Fieldwork Dates : 18th - 20th May 2024

Sample size: 1767 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?

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Approve	15%	27%	4%	11%	8%	22%	17%	12%	16%	12%	14%	20%	20%	16%	14%	12%	10%	12%	17%	16%	16%	9%	8%
Disapprove	68%	55%	86%	80%	80%	62%	70%	67%	59%	70%	71%	67%	64%	64%	69%	71%	78%	77%	69%	67%	67%	70%	71%
Don't know	17%	18%	10%	9%	12%	16%	13%	21%	26%	18%	15%	14%	16%	20%	17%	17%	12%	12%	14%	17%	18%	21%	20%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
0 - Would never consider voting for them	44%	14%	73%	51%	59%	29%	43%	45%	46%	52%	41%	34%	39%	39%	43%	50%	56%	45%	40%	47%	46%	43%	50%
1	5%	3%	5%	8%	7%	4%	5%	6%	7%	5%	6%	5%	7%	4%	5%	6%	4%	8%	6%	5%	4%	4%	7%
2	6%	5%	6%	7%	6%	6%	6%	5%	5%	6%	5%	5%	6%	6%	7%	5%	6%	5%	8%	5%	5%	6%	2%
3	4%	5%	3%	7%	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	6%	3%	4%	5%	4%	4%	2%	6%	4%
4	3%	4%	2%	4%	2%	4%	3%	4%	7%	2%	4%	2%	6%	3%	3%	3%	2%	1%	4%	2%	4%	5%	2%
5	8%	12%	4%	6%	5%	10%	7%	8%	5%	7%	10%	8%	5%	9%	8%	8%	7%	9%	8%	5%	9%	10%	9%
6	5%	10%	1%	3%	3%	7%	5%	4%	2%	4%	5%	8%	5%	6%	3%	4%	4%	4%	5%	4%	5%	4%	5%
7	5%	10%	1%	7%	3%	8%	6%	4%	3%	5%	6%	5%	7%	7%	6%	2%	3%	1%	7%	5%	4%	4%	3%
8	5%	11%	1%	3%	3%	9%	6%	4%	2%	2%	6%	10%	5%	5%	5%	6%	3%	2%	4%	7%	6%	3%	1%
9	2%	5%	-	1%	1%	4%	2%	2%	0%	2%	2%	4%	2%	3%	2%	2%	-	3%	1%	3%	3%	1%	2%
10 - Would definitely consider voting for them	8%	20%	0%	3%	5%	13%	8%	8%	5%	5%	9%	14%	8%	11%	7%	5%	6%	10%	11%	8%	7%	6%	5%
prefer not to answer	5%	2%	2%	1%	3%	3%	4%	6%	15%	6%	2%	2%	6%	5%	5%	5%	4%	7%	2%	5%	6%	7%	9%

Fieldwork Dates : 18th - 20th May 2024

Sample size: 1767 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

Labour

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
0 - Would never consider voting for them	25%	42%	4%	17%	11%	40%	27%	22%	12%	19%	27%	38%	20%	27%	29%	23%	18%	32%	18%	26%	28%	24%	30%
1	5%	8%	1%	6%	3%	8%	6%	4%	4%	4%	6%	8%	4%	6%	6%	4%	4%	2%	4%	4%	7%	4%	9%
2	5%	7%	3%	3%	4%	6%	5%	5%	3%	3%	7%	7%	3%	5%	5%	4%	8%	5%	5%	5%	5%	5%	4%
3	5%	7%	3%	2%	4%	6%	5%	5%	7%	5%	5%	5%	4%	4%	8%	4%	7%	4%	5%	6%	4%	4%	5%
4	5%	5%	2%	8%	5%	4%	6%	4%	6%	4%	4%	6%	5%	6%	4%	4%	6%	8%	8%	4%	2%	5%	3%
5	10%	8%	8%	13%	11%	9%	8%	12%	9%	12%	11%	7%	9%	11%	7%	9%	19%	11%	9%	9%	14%	11%	11%
6	6%	6%	6%	6%	6%	5%	6%	6%	10%	6%	5%	6%	9%	6%	4%	7%	9%	3%	7%	6%	7%	7%	4%
7	8%	5%	12%	11%	11%	4%	9%	7%	9%	11%	6%	2%	7%	8%	9%	9%	5%	5%	8%	8%	7%	9%	5%
8	7%	3%	12%	14%	11%	4%	6%	7%	7%	7%	8%	4%	11%	6%	6%	7%	5%	2%	8%	5%	6%	7%	6%
9	4%	2%	8%	6%	6%	3%	4%	4%	4%	3%	4%	5%	5%	3%	2%	6%	6%	3%	4%	4%	3%	3%	6%
10 - Would definitely consider voting for them	16%	5%	39%	13%	25%	9%	15%	17%	14%	19%	15%	12%	17%	15%	15%	19%	11%	17%	21%	17%	11%	13%	10%
prefer not to answer	5%	2%	2%	1%	3%	3%	4%	6%	15%	6%	2%	2%	6%	5%	5%	5%	4%	7%	2%	5%	6%	7%	9%

Liberal Democrats

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
0 - Would never consider voting for them	30%	45%	16%	5%	17%	44%	33%	26%	19%	26%	32%	39%	18%	28%	37%	32%	30%	30%	26%	30%	33%	30%	34%
1	6%	8%	5%	2%	5%	8%	7%	6%	5%	5%	9%	8%	6%	7%	8%	5%	6%	4%	6%	8%	6%	4%	8%
2	7%	8%	7%	3%	6%	8%	7%	6%	7%	5%	6%	10%	7%	6%	6%	5%	13%	11%	8%	7%	7%	5%	6%
3	7%	8%	9%	2%	8%	7%	7%	7%	5%	8%	7%	6%	6%	6%	8%	6%	13%	4%	6%	7%	8%	9%	5%
4	6%	6%	6%	6%	7%	4%	7%	6%	8%	7%	5%	5%	5%	7%	5%	6%	8%	3%	7%	7%	7%	5%	1%
5	16%	13%	23%	16%	19%	13%	14%	19%	15%	19%	17%	11%	18%	16%	13%	18%	14%	17%	17%	15%	15%	19%	19%
6	7%	4%	12%	11%	10%	4%	8%	7%	9%	7%	8%	6%	13%	7%	7%	7%	2%	7%	8%	8%	5%	7%	8%
7	6%	4%	10%	15%	10%	3%	6%	6%	9%	7%	5%	4%	7%	7%	5%	7%	3%	7%	7%	6%	6%	6%	4%
8	4%	2%	6%	11%	6%	3%	4%	5%	5%	5%	4%	4%	7%	3%	4%	4%	3%	7%	5%	4%	4%	4%	4%
9	1%	0%	1%	3%	1%	1%	0%	1%	0%	0%	1%	2%	2%	1%	0%	0%	1%	2%	1%	1%	1%	1%	0%
10 - Would definitely consider voting for them	4%	1%	4%	25%	8%	1%	3%	5%	3%	5%	5%	4%	4%	7%	2%	3%	3%	3%	7%	3%	4%	3%	2%
prefer not to answer	5%	2%	2%	1%	3%	3%	4%	6%	15%	6%	2%	2%	6%	5%	5%	5%	4%	7%	2%	5%	6%	7%	9%

YouGov

	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

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Health	44%	39%	57%	50%	54%	39%	37%	51%	33%	42%	49%	47%	39%	46%	43%	41%	48%	48%	50%	43%	43%	36%	39%
Immigration & Asylum	41%	65%	20%	25%	23%	64%	41%	41%	24%	27%	50%	62%	30%	44%	44%	42%	33%	45%	35%	39%	48%	43%	44%
Crime	21%	29%	15%	16%	13%	32%	21%	22%	17%	19%	23%	26%	27%	17%	22%	27%	15%	19%	17%	19%	31%	19%	24%
The economy	50%	49%	51%	50%	51%	48%	57%	45%	55%	58%	48%	38%	50%	50%	48%	52%	55%	52%	52%	53%	51%	49%	39%
Tax	10%	10%	8%	6%	8%	10%	12%	8%	17%	12%	9%	6%	10%	10%	12%	12%	8%	8%	11%	12%	11%	7%	5%
Pensions	6%	8%	5%	3%	4%	9%	5%	6%	1%	3%	6%	12%	0%	7%	9%	5%	3%	6%	4%	6%	7%	6%	9%
Education	11%	6%	17%	14%	15%	6%	9%	14%	19%	14%	8%	6%	13%	11%	11%	11%	11%	8%	16%	9%	9%	12%	8%
Family life & childcare	5%	3%	6%	5%	7%	3%	4%	5%	2%	7%	2%	3%	4%	4%	4%	5%	5%	5%	5%	6%	3%	4%	3%
Housing	24%	16%	37%	16%	29%	16%	24%	25%	34%	30%	18%	16%	36%	25%	18%	21%	28%	27%	23%	27%	20%	27%	24%
The environment	21%	10%	29%	34%	31%	11%	20%	22%	30%	23%	19%	16%	20%	25%	18%	18%	24%	22%	25%	23%	18%	21%	14%
Britain leaving the EU	14%	8%	18%	28%	24%	7%	15%	13%	11%	12%	20%	13%	16%	14%	14%	11%	17%	18%	20%	12%	12%	11%	11%
Transport	3%	3%	2%	5%	3%	4%	3%	3%	3%	4%	3%	2%	4%	2%	3%	5%	1%	3%	4%	4%	2%	5%	0%
Welfare benefits	11%	9%	13%	8%	10%	11%	9%	12%	7%	12%	11%	10%	10%	9%	14%	11%	15%	7%	8%	8%	13%	12%	19%
Defence and security	19%	32%	7%	24%	12%	29%	23%	15%	8%	11%	23%	32%	16%	20%	19%	18%	20%	18%	19%	18%	18%	18%	24%
None of these	0%	0%	-	-	0%	-	0%	0%	-	1%	-	0%	1%	0%	-	0%	-	-	-	1%	0%	-	0%
Don't know	2%	1%	2%	1%	1%	1%	2%	3%	7%	3%	1%	0%	1%	2%	5%	3%	1%	2%	0%	2%	2%	6%	6%

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

National Health Service

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	1%	1%	1%	1%	1%	0%	2%	1%	3%	2%	0%	0%	4%	1%	0%	1%	1%	-	2%	1%	1%	1%	1%
Fairly well	11%	21%	2%	3%	5%	16%	13%	8%	9%	7%	11%	16%	15%	11%	7%	11%	7%	11%	11%	9%	12%	10%	10%
Fairly badly	22%	29%	13%	26%	16%	29%	22%	22%	23%	19%	24%	24%	18%	24%	25%	22%	16%	13%	20%	23%	24%	25%	14%
Very badly	60%	43%	78%	67%	73%	48%	58%	62%	58%	63%	60%	55%	52%	60%	59%	60%	71%	71%	65%	59%	58%	52%	62%
Don't know	6%	6%	5%	3%	5%	6%	6%	7%	7%	8%	4%	4%	10%	4%	8%	6%	6%	5%	1%	7%	5%	12%	12%

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	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

Immigration

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	0%	2%	1%	0%	1%	1%	1%	2%	0%	1%	2%	-
Fairly well	7%	9%	4%	3%	5%	8%	8%	7%	12%	8%	4%	7%	9%	9%	5%	7%	6%	6%	8%	8%	7%	8%	3%
Fairly badly	25%	28%	20%	35%	25%	24%	23%	27%	27%	25%	22%	27%	25%	27%	26%	24%	17%	25%	28%	26%	22%	23%	25%
Very badly	59%	56%	67%	56%	61%	63%	61%	56%	42%	55%	69%	63%	51%	58%	60%	60%	64%	63%	58%	58%	62%	53%	61%
Don't know	8%	5%	8%	5%	8%	4%	6%	10%	16%	11%	4%	3%	12%	6%	8%	8%	12%	5%	4%	7%	8%	15%	11%

Crime

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	0%	0%	0%	1%	1%	1%	1%	1%	1%
Fairly well	17%	23%	11%	17%	15%	17%	18%	17%	27%	16%	16%	17%	17%	20%	16%	17%	11%	20%	18%	18%	15%	21%	12%
Fairly badly	33%	33%	32%	35%	34%	34%	32%	34%	30%	31%	36%	36%	35%	34%	30%	32%	36%	27%	38%	32%	31%	28%	33%
Very badly	38%	35%	47%	39%	40%	40%	41%	35%	26%	38%	42%	39%	39%	34%	41%	40%	40%	43%	35%	39%	42%	33%	40%
Don't know	11%	8%	10%	8%	11%	8%	8%	13%	15%	14%	6%	8%	6%	11%	13%	10%	13%	9%	7%	10%	10%	17%	15%

Education

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	3%	1%	2%	2%	3%	3%	2%	4%	3%	1%	2%	6%	3%	1%	2%	-	2%	3%	2%	1%	3%	1%
Fairly well	23%	38%	11%	13%	15%	31%	25%	21%	21%	20%	24%	27%	19%	25%	25%	22%	16%	17%	22%	23%	25%	23%	18%
Fairly badly	32%	31%	29%	43%	33%	32%	33%	31%	31%	28%	38%	34%	32%	32%	30%	31%	36%	32%	36%	30%	32%	29%	30%
Very badly	30%	16%	49%	29%	40%	21%	30%	30%	30%	35%	28%	23%	30%	27%	29%	31%	34%	41%	33%	30%	27%	25%	32%
Don't know	13%	12%	9%	13%	10%	14%	10%	16%	14%	14%	9%	15%	13%	12%	16%	14%	15%	9%	6%	15%	14%	20%	19%

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	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

Taxation

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	3%	0%	1%	2%	1%	2%	1%	3%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	4%	1%
Fairly well	20%	35%	8%	23%	17%	27%	22%	19%	12%	15%	25%	28%	21%	24%	16%	18%	17%	20%	23%	21%	20%	12%	19%
Fairly badly	32%	32%	31%	42%	32%	33%	30%	35%	37%	30%	37%	31%	32%	32%	33%	35%	26%	31%	37%	32%	31%	33%	23%
Very badly	34%	21%	51%	23%	41%	28%	38%	31%	32%	41%	29%	30%	31%	29%	38%	36%	44%	40%	33%	35%	35%	32%	37%
Don't know	11%	8%	10%	11%	9%	10%	8%	15%	15%	13%	8%	10%	13%	12%	12%	10%	13%	8%	5%	11%	13%	19%	19%

Unemployment

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	5%	1%	2%	2%	3%	3%	2%	1%	2%	3%	3%	3%	3%	2%	2%	1%	1%	3%	1%	3%	3%	1%
Fairly well	26%	44%	12%	27%	21%	34%	31%	22%	21%	21%	34%	31%	29%	30%	27%	23%	23%	16%	32%	28%	23%	23%	16%
Fairly badly	30%	22%	34%	35%	34%	27%	28%	31%	34%	29%	28%	32%	29%	28%	31%	30%	26%	42%	31%	28%	31%	25%	36%
Very badly	26%	14%	42%	17%	31%	20%	25%	27%	28%	33%	21%	18%	25%	21%	27%	29%	35%	28%	24%	26%	26%	27%	28%
Don't know	16%	15%	12%	18%	13%	16%	12%	19%	16%	16%	14%	17%	14%	18%	14%	16%	15%	12%	10%	16%	17%	22%	19%

Inflation

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	3%	7%	0%	2%	2%	4%	4%	2%	3%	2%	3%	6%	1%	4%	2%	3%	3%	2%	5%	2%	3%	3%	1%
Fairly well	26%	47%	11%	32%	21%	37%	30%	22%	16%	16%	33%	42%	29%	30%	25%	25%	13%	25%	31%	24%	29%	23%	16%
Fairly badly	27%	24%	28%	34%	28%	25%	25%	30%	29%	27%	30%	25%	26%	30%	30%	23%	31%	21%	27%	28%	27%	25%	32%
Very badly	34%	15%	52%	25%	40%	25%	35%	34%	42%	44%	28%	18%	32%	28%	33%	41%	40%	42%	31%	37%	34%	34%	35%
Don't know	9%	8%	8%	7%	8%	9%	6%	12%	10%	11%	6%	9%	11%	8%	9%	9%	13%	9%	6%	9%	7%	14%	17%

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	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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	5%	1%	1%	1%	4%	2%	2%	2%	2%	3%	4%	4%	2%	3%	2%	2%	-	2%	1%	4%	4%	1%
Fairly well	18%	34%	5%	6%	7%	30%	20%	16%	14%	14%	21%	24%	15%	21%	15%	18%	16%	19%	19%	19%	19%	18%	12%
Fairly badly	22%	26%	16%	23%	15%	28%	20%	25%	25%	18%	25%	26%	20%	23%	25%	23%	14%	21%	21%	20%	25%	24%	24%
Very badly	47%	25%	70%	62%	69%	28%	52%	42%	45%	53%	44%	39%	50%	44%	44%	46%	59%	52%	54%	47%	42%	40%	45%
Don't know	11%	9%	8%	8%	8%	9%	6%	15%	13%	14%	7%	8%	10%	10%	14%	11%	9%	8%	4%	13%	10%	15%	18%

Defence

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	3%	4%	1%	2%	2%	4%	5%	2%	6%	4%	2%	2%	6%	4%	3%	2%	4%	1%	3%	3%	3%	4%	4%
Fairly well	29%	40%	21%	30%	26%	31%	33%	26%	35%	28%	28%	31%	26%	28%	32%	32%	24%	31%	34%	30%	29%	28%	19%
Fairly badly	26%	29%	26%	26%	27%	29%	26%	26%	19%	20%	30%	35%	26%	30%	22%	24%	23%	21%	30%	25%	26%	18%	27%
Very badly	20%	16%	25%	22%	22%	21%	24%	16%	11%	22%	23%	20%	20%	17%	23%	19%	26%	30%	18%	20%	21%	20%	30%
Don't know	21%	11%	26%	21%	23%	15%	12%	30%	29%	27%	17%	13%	23%	21%	20%	22%	23%	18%	16%	23%	21%	30%	21%

The economy

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	4%	1%	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	2%	2%	1%	3%	1%	2%	3%	1%
Fairly well	22%	43%	6%	24%	16%	34%	24%	20%	12%	14%	29%	35%	22%	28%	20%	19%	16%	17%	25%	21%	23%	20%	19%
Fairly badly	30%	30%	28%	38%	29%	32%	28%	32%	29%	29%	33%	31%	26%	33%	34%	28%	25%	36%	31%	30%	32%	31%	26%
Very badly	39%	18%	60%	31%	48%	26%	40%	37%	48%	47%	33%	25%	42%	30%	36%	45%	50%	41%	39%	39%	36%	38%	40%
Don't know	7%	5%	5%	5%	5%	6%	5%	9%	10%	9%	3%	6%	7%	6%	8%	7%	7%	4%	2%	8%	7%	8%	14%

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	Total	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
		Vote in 2019 GE			EU Ref 2016		Gender		Age				Region						New social grade				

Terrorism

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	7%	12%	3%	7%	5%	10%	10%	5%	11%	6%	7%	7%	10%	9%	5%	7%	4%	5%	8%	7%	7%	9%	6%
Fairly well	40%	52%	34%	40%	38%	44%	43%	38%	41%	38%	44%	41%	42%	46%	38%	39%	32%	32%	48%	40%	39%	37%	29%
Fairly badly	17%	15%	19%	22%	19%	16%	16%	17%	15%	15%	18%	20%	19%	16%	16%	17%	19%	16%	17%	17%	19%	12%	17%
Very badly	16%	12%	21%	9%	16%	17%	17%	15%	9%	18%	15%	16%	11%	13%	21%	15%	22%	25%	11%	17%	17%	17%	23%
Don't know	19%	10%	23%	21%	21%	14%	14%	24%	24%	22%	16%	16%	18%	17%	20%	22%	23%	23%	15%	20%	19%	26%	25%

Transport

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	1%	2%	1%	2%	1%	1%	2%	1%	4%	1%	0%	1%	4%	2%	-	1%	2%	-	2%	1%	1%	2%	-
Fairly well	21%	32%	11%	13%	11%	28%	22%	20%	27%	17%	23%	21%	28%	21%	19%	19%	18%	21%	23%	17%	23%	22%	18%
Fairly badly	33%	35%	31%	45%	37%	32%	32%	34%	27%	31%	35%	38%	30%	35%	32%	32%	29%	38%	34%	36%	30%	32%	29%
Very badly	32%	20%	47%	35%	39%	27%	37%	28%	32%	35%	33%	26%	29%	30%	34%	33%	36%	36%	34%	33%	32%	27%	32%
Don't know	13%	11%	10%	6%	12%	12%	8%	18%	11%	15%	9%	14%	9%	12%	15%	15%	16%	4%	7%	13%	13%	17%	20%

Housing

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%	3%	1%	-	1%	-	1%	1%	0%	1%	3%	0%
Fairly well	11%	19%	5%	7%	7%	17%	12%	11%	9%	10%	12%	15%	9%	14%	11%	11%	8%	4%	13%	12%	11%	10%	7%
Fairly badly	32%	40%	23%	36%	27%	36%	30%	33%	32%	28%	32%	38%	29%	33%	34%	31%	28%	32%	32%	31%	33%	31%	27%
Very badly	44%	25%	65%	47%	55%	33%	47%	41%	46%	49%	44%	34%	49%	40%	39%	46%	53%	52%	45%	45%	42%	41%	46%
Don't know	12%	13%	7%	8%	10%	13%	10%	14%	12%	13%	12%	12%	10%	12%	16%	12%	11%	10%	8%	12%	14%	15%	20%

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	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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	4%	1%	2%	2%	2%	2%	2%	3%	2%	2%	2%	4%	3%	0%	1%	0%	1%	3%	2%	2%	3%	0%
Fairly well	24%	40%	11%	17%	14%	36%	27%	22%	21%	21%	26%	31%	22%	24%	27%	26%	18%	20%	25%	24%	25%	24%	20%
Fairly badly	28%	28%	25%	38%	28%	29%	26%	31%	28%	26%	31%	31%	28%	31%	25%	27%	28%	30%	32%	25%	30%	28%	26%
Very badly	32%	14%	54%	35%	46%	17%	34%	30%	36%	38%	28%	24%	32%	30%	32%	31%	40%	38%	33%	35%	28%	26%	36%
Don't know	13%	15%	9%	8%	10%	16%	12%	15%	12%	14%	13%	12%	13%	13%	15%	14%	12%	10%	7%	15%	15%	18%	17%

Welfare benefits

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	3%	1%	1%	1%	1%	2%	2%	4%	1%	1%	2%	4%	2%	1%	1%	0%	3%	3%	1%	1%	3%	1%
Fairly well	19%	33%	9%	17%	14%	26%	20%	18%	12%	16%	21%	25%	21%	21%	17%	19%	14%	13%	22%	18%	18%	14%	19%
Fairly badly	27%	27%	23%	37%	26%	27%	27%	27%	31%	24%	26%	31%	23%	27%	30%	27%	25%	31%	27%	28%	28%	26%	22%
Very badly	37%	23%	58%	35%	48%	29%	37%	36%	29%	42%	38%	29%	38%	35%	35%	37%	42%	44%	35%	37%	36%	36%	42%
Don't know	16%	14%	10%	11%	11%	16%	14%	18%	23%	17%	13%	13%	14%	16%	17%	17%	18%	9%	12%	15%	17%	22%	17%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	3%	0%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	-	2%	2%	1%	2%	1%
Fairly well	20%	37%	6%	17%	13%	29%	20%	20%	16%	14%	22%	30%	19%	25%	14%	19%	16%	21%	22%	19%	21%	15%	19%
Fairly badly	28%	31%	24%	38%	28%	29%	26%	30%	27%	26%	28%	32%	30%	28%	30%	27%	25%	27%	32%	25%	25%	33%	22%
Very badly	42%	22%	65%	36%	51%	32%	45%	38%	43%	47%	41%	33%	42%	37%	42%	44%	48%	50%	39%	44%	43%	37%	45%
Don't know	9%	6%	5%	7%	7%	8%	7%	10%	12%	12%	7%	4%	7%	9%	13%	8%	10%	2%	5%	9%	10%	13%	11%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	4%	3%	8%	4%	6%	3%	5%	4%	3%	4%	6%	4%	5%	4%	6%	3%	6%	3%	6%	3%	4%	5%	5%
Fairly well	32%	26%	46%	48%	44%	25%	33%	31%	24%	32%	37%	31%	37%	34%	29%	32%	32%	22%	39%	33%	28%	29%	24%
Fairly badly	23%	26%	21%	24%	24%	23%	23%	23%	22%	22%	25%	23%	24%	20%	26%	24%	20%	33%	26%	24%	21%	18%	22%
Very badly	23%	35%	12%	12%	13%	34%	24%	21%	21%	21%	21%	30%	16%	25%	23%	23%	20%	33%	18%	23%	27%	23%	28%
Don't know	18%	10%	13%	12%	13%	14%	14%	20%	31%	21%	11%	12%	18%	18%	16%	18%	22%	9%	12%	17%	20%	25%	22%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
He does look like a Prime Minster in waiting	39%	26%	59%	52%	53%	28%	42%	36%	39%	43%	41%	30%	42%	38%	38%	39%	44%	31%	48%	37%	35%	37%	30%
He does not look like a Prime Minster in waiting	41%	62%	24%	33%	31%	56%	41%	40%	29%	34%	45%	55%	36%	44%	42%	42%	29%	45%	40%	45%	41%	35%	39%
Not sure	20%	12%	18%	15%	16%	16%	17%	24%	33%	23%	14%	16%	22%	18%	21%	19%	27%	24%	12%	19%	24%	28%	31%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
They are ready for Government	36%	18%	64%	48%	54%	20%	37%	35%	38%	42%	35%	25%	43%	32%	35%	38%	40%	27%	45%	36%	28%	34%	27%
They are not ready for Government	43%	70%	17%	39%	28%	64%	47%	40%	29%	33%	50%	60%	37%	48%	42%	42%	34%	48%	42%	42%	48%	38%	43%
Not sure	21%	12%	19%	14%	19%	16%	16%	26%	33%	25%	15%	15%	20%	20%	23%	20%	26%	25%	12%	22%	24%	28%	30%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Strongly support	21%	13%	33%	15%	25%	15%	26%	16%	27%	24%	17%	17%	33%	17%	18%	21%	28%	18%	25%	20%	20%	19%	19%
Tend to support	40%	42%	39%	53%	43%	40%	41%	40%	40%	38%	38%	47%	35%	40%	39%	42%	44%	43%	42%	42%	39%	33%	43%
Tend to oppose	19%	25%	12%	20%	17%	23%	15%	22%	11%	18%	26%	18%	20%	23%	19%	16%	12%	19%	20%	18%	21%	19%	13%
Strongly oppose	10%	16%	5%	7%	7%	15%	10%	10%	6%	9%	12%	11%	7%	13%	13%	8%	5%	8%	10%	9%	10%	13%	13%
Don't know	10%	5%	10%	5%	9%	7%	7%	12%	16%	11%	7%	7%	7%	7%	11%	12%	12%	11%	4%	11%	10%	15%	13%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Strongly support	14%	9%	23%	9%	17%	10%	17%	11%	17%	17%	12%	10%	25%	11%	13%	14%	17%	14%	14%	14%	14%	14%	17%
Tend to support	36%	34%	41%	45%	40%	34%	38%	34%	36%	36%	34%	39%	35%	34%	34%	39%	45%	34%	39%	36%	36%	32%	35%
Tend to oppose	21%	23%	17%	22%	20%	21%	16%	25%	24%	18%	23%	21%	21%	24%	19%	18%	17%	21%	23%	21%	21%	15%	19%
Strongly oppose	21%	30%	10%	20%	15%	29%	21%	21%	10%	18%	26%	24%	14%	25%	24%	18%	14%	17%	20%	20%	20%	25%	19%
Don't know	8%	4%	9%	4%	7%	6%	8%	9%	14%	11%	4%	6%	6%	6%	10%	11%	7%	13%	3%	9%	10%	14%	10%

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?

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Strongly support	24%	14%	32%	16%	25%	15%	27%	20%	45%	29%	15%	13%	37%	21%	21%	22%	24%	25%	26%	26%	20%	20%	23%
Tend to support	35%	35%	38%	40%	38%	34%	36%	35%	36%	32%	34%	42%	29%	38%	33%	35%	39%	33%	34%	37%	36%	34%	33%
Tend to oppose	20%	28%	13%	26%	18%	28%	18%	22%	7%	19%	26%	23%	17%	20%	26%	21%	14%	14%	22%	20%	22%	18%	13%
Strongly oppose	10%	15%	4%	8%	8%	14%	10%	9%	4%	8%	15%	11%	7%	11%	8%	9%	11%	12%	11%	9%	9%	12%	10%
Don't know	11%	8%	13%	10%	11%	10%	9%	14%	8%	12%	11%	12%	10%	9%	12%	14%	13%	15%	7%	9%	13%	16%	21%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Strongly support	8%	5%	14%	7%	10%	5%	10%	6%	10%	9%	8%	6%	14%	7%	7%	8%	9%	5%	9%	9%	6%	7%	9%
Tend to support	24%	16%	33%	30%	30%	18%	26%	22%	29%	24%	21%	25%	26%	25%	21%	23%	31%	23%	29%	24%	24%	18%	18%
Tend to oppose	29%	36%	22%	30%	28%	31%	27%	31%	27%	26%	29%	35%	23%	31%	32%	27%	29%	28%	29%	28%	29%	28%	35%
Strongly oppose	27%	37%	17%	25%	20%	36%	28%	26%	20%	26%	33%	26%	23%	29%	28%	29%	18%	25%	28%	26%	25%	30%	24%
Don't know	12%	6%	15%	8%	12%	9%	8%	15%	14%	15%	9%	8%	13%	8%	12%	14%	13%	19%	6%	13%	15%	17%	15%

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	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

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Strongly support	6%	3%	7%	6%	5%	4%	7%	4%	13%	6%	4%	3%	12%	5%	6%	5%	6%	3%	8%	6%	3%	4%	7%
Tend to support	30%	31%	31%	32%	33%	27%	32%	27%	35%	27%	30%	31%	26%	30%	25%	33%	35%	26%	33%	31%	26%	27%	25%
Tend to oppose	30%	30%	31%	34%	32%	32%	29%	32%	23%	30%	30%	35%	25%	30%	35%	31%	24%	38%	29%	32%	31%	29%	28%
Strongly oppose	22%	27%	17%	18%	18%	27%	21%	22%	14%	23%	24%	20%	23%	26%	22%	17%	19%	19%	24%	18%	22%	23%	23%
Don't know	13%	10%	14%	11%	12%	10%	11%	14%	15%	13%	12%	11%	13%	10%	13%	14%	15%	15%	7%	12%	17%	16%	17%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Strongly support	5%	4%	7%	2%	5%	4%	7%	3%	8%	6%	4%	2%	10%	4%	6%	5%	3%	5%	4%	7%	5%	4%	4%
Tend to support	18%	17%	22%	13%	19%	18%	22%	15%	19%	19%	17%	19%	21%	18%	17%	19%	20%	14%	21%	17%	18%	16%	18%
Tend to oppose	27%	25%	28%	39%	31%	25%	27%	28%	32%	27%	24%	29%	23%	28%	29%	27%	26%	32%	30%	25%	28%	30%	23%
Strongly oppose	39%	48%	32%	41%	36%	47%	36%	42%	25%	35%	48%	43%	33%	43%	39%	38%	37%	35%	40%	40%	38%	37%	39%
Don't know	10%	6%	13%	5%	9%	6%	8%	12%	16%	13%	7%	6%	13%	8%	9%	11%	13%	15%	5%	10%	12%	14%	16%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Go up a lot	9%	6%	11%	7%	7%	8%	9%	8%	14%	11%	5%	5%	12%	8%	9%	9%	8%	6%	7%	7%	8%	11%	14%
Go up a little	37%	39%	37%	32%	37%	36%	42%	33%	48%	34%	36%	38%	38%	37%	40%	35%	41%	29%	44%	39%	32%	30%	31%
Stay about the same	35%	38%	33%	42%	38%	39%	31%	38%	18%	31%	42%	42%	26%	39%	33%	36%	32%	37%	34%	36%	36%	36%	30%
Go down a little	7%	7%	8%	6%	7%	7%	6%	9%	9%	7%	7%	6%	8%	7%	4%	8%	5%	14%	8%	7%	9%	5%	6%
Go down a lot	1%	1%	-	1%	1%	1%	2%	0%	2%	2%	0%	0%	2%	1%	1%	0%	0%	4%	1%	1%	1%	2%	0%
Don't know	11%	8%	11%	12%	10%	10%	10%	12%	10%	14%	9%	8%	14%	8%	13%	11%	14%	11%	6%	10%	13%	17%	18%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
It would be better for Britain if house prices rose	6%	10%	3%	9%	6%	8%	8%	5%	5%	6%	8%	5%	7%	6%	5%	7%	5%	9%	8%	7%	4%	6%	5%
It would be better for Britain if house prices went down	53%	43%	64%	44%	55%	46%	53%	53%	74%	56%	47%	43%	63%	52%	50%	49%	50%	60%	51%	53%	52%	55%	55%
It would be better for Britain if house prices stayed about the same	25%	32%	21%	32%	25%	29%	24%	25%	10%	18%	31%	37%	17%	27%	27%	26%	24%	16%	31%	22%	26%	19%	17%
Don't know	16%	15%	12%	15%	15%	17%	15%	18%	11%	20%	13%	15%	13%	14%	17%	18%	21%	14%	10%	18%	18%	20%	23%

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?

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base: All GB adults	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
I would be better off if house prices rose	21%	25%	22%	32%	27%	20%	22%	19%	7%	20%	27%	23%	19%	22%	20%	22%	18%	20%	28%	22%	18%	15%	10%
I would be better off if house prices fell	25%	11%	32%	16%	21%	12%	25%	25%	71%	34%	8%	4%	42%	21%	26%	22%	21%	27%	27%	27%	22%	29%	13%
It will make little difference to me personally if house prices rise or fall	47%	59%	40%	50%	46%	62%	47%	48%	14%	35%	61%	71%	31%	50%	47%	49%	54%	44%	42%	43%	53%	45%	66%
Don't know	7%	4%	7%	1%	6%	5%	6%	8%	8%	11%	4%	3%	9%	7%	7%	6%	7%	8%	3%	7%	7%	11%	11%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
United	31%	22%	49%	43%	41%	25%	36%	26%	28%	32%	34%	28%	30%	31%	33%	33%	34%	19%	39%	29%	27%	30%	23%
Divided	33%	47%	22%	23%	26%	44%	34%	33%	26%	28%	37%	44%	34%	34%	36%	33%	29%	27%	36%	33%	34%	28%	32%
Don't know	35%	31%	29%	33%	33%	31%	30%	41%	46%	40%	30%	28%	36%	35%	31%	34%	37%	54%	24%	38%	39%	42%	44%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
United	6%	11%	3%	5%	3%	9%	7%	5%	6%	6%	5%	6%	5%	6%	6%	8%	3%	3%	7%	6%	7%	5%	2%
Divided	73%	77%	78%	83%	80%	76%	77%	69%	55%	66%	82%	85%	71%	75%	75%	70%	74%	68%	82%	73%	70%	61%	71%
Don't know	21%	13%	19%	11%	17%	16%	16%	26%	39%	28%	14%	8%	25%	18%	19%	22%	23%	29%	11%	22%	23%	34%	28%

Fieldwork Dates : 18th - 20th May 2024

Sample size: 1767 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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very left-wing	11%	19%	6%	5%	5%	17%	12%	10%	9%	9%	11%	15%	10%	12%	10%	12%	6%	11%	10%	10%	12%	12%	12%
Fairly left-wing	22%	30%	16%	29%	20%	25%	22%	22%	22%	19%	25%	25%	21%	24%	24%	21%	16%	24%	26%	23%	20%	21%	14%
Slightly left-of-centre	25%	19%	35%	41%	36%	20%	28%	23%	19%	24%	28%	28%	31%	25%	24%	24%	21%	27%	31%	28%	19%	17%	23%
Centre	9%	7%	10%	9%	11%	8%	11%	8%	9%	9%	9%	9%	9%	7%	10%	11%	15%	3%	10%	8%	12%	5%	8%
Slightly right-of-centre	5%	2%	10%	2%	9%	2%	7%	4%	9%	6%	4%	4%	7%	5%	5%	3%	13%	2%	6%	6%	4%	6%	6%
Fairly right-wing	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	1%	2%	1%	2%	4%	2%
Very right-wing	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	1%	0%	1%	1%	0%	1%	1%	2%
Don't know	25%	20%	19%	11%	18%	25%	19%	31%	29%	31%	21%	17%	19%	24%	26%	26%	27%	30%	15%	24%	30%	33%	34%

Conservative Party

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very left-wing	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	0%	1%	4%	2%	1%	1%	3%	1%	2%
Fairly left-wing	2%	4%	1%	1%	1%	3%	3%	2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	1%	2%	2%	1%	5%	3%
Slightly left-of-centre	4%	7%	2%	1%	1%	7%	5%	2%	2%	2%	5%	7%	4%	4%	3%	4%	3%	5%	4%	3%	4%	2%	3%
Centre	6%	10%	2%	1%	2%	9%	7%	5%	7%	4%	6%	9%	6%	7%	5%	6%	3%	8%	6%	6%	5%	5%	9%
Slightly right-of-centre	15%	26%	7%	20%	12%	22%	18%	13%	12%	11%	20%	20%	17%	16%	17%	13%	14%	13%	17%	16%	17%	9%	12%
Fairly right-wing	28%	25%	33%	40%	36%	22%	28%	27%	29%	28%	28%	25%	30%	29%	27%	26%	27%	23%	32%	31%	23%	25%	17%
Very right-wing	20%	7%	34%	28%	30%	10%	20%	20%	20%	21%	18%	19%	24%	17%	20%	21%	21%	20%	23%	17%	17%	20%	21%
Don't know	24%	20%	19%	8%	17%	25%	18%	30%	26%	30%	20%	16%	17%	23%	26%	26%	26%	28%	14%	23%	30%	32%	34%

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	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

Liberal Democrats

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very left-wing	5%	12%	1%	2%	2%	10%	7%	4%	2%	6%	7%	4%	3%	6%	6%	4%	6%	9%	6%	4%	6%	5%	6%
Fairly left-wing	8%	11%	9%	5%	7%	11%	11%	6%	6%	8%	8%	10%	12%	7%	9%	9%	5%	10%	9%	11%	5%	7%	7%
Slightly left-of-centre	15%	14%	16%	28%	20%	11%	18%	12%	19%	15%	15%	14%	17%	18%	13%	13%	14%	14%	20%	14%	12%	15%	10%
Centre	25%	22%	26%	39%	31%	21%	26%	23%	21%	22%	30%	26%	25%	28%	24%	23%	24%	13%	28%	24%	26%	19%	22%
Slightly right-of-centre	8%	6%	13%	8%	11%	6%	7%	9%	8%	7%	9%	10%	11%	7%	8%	7%	11%	5%	10%	8%	7%	6%	7%
Fairly right-wing	2%	1%	3%	-	2%	2%	2%	2%	4%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	1%	1%
Very right-wing	1%	1%	1%	0%	1%	1%	1%	1%	3%	1%	0%	1%	1%	0%	1%	2%	-	-	1%	1%	1%	1%	2%
Don't know	36%	33%	32%	17%	27%	39%	28%	43%	37%	41%	30%	33%	27%	32%	38%	40%	38%	46%	23%	36%	43%	45%	45%

Keir Starmer

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very left-wing	9%	17%	4%	3%	4%	16%	10%	8%	4%	7%	10%	13%	4%	9%	10%	12%	6%	11%	7%	8%	12%	13%	9%
Fairly left-wing	15%	20%	12%	19%	13%	18%	13%	17%	10%	13%	16%	19%	18%	16%	14%	14%	11%	16%	18%	14%	14%	13%	13%
Slightly left-of-centre	23%	23%	28%	41%	32%	19%	25%	22%	17%	20%	28%	27%	27%	25%	21%	22%	17%	20%	31%	28%	15%	18%	10%
Centre	14%	11%	18%	18%	16%	12%	19%	10%	15%	15%	14%	13%	16%	13%	16%	15%	13%	12%	16%	13%	14%	10%	18%
Slightly right-of-centre	7%	4%	11%	5%	10%	4%	8%	6%	11%	7%	5%	7%	9%	6%	6%	6%	12%	6%	8%	8%	7%	5%	6%
Fairly right-wing	3%	2%	4%	1%	3%	2%	3%	3%	8%	3%	3%	1%	4%	3%	3%	2%	6%	2%	4%	2%	3%	2%	4%
Very right-wing	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	2%	-	0%	1%	1%	2%	2%
Don't know	27%	23%	21%	13%	20%	27%	22%	32%	34%	33%	22%	19%	21%	27%	29%	27%	32%	32%	16%	25%	34%	37%	39%

Fieldwork Dates : 18th - 20th May 2024

Sample size: 1767 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

Rishi Sunak

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very left-wing	2%	2%	1%	1%	1%	3%	2%	2%	1%	3%	2%	1%	-	2%	1%	2%	4%	3%	2%	1%	3%	1%	2%
Fairly left-wing	2%	3%	1%	1%	1%	4%	3%	2%	3%	3%	2%	3%	0%	2%	3%	3%	2%	6%	2%	3%	2%	5%	2%
Slightly left-of-centre	3%	6%	1%	2%	1%	6%	4%	2%	1%	1%	4%	6%	4%	4%	4%	3%	2%	2%	4%	3%	4%	1%	4%
Centre	8%	14%	3%	4%	4%	11%	9%	6%	7%	6%	9%	11%	10%	8%	9%	7%	3%	9%	8%	8%	8%	6%	9%
Slightly right-of-centre	16%	23%	13%	24%	17%	20%	20%	13%	8%	15%	18%	21%	15%	18%	16%	16%	16%	14%	21%	18%	11%	14%	11%
Fairly right-wing	23%	20%	29%	38%	30%	17%	23%	23%	24%	21%	26%	22%	30%	23%	19%	24%	22%	17%	27%	24%	23%	17%	16%
Very right-wing	19%	9%	30%	18%	26%	12%	17%	20%	22%	18%	19%	18%	18%	15%	21%	19%	24%	19%	20%	18%	18%	20%	18%
Don't know	27%	22%	22%	12%	20%	27%	22%	32%	34%	33%	21%	18%	22%	28%	28%	27%	27%	30%	17%	25%	33%	35%	40%

Ed Davey

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very left-wing	3%	8%	1%	2%	1%	7%	5%	2%	2%	3%	5%	4%	3%	3%	5%	3%	3%	6%	5%	1%	4%	4%	4%
Fairly left-wing	5%	10%	3%	1%	2%	9%	8%	3%	2%	4%	6%	7%	9%	5%	3%	5%	3%	7%	6%	8%	2%	1%	4%
Slightly left-of-centre	6%	7%	6%	13%	8%	6%	8%	4%	5%	4%	7%	8%	8%	6%	5%	5%	7%	6%	9%	5%	5%	6%	5%
Centre	16%	14%	17%	26%	23%	13%	19%	13%	12%	13%	20%	19%	16%	19%	18%	13%	15%	11%	20%	15%	15%	14%	14%
Slightly right-of-centre	4%	4%	5%	2%	5%	2%	4%	3%	4%	2%	6%	5%	7%	3%	4%	3%	5%	2%	5%	4%	2%	4%	3%
Fairly right-wing	2%	1%	3%	-	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	3%	-	2%	1%	1%	1%	3%
Very right-wing	1%	0%	2%	-	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	2%	-	-	0%	1%	1%	-	2%
Don't know	63%	56%	64%	56%	58%	61%	54%	72%	71%	71%	54%	54%	55%	62%	63%	68%	64%	68%	52%	65%	69%	71%	66%

YouGov

	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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very left-wing	4%	1%	10%	1%	6%	2%	3%	5%	7%	5%	3%	2%	4%	2%	4%	6%	5%	6%	4%	3%	3%	6%	4%
Fairly left-wing	14%	1%	31%	16%	25%	4%	12%	16%	20%	18%	8%	10%	19%	13%	10%	14%	17%	19%	17%	15%	11%	13%	12%
Slightly left-of-centre	14%	7%	22%	25%	20%	9%	16%	12%	15%	11%	16%	16%	16%	14%	14%	14%	12%	11%	18%	15%	10%	11%	13%
Centre	22%	25%	12%	29%	20%	22%	25%	19%	16%	19%	26%	24%	21%	20%	21%	24%	29%	14%	21%	19%	25%	20%	23%
Slightly right-of-centre	12%	25%	3%	13%	8%	20%	14%	10%	4%	9%	17%	17%	13%	15%	13%	9%	7%	11%	14%	13%	13%	7%	10%
Fairly right-wing	8%	18%	2%	5%	4%	15%	10%	6%	4%	6%	11%	12%	8%	9%	9%	7%	6%	9%	8%	10%	9%	6%	5%
Very right-wing	3%	6%	1%	-	1%	5%	4%	2%	5%	3%	1%	4%	3%	3%	4%	2%	4%	6%	3%	2%	2%	6%	4%
Don't know	23%	17%	19%	10%	16%	23%	16%	29%	30%	28%	18%	16%	17%	24%	25%	23%	20%	24%	14%	23%	27%	31%	29%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very likely	26%	21%	38%	34%	36%	20%	33%	19%	20%	23%	29%	29%	28%	25%	27%	25%	30%	18%	35%	24%	22%	23%	18%
Fairly likely	45%	53%	41%	49%	43%	51%	42%	48%	44%	41%	50%	47%	42%	47%	44%	45%	45%	41%	44%	47%	48%	41%	40%
Fairly unlikely	9%	10%	6%	5%	7%	9%	8%	10%	9%	10%	7%	8%	10%	8%	9%	9%	8%	9%	9%	10%	8%	9%	7%
Very unlikely	5%	6%	2%	3%	2%	8%	5%	4%	1%	6%	4%	3%	5%	4%	4%	5%	3%	9%	4%	4%	5%	7%	4%
Don't know	16%	9%	13%	9%	11%	13%	13%	18%	26%	19%	9%	12%	15%	16%	16%	15%	15%	23%	9%	14%	17%	20%	31%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Should remain Conservative leader	33%	44%	29%	44%	35%	37%	33%	33%	22%	28%	37%	42%	35%	38%	26%	33%	27%	24%	42%	34%	29%	24%	23%
Should stand down and let someone else take over	43%	41%	41%	33%	38%	45%	44%	41%	53%	43%	40%	40%	43%	38%	46%	44%	46%	47%	41%	41%	42%	47%	46%
Don't know	25%	15%	30%	22%	27%	19%	23%	26%	24%	29%	23%	18%	23%	24%	28%	23%	26%	30%	17%	25%	28%	29%	32%

YouGov

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Should remain Labour leader	45%	41%	59%	65%	57%	39%	49%	42%	36%	42%	53%	48%	47%	46%	46%	46%	44%	36%	57%	45%	40%	38%	32%
Should stand down and let someone else take over	28%	33%	23%	19%	22%	34%	29%	27%	31%	29%	26%	27%	29%	27%	27%	29%	21%	37%	25%	27%	31%	29%	30%
Don't know	27%	26%	18%	17%	21%	27%	22%	32%	33%	29%	21%	25%	24%	27%	27%	25%	35%	27%	18%	28%	28%	32%	38%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	2%	4%	2%	1%	1%	3%	3%	2%	2%	3%	1%	3%	3%	2%	1%	2%	1%	4%	3%	2%	2%	0%	3%
Fairly well	51%	61%	45%	55%	49%	57%	50%	51%	42%	43%	58%	60%	53%	54%	48%	48%	47%	48%	60%	48%	48%	48%	38%
Fairly badly	30%	21%	36%	33%	33%	23%	30%	29%	36%	33%	28%	21%	27%	29%	29%	31%	32%	32%	28%	32%	31%	31%	24%
Very badly	6%	5%	7%	3%	6%	6%	7%	4%	3%	8%	5%	3%	9%	3%	8%	6%	8%	7%	3%	4%	7%	8%	13%
Don't know	12%	9%	11%	8%	11%	11%	10%	13%	16%	12%	7%	13%	8%	11%	14%	13%	12%	9%	6%	13%	12%	13%	21%

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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very well	3%	3%	4%	2%	3%	4%	3%	3%	6%	4%	1%	3%	6%	3%	3%	4%	2%	2%	3%	4%	3%	5%	2%
Fairly well	56%	61%	55%	57%	57%	56%	54%	58%	57%	54%	58%	57%	58%	60%	50%	52%	54%	59%	61%	54%	55%	55%	48%
Fairly badly	28%	28%	28%	34%	30%	29%	30%	25%	16%	25%	32%	32%	26%	26%	31%	28%	32%	24%	30%	29%	28%	24%	24%
Very badly	4%	3%	2%	4%	2%	4%	4%	3%	3%	5%	4%	2%	3%	3%	4%	4%	3%	9%	2%	3%	4%	2%	11%
Don't know	10%	5%	10%	4%	8%	7%	9%	10%	18%	11%	5%	6%	7%	8%	12%	12%	9%	6%	4%	11%	11%	13%	15%

YouGov

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

Car manufacturing

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	1%	1%	1%	1%	1%	0%	1%	1%	5%	1%	1%	0%	6%	1%	1%	1%	1%	-	3%	1%	1%	1%	0%
Fairly ethical	26%	32%	20%	28%	21%	32%	27%	25%	30%	23%	24%	31%	23%	27%	27%	27%	21%	29%	29%	23%	29%	26%	18%
Not very ethical	28%	26%	33%	26%	33%	24%	33%	24%	29%	27%	32%	25%	27%	31%	26%	25%	33%	22%	32%	31%	25%	22%	26%
Not ethical at all	8%	6%	10%	11%	11%	6%	8%	7%	5%	7%	9%	8%	5%	9%	9%	7%	6%	9%	9%	8%	5%	7%	8%
Don't know	37%	35%	36%	34%	35%	38%	31%	43%	32%	40%	34%	36%	39%	32%	37%	40%	39%	41%	28%	37%	39%	44%	48%

Oil and gas extraction

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	2%	4%	1%	2%	1%	3%	2%	2%	4%	2%	1%	3%	4%	3%	1%	2%	1%	-	3%	2%	1%	3%	2%
Fairly ethical	11%	17%	6%	8%	7%	17%	12%	11%	9%	9%	12%	16%	10%	11%	12%	12%	11%	9%	12%	9%	13%	12%	12%
Not very ethical	31%	34%	29%	35%	30%	32%	33%	29%	33%	29%	33%	31%	32%	31%	32%	28%	38%	27%	29%	32%	37%	30%	23%
Not ethical at all	31%	20%	44%	36%	42%	21%	33%	30%	37%	33%	33%	24%	31%	33%	26%	31%	31%	38%	37%	36%	23%	22%	28%
Don't know	24%	25%	19%	19%	19%	28%	20%	28%	17%	27%	21%	26%	23%	21%	29%	27%	19%	25%	18%	21%	26%	33%	34%

Power generation

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	2%	4%	1%	1%	1%	3%	3%	2%	5%	2%	1%	2%	4%	3%	2%	1%	-	-	3%	2%	0%	4%	2%
Fairly ethical	23%	28%	18%	25%	20%	28%	26%	21%	26%	19%	27%	27%	20%	27%	19%	24%	22%	21%	27%	21%	26%	21%	19%
Not very ethical	32%	31%	35%	37%	38%	28%	34%	30%	30%	32%	34%	31%	33%	31%	31%	28%	43%	35%	35%	31%	34%	29%	25%
Not ethical at all	14%	9%	20%	15%	16%	11%	14%	13%	10%	14%	15%	13%	15%	14%	13%	13%	11%	18%	14%	17%	11%	6%	18%
Don't know	29%	28%	26%	22%	25%	31%	24%	34%	29%	33%	24%	27%	28%	25%	35%	33%	24%	26%	22%	30%	28%	40%	37%

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	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

Software development

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	3%	3%	4%	3%	3%	2%	3%	3%	8%	4%	2%	2%	8%	2%	3%	4%	2%	2%	4%	3%	4%	3%	1%
Fairly ethical	32%	34%	30%	35%	31%	33%	35%	30%	43%	32%	30%	31%	32%	36%	29%	32%	31%	28%	38%	31%	33%	31%	22%
Not very ethical	16%	15%	19%	17%	20%	15%	18%	14%	12%	15%	19%	17%	18%	15%	19%	14%	17%	24%	19%	15%	14%	15%	19%
Not ethical at all	7%	6%	8%	8%	8%	6%	7%	7%	5%	5%	10%	8%	7%	6%	8%	6%	8%	8%	8%	8%	5%	4%	7%
Don't know	41%	42%	39%	38%	39%	43%	36%	46%	33%	44%	40%	42%	36%	41%	42%	44%	42%	38%	32%	43%	44%	46%	51%

Arts and creative industries

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	9%	9%	10%	9%	9%	7%	11%	8%	20%	10%	6%	8%	12%	10%	8%	9%	8%	10%	15%	9%	7%	7%	1%
Fairly ethical	43%	42%	48%	51%	49%	42%	42%	45%	42%	41%	48%	44%	42%	49%	40%	42%	41%	37%	50%	44%	42%	37%	36%
Not very ethical	10%	9%	12%	8%	11%	9%	11%	9%	9%	10%	9%	9%	13%	8%	12%	8%	12%	9%	10%	11%	8%	9%	8%
Not ethical at all	3%	2%	2%	1%	2%	2%	4%	2%	3%	3%	2%	2%	2%	2%	4%	2%	4%	6%	3%	3%	3%	2%	3%
Don't know	35%	38%	28%	31%	29%	40%	33%	37%	27%	36%	35%	37%	31%	33%	36%	39%	35%	38%	23%	33%	40%	44%	51%

Building and construction

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	2%	3%	0%	3%	2%	1%	3%	2%	6%	2%	1%	2%	7%	2%	-	2%	-	1%	2%	2%	2%	2%	2%
Fairly ethical	28%	30%	26%	24%	26%	29%	29%	27%	35%	26%	27%	30%	27%	29%	22%	30%	30%	30%	29%	27%	31%	27%	23%
Not very ethical	31%	29%	34%	39%	37%	30%	33%	28%	21%	31%	33%	32%	27%	32%	30%	28%	38%	30%	36%	30%	27%	28%	26%
Not ethical at all	9%	7%	14%	9%	11%	7%	10%	8%	8%	7%	13%	9%	12%	10%	10%	6%	6%	9%	10%	10%	8%	5%	10%
Don't know	30%	31%	26%	25%	25%	32%	25%	36%	30%	34%	27%	28%	27%	27%	37%	35%	27%	30%	23%	31%	32%	38%	40%

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	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

Manufacturing

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	1%	1%	1%	1%	1%	1%	2%	1%	5%	2%	1%	0%	3%	1%	0%	3%	1%	-	3%	1%	1%	2%	-
Fairly ethical	25%	30%	20%	25%	23%	30%	28%	22%	25%	22%	23%	32%	23%	28%	25%	24%	21%	21%	29%	23%	26%	22%	20%
Not very ethical	30%	28%	33%	34%	35%	27%	32%	29%	31%	29%	35%	27%	34%	29%	28%	29%	37%	32%	32%	29%	31%	29%	30%
Not ethical at all	9%	6%	13%	9%	10%	7%	10%	8%	8%	9%	11%	6%	9%	10%	10%	6%	8%	8%	10%	10%	6%	8%	9%
Don't know	34%	34%	33%	32%	31%	36%	28%	40%	32%	39%	29%	34%	31%	32%	36%	38%	32%	39%	26%	37%	35%	40%	41%

Financial services

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	3%	5%	4%	2%	2%	3%	4%	3%	8%	3%	2%	3%	6%	4%	1%	4%	3%	1%	5%	4%	2%	2%	1%
Fairly ethical	22%	28%	17%	22%	19%	25%	20%	25%	26%	20%	24%	23%	24%	24%	23%	21%	17%	22%	24%	22%	22%	24%	18%
Not very ethical	23%	19%	28%	29%	27%	21%	25%	22%	22%	23%	26%	23%	21%	26%	21%	22%	24%	25%	26%	25%	21%	18%	21%
Not ethical at all	19%	15%	24%	19%	24%	16%	23%	14%	15%	22%	17%	17%	19%	18%	20%	16%	25%	20%	22%	20%	16%	13%	19%
Don't know	32%	34%	28%	28%	28%	35%	27%	37%	30%	33%	31%	34%	30%	29%	35%	37%	32%	33%	24%	29%	38%	43%	41%

Retailing

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	2%	3%	1%	2%	1%	2%	3%	1%	6%	2%	1%	2%	7%	2%	1%	1%	1%	2%	4%	2%	1%	1%	2%
Fairly ethical	31%	36%	28%	35%	28%	36%	32%	30%	29%	26%	32%	38%	30%	32%	30%	30%	29%	32%	35%	27%	34%	32%	22%
Not very ethical	30%	27%	34%	35%	35%	27%	31%	29%	27%	31%	34%	26%	28%	33%	31%	28%	33%	20%	32%	31%	29%	28%	27%
Not ethical at all	10%	6%	15%	7%	13%	7%	10%	11%	10%	12%	9%	8%	12%	10%	10%	10%	6%	16%	11%	11%	8%	9%	11%
Don't know	27%	29%	21%	22%	23%	29%	25%	29%	29%	29%	24%	26%	23%	23%	28%	32%	31%	30%	18%	30%	28%	31%	38%

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	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

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	2%	2%	3%	1%	1%	2%	2%	2%	5%	1%	1%	2%	6%	1%	1%	2%	-	1%	3%	1%	2%	1%	1%
Fairly ethical	31%	30%	31%	38%	30%	30%	33%	28%	40%	28%	31%	32%	40%	31%	29%	29%	29%	27%	35%	30%	28%	35%	22%
Not very ethical	26%	28%	28%	27%	31%	27%	27%	26%	18%	24%	32%	30%	19%	31%	26%	26%	24%	26%	29%	26%	28%	21%	24%
Not ethical at all	9%	7%	11%	8%	9%	8%	11%	6%	7%	9%	10%	8%	7%	9%	11%	7%	9%	10%	9%	10%	7%	9%	7%
Don't know	32%	33%	27%	26%	29%	34%	27%	37%	30%	38%	27%	29%	28%	29%	34%	36%	37%	36%	23%	33%	35%	35%	47%

Tourism

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	4%	4%	4%	2%	3%	4%	5%	3%	6%	4%	2%	4%	8%	2%	3%	7%	3%	-	5%	3%	4%	6%	-
Fairly ethical	35%	34%	36%	41%	34%	36%	37%	33%	38%	34%	34%	35%	41%	35%	34%	30%	34%	43%	39%	38%	31%	31%	27%
Not very ethical	20%	21%	21%	20%	24%	19%	20%	19%	15%	17%	24%	21%	18%	21%	19%	19%	22%	15%	22%	18%	22%	19%	15%
Not ethical at all	8%	7%	9%	7%	9%	6%	9%	7%	8%	6%	11%	7%	6%	10%	7%	6%	9%	6%	10%	8%	8%	5%	8%
Don't know	34%	34%	30%	30%	30%	35%	29%	38%	33%	38%	29%	32%	27%	32%	37%	38%	32%	36%	25%	34%	35%	39%	51%

Agriculture

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	8%	10%	8%	6%	6%	9%	10%	6%	13%	8%	5%	10%	11%	9%	6%	8%	5%	7%	8%	6%	8%	14%	5%
Fairly ethical	37%	42%	35%	40%	38%	41%	39%	35%	32%	34%	44%	38%	41%	39%	35%	35%	35%	39%	44%	40%	35%	23%	30%
Not very ethical	18%	14%	22%	23%	23%	15%	19%	18%	16%	16%	22%	19%	16%	19%	20%	15%	27%	15%	20%	15%	20%	19%	16%
Not ethical at all	6%	3%	9%	3%	7%	4%	5%	6%	4%	6%	6%	6%	5%	5%	6%	6%	6%	9%	6%	6%	5%	4%	6%
Don't know	31%	31%	27%	26%	26%	31%	27%	35%	35%	36%	23%	28%	27%	29%	34%	36%	27%	30%	21%	32%	32%	40%	43%

	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

Recreation and leisure industries

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	3%	3%	3%	1%	2%	2%	3%	2%	4%	3%	1%	3%	6%	1%	2%	4%	2%	3%	3%	2%	2%	4%	1%
Fairly ethical	36%	39%	35%	37%	35%	38%	39%	32%	40%	34%	35%	36%	36%	39%	35%	34%	31%	35%	41%	37%	33%	33%	23%
Not very ethical	19%	18%	20%	23%	23%	17%	20%	18%	11%	17%	25%	20%	18%	19%	20%	16%	25%	16%	21%	18%	19%	17%	17%
Not ethical at all	5%	2%	8%	6%	6%	4%	6%	4%	7%	5%	6%	5%	6%	6%	4%	6%	4%	4%	7%	5%	5%	1%	10%
Don't know	38%	39%	34%	32%	34%	39%	31%	44%	38%	41%	33%	36%	33%	35%	39%	41%	38%	42%	28%	37%	42%	45%	49%

Legal services

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	4%	4%	4%	3%	3%	3%	4%	4%	11%	3%	3%	4%	8%	3%	3%	5%	3%	2%	7%	3%	3%	4%	1%
Fairly ethical	28%	31%	27%	34%	31%	28%	28%	29%	28%	28%	28%	28%	28%	29%	26%	28%	30%	27%	32%	27%	28%	30%	19%
Not very ethical	18%	15%	19%	20%	18%	18%	19%	16%	18%	16%	20%	18%	23%	17%	18%	16%	17%	17%	20%	18%	15%	14%	21%
Not ethical at all	10%	10%	11%	6%	11%	11%	14%	6%	3%	10%	12%	11%	4%	12%	13%	7%	13%	9%	10%	12%	9%	7%	9%
Don't know	40%	39%	40%	37%	38%	40%	35%	45%	39%	43%	36%	39%	37%	39%	39%	44%	38%	45%	32%	40%	45%	45%	50%

Telecommunications

	Total	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
Unweighted base	1767	595	438	152	728	602	788	979	178	711	423	455	198	598	295	435	152	89	545	487	335	229	171
Base	1767	606	445	161	656	700	859	908	193	737	426	412	212	594	293	426	152	90	495	512	371	220	169
Very ethical	3%	2%	3%	2%	2%	1%	3%	2%	9%	3%	1%	2%	8%	1%	3%	3%	2%	2%	5%	2%	2%	3%	1%
Fairly ethical	26%	27%	24%	30%	26%	26%	28%	23%	33%	23%	26%	26%	29%	29%	21%	24%	26%	19%	29%	25%	27%	20%	21%
Not very ethical	23%	23%	24%	29%	26%	23%	24%	21%	14%	21%	27%	25%	18%	25%	25%	20%	22%	26%	24%	25%	17%	23%	21%
Not ethical at all	9%	7%	12%	8%	11%	8%	11%	7%	6%	9%	10%	9%	7%	9%	10%	6%	14%	12%	10%	10%	8%	9%	7%
Don't know	40%	41%	38%	30%	36%	42%	34%	46%	39%	44%	37%	38%	38%	36%	42%	47%	36%	42%	32%	38%	46%	46%	51%

Cell Contents (Column Percentages)