39%	40%	43%	43%	43%	51%	43%	44%	38%	39%	43%	43%	45%	40%	43%	41%
Not very important	8%	6%	8%	12%	9%	6%	8%	8%	12%	7%	8%	6%	9%	6%	7%	10%	10%	6%	9%	8%	6%	9%	6%
Not important at all	1%	1%	1%	0%	1%	1%	1%	1%	3%	1%	1%	0%	-	2%	2%	1%	-	-	1%	1%	1%	1%	-
Don't know	10%	6%	11%	8%	9%	6%	7%	14%	16%	14%	6%	6%	10%	9%	9%	14%	11%	11%	6%	14%	9%	11%	17%

**Manufacturing**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	39%	46%	33%	32%	34%	49%	39%	38%	25%	30%	46%	52%	40%	36%	41%	40%	36%	45%	36%	36%	42%	38%	48%
Fairly important	35%	38%	33%	37%	35%	33%	37%	33%	38%	38%	32%	31%	32%	37%	37%	34%	34%	31%	39%	33%	35%	35%	30%
Not very important	13%	9%	16%	19%	18%	9%	14%	13%	18%	14%	14%	10%	14%	14%	12%	12%	18%	10%	16%	14%	12%	14%	5%
Not important at all	2%	1%	5%	3%	4%	1%	2%	3%	3%	2%	3%	1%	3%	4%	2%	1%	3%	2%	3%	3%	1%	3%	1%
Don't know	11%	6%	13%	9%	9%	7%	8%	13%	16%	15%	5%	6%	12%	9%	9%	13%	10%	12%	6%	14%	10%	10%	17%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Financial services**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	40%	46%	37%	44%	41%	42%	48%	32%	39%	36%	41%	46%	45%	40%	40%	38%	38%	36%	47%	38%	38%	35%	37%
Fairly important	38%	38%	38%	39%	39%	40%	35%	42%	35%	39%	40%	38%	38%	39%	39%	38%	40%	34%	37%	39%	42%	39%	33%
Not very important	8%	8%	9%	8%	8%	9%	7%	9%	7%	8%	10%	9%	6%	8%	9%	8%	8%	16%	8%	7%	8%	13%	8%
Not important at all	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	0%	-	1%	2%	2%	3%	-	1%	2%	0%	1%	1%
Don't know	12%	7%	14%	7%	10%	8%	8%	15%	19%	16%	6%	7%	11%	12%	11%	13%	11%	14%	6%	15%	12%	13%	21%

**Retailing**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	31%	35%	31%	32%	31%	36%	30%	33%	21%	28%	38%	35%	28%	32%	32%	31%	28%	33%	30%	28%	36%	32%	31%
Fairly important	47%	47%	48%	50%	49%	48%	49%	45%	46%	46%	47%	49%	49%	46%	48%	46%	48%	48%	50%	48%	44%	44%	41%
Not very important	10%	11%	7%	10%	10%	9%	12%	9%	14%	10%	8%	10%	10%	11%	10%	9%	13%	7%	12%	10%	10%	9%	8%
Not important at all	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	3%	1%	0%	1%	1%	-	2%	1%	1%	2%	-
Don't know	10%	6%	13%	7%	9%	6%	8%	13%	16%	15%	5%	5%	11%	9%	9%	12%	10%	11%	6%	12%	9%	13%	20%

**Transport**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	36%	40%	35%	29%	34%	40%	35%	37%	37%	31%	40%	40%	33%	35%	40%	37%	32%	42%	33%	33%	43%	37%	38%
Fairly important	40%	42%	41%	42%	41%	41%	43%	38%	37%	40%	41%	42%	49%	40%	36%	38%	47%	37%	42%	41%	37%	43%	36%
Not very important	11%	9%	11%	17%	13%	10%	13%	9%	10%	11%	11%	10%	8%	12%	13%	9%	11%	8%	15%	11%	8%	9%	8%
Not important at all	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	-	2%	1%	3%	1%	-	3%	1%	1%	1%	-
Don't know	11%	7%	11%	10%	10%	8%	8%	14%	14%	16%	5%	7%	11%	11%	10%	13%	10%	12%	7%	14%	11%	10%	19%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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

**Tourism**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	41%	46%	39%	33%	39%	47%	38%	44%	36%	35%	49%	46%	40%	43%	40%	38%	42%	45%	43%	39%	46%	36%	39%
Fairly important	39%	39%	42%	52%	44%	37%	40%	38%	33%	42%	34%	41%	43%	41%	37%	38%	38%	33%	41%	38%	37%	43%	34%
Not very important	10%	8%	9%	10%	10%	10%	14%	7%	13%	10%	12%	8%	9%	9%	13%	12%	11%	9%	11%	10%	10%	10%	11%
Not important at all	1%	1%	1%	-	1%	1%	2%	1%	4%	2%	1%	1%	-	1%	3%	1%	2%	2%	1%	2%	0%	2%	-
Don't know	8%	5%	9%	5%	7%	5%	7%	10%	13%	12%	4%	5%	8%	7%	8%	11%	7%	11%	4%	10%	8%	9%	16%

**Agriculture**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	51%	62%	45%	47%	47%	62%	51%	51%	41%	42%	58%	66%	40%	54%	54%	49%	50%	65%	50%	50%	56%	48%	53%
Fairly important	30%	27%	34%	34%	34%	26%	31%	29%	30%	32%	29%	26%	37%	29%	26%	31%	34%	17%	34%	29%	28%	32%	21%
Not very important	8%	5%	8%	11%	9%	6%	9%	6%	9%	10%	7%	4%	12%	6%	10%	7%	5%	7%	8%	8%	6%	9%	6%
Not important at all	1%	1%	2%	2%	1%	1%	2%	1%	4%	2%	1%	0%	2%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%
Don't know	10%	6%	11%	7%	8%	6%	7%	12%	15%	14%	5%	5%	9%	9%	10%	12%	10%	9%	5%	12%	9%	11%	19%

**Recreation and leisure industries**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	21%	21%	22%	21%	22%	20%	20%	21%	23%	20%	22%	20%	24%	21%	19%	21%	18%	21%	21%	19%	22%	22%	17%
Fairly important	47%	51%	47%	48%	49%	49%	46%	47%	39%	47%	48%	49%	40%	49%	49%	46%	47%	46%	52%	43%	47%	45%	44%
Not very important	19%	19%	17%	21%	19%	21%	23%	15%	16%	16%	22%	22%	21%	18%	21%	18%	20%	20%	19%	21%	17%	18%	17%
Not important at all	2%	3%	2%	0%	2%	3%	3%	2%	3%	1%	3%	3%	3%	2%	2%	3%	2%	1%	2%	2%	3%	3%	1%
Don't know	11%	7%	12%	9%	8%	8%	9%	14%	19%	16%	6%	6%	12%	11%	10%	12%	12%	12%	6%	14%	10%	13%	20%

Fieldwork Dates : 11th - 13th May 2024

Sample size: 1793 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**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	22%	22%	21%	20%	18%	24%	23%	21%	27%	21%	19%	24%	27%	20%	22%	22%	20%	21%	24%	19%	21%	23%	20%
Fairly important	42%	47%	40%	42%	44%	43%	42%	41%	34%	41%	46%	44%	37%	46%	44%	38%	41%	35%	47%	38%	42%	42%	38%
Not very important	18%	18%	20%	23%	21%	17%	21%	15%	17%	17%	21%	19%	21%	15%	19%	19%	20%	23%	16%	20%	21%	17%	15%
Not important at all	2%	2%	2%	2%	2%	3%	3%	2%	2%	1%	4%	3%	1%	2%	1%	4%	4%	3%	2%	3%	1%	3%	4%
Don't know	16%	10%	18%	13%	15%	12%	12%	20%	21%	21%	11%	11%	14%	16%	13%	18%	16%	18%	11%	19%	15%	16%	23%

**Telecommunications**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Very important	28%	35%	26%	21%	26%	33%	30%	27%	22%	21%	32%	39%	26%	28%	32%	28%	25%	29%	32%	24%	28%	29%	30%
Fairly important	42%	45%	42%	51%	44%	43%	44%	40%	40%	42%	43%	42%	46%	43%	42%	39%	42%	41%	44%	43%	43%	40%	34%
Not very important	12%	11%	13%	14%	14%	11%	13%	12%	11%	14%	13%	10%	15%	11%	13%	11%	15%	15%	13%	12%	12%	13%	12%
Not important at all	2%	2%	2%	1%	2%	2%	2%	2%	4%	2%	3%	1%	-	3%	1%	4%	2%	-	3%	2%	2%	2%	2%
Don't know	15%	8%	17%	14%	14%	10%	10%	20%	23%	21%	9%	8%	13%	15%	12%	19%	16%	15%	9%	19%	15%	16%	22%

**Thinking back over the past few years, do you think businesses are behaving better or worse than they were 10 years ago?**

<b>Unweighted base</b>	1793	602	433	160	710	635	827	966	183	718	424	468	195	613	293	444	154	94	559	494	362	236	142
<b>Base</b>	1793	614	453	163	665	710	871	922	195	748	432	418	215	602	298	432	154	91	502	520	377	248	146
Much better	4%	6%	2%	2%	2%	4%	5%	2%	10%	4%	2%	2%	9%	3%	5%	3%	1%	1%	4%	3%	5%	3%	2%
A little better	17%	22%	13%	15%	17%	18%	20%	15%	21%	17%	15%	18%	19%	16%	19%	17%	18%	19%	23%	15%	16%	14%	17%
Exactly the same	22%	25%	17%	24%	22%	23%	25%	19%	15%	19%	24%	26%	24%	21%	23%	21%	21%	20%	21%	21%	25%	21%	20%
A little worse	25%	22%	31%	30%	28%	25%	23%	27%	21%	24%	25%	29%	21%	27%	20%	29%	25%	24%	27%	25%	22%	28%	23%
Much worse	16%	12%	21%	15%	17%	15%	16%	15%	8%	15%	23%	12%	14%	16%	17%	13%	19%	22%	14%	18%	14%	15%	20%
Don't know	17%	14%	16%	13%	13%	14%	11%	22%	24%	20%	11%	12%	13%	18%	17%	17%	16%	14%	12%	19%	18%	18%	18%

Cell Contents (Column Percentages)