

Fieldwork Dates: 10th - 12th May 2025

Sample Size: 1734 adults in GB



Total	Vote in 2024 GE			EU Ref 2016		Gender		Age				Region						New social grade				
	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	AB	C1	C2	D	E

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Approve	17%	8%	32%	32%	21%	9%	23%	11%	29%	18%	15%	10%	27%	17%	14%	13%	17%	12%	24%	17%	12%	17%	7%
Disapprove	65%	86%	47%	51%	55%	84%	65%	65%	41%	58%	72%	82%	53%	65%	71%	67%	68%	68%	57%	65%	71%	63%	79%
Don't know	18%	6%	21%	17%	24%	7%	12%	23%	29%	24%	13%	8%	20%	18%	15%	19%	15%	20%	19%	19%	17%	19%	14%

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

Conservatives

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
0 - Would never consider voting for them	34%	2%	53%	33%	43%	24%	33%	34%	26%	42%	31%	26%	36%	25%	30%	39%	52%	43%	27%	33%	37%	38%	43%
1	7%	0%	11%	10%	9%	5%	7%	7%	10%	7%	9%	6%	7%	8%	9%	7%	5%	6%	6%	9%	7%	9%	6%
2	7%	0%	7%	13%	7%	6%	9%	6%	10%	9%	5%	6%	9%	8%	6%	7%	6%	11%	6%	9%	6%	10%	7%
3	7%	2%	8%	12%	7%	6%	7%	6%	8%	7%	6%	6%	8%	6%	11%	4%	5%	7%	7%	6%	10%	5%	3%
4	6%	4%	6%	5%	4%	7%	8%	4%	11%	5%	5%	6%	6%	6%	5%	6%	6%	4%	6%	6%	6%	5%	2%
5	12%	14%	7%	14%	10%	14%	13%	11%	7%	11%	13%	13%	14%	12%	10%	11%	9%	9%	12%	11%	12%	10%	13%
6	5%	9%	2%	4%	2%	7%	5%	5%	6%	4%	5%	6%	4%	7%	5%	3%	2%	5%	5%	5%	3%	6%	4%
7	6%	18%	2%	2%	5%	9%	6%	6%	4%	3%	8%	9%	5%	8%	4%	5%	7%	4%	8%	5%	6%	2%	8%
8	6%	19%	2%	2%	4%	10%	4%	7%	1%	4%	7%	10%	1%	8%	5%	6%	3%	-	7%	6%	5%	3%	4%
9	2%	8%	-	0%	1%	2%	1%	2%	2%	1%	2%	3%	2%	2%	3%	1%	1%	1%	3%	1%	1%	2%	2%
10 - Would definitely consider voting for them	6%	22%	1%	1%	4%	9%	5%	7%	3%	3%	7%	10%	6%	6%	7%	6%	4%	4%	7%	7%	4%	4%	5%
prefer not to answer	4%	1%	2%	1%	3%	1%	2%	5%	14%	4%	2%	0%	3%	3%	5%	5%	1%	7%	6%	1%	3%	7%	2%

Labour

Unweighted base		1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base		1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
0 - Would never consider voting for them		36%	59%	10%	19%	21%	56%	36%	36%	9%	32%	40%	54%	24%	38%	42%	36%	34%	39%	25%	36%	44%	38%	50%
1		5%	9%	2%	4%	4%	8%	6%	5%	0%	5%	6%	8%	2%	6%	8%	5%	6%	2%	5%	5%	6%	6%	7%
2		5%	9%	4%	4%	6%	5%	4%	6%	5%	4%	7%	5%	3%	5%	5%	7%	6%	8%	5%	6%	3%	5%	7%
3		5%	5%	3%	6%	5%	5%	5%	5%	6%	5%	5%	5%	5%	6%	3%	5%	9%	5%	6%	4%	7%	4%	3%
4		7%	5%	6%	13%	6%	7%	7%	7%	11%	8%	6%	5%	8%	8%	7%	6%	8%	2%	8%	7%	6%	6%	7%
5		10%	5%	13%	11%	16%	5%	10%	10%	10%	12%	9%	9%	14%	10%	9%	9%	14%	11%	10%	11%	8%	12%	11%
6		7%	2%	11%	13%	9%	4%	9%	5%	11%	7%	8%	3%	7%	7%	7%	6%	7%	7%	7%	7%	7%	6%	4%
7		6%	3%	11%	11%	7%	2%	6%	6%	12%	7%	5%	3%	9%	6%	4%	7%	1%	10%	8%	8%	4%	4%	3%
8		5%	1%	10%	8%	7%	2%	5%	5%	10%	6%	4%	3%	6%	5%	5%	5%	5%	4%	6%	5%	5%	5%	2%
9		2%	-	8%	3%	3%	1%	2%	2%	4%	2%	2%	2%	6%	2%	2%	3%	1%	-	4%	2%	3%	1%	0%
10 - Would definitely consider voting for them		7%	1%	19%	6%	12%	3%	7%	7%	8%	8%	7%	4%	13%	6%	4%	7%	8%	5%	10%	6%	5%	7%	4%
prefer not to answer		4%	1%	2%	1%	3%	1%	2%	5%	14%	4%	2%	0%	3%	3%	5%	5%	1%	7%	6%	1%	3%	7%	2%

Liberal Democrats

Unweighted base		1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base		1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
0 - Would never consider voting for them		26%	38%	12%	2%	15%	41%	29%	24%	8%	26%	28%	34%	22%	26%	27%	27%	31%	26%	18%	27%	34%	27%	34%
1		5%	7%	4%	-	4%	7%	7%	4%	4%	6%	5%	7%	6%	5%	7%	4%	5%	7%	4%	7%	4%	8%	6%
2		6%	8%	5%	2%	6%	8%	7%	6%	2%	6%	10%	6%	7%	6%	5%	7%	4%	13%	5%	4%	9%	7%	9%
3		7%	11%	7%	1%	6%	9%	7%	7%	6%	6%	8%	10%	5%	7%	10%	7%	8%	2%	7%	8%	6%	9%	8%
4		8%	9%	7%	4%	7%	7%	7%	8%	10%	7%	7%	9%	7%	7%	7%	10%	8%	5%	8%	9%	5%	7%	9%
5		15%	12%	20%	13%	18%	13%	13%	18%	16%	17%	14%	13%	20%	14%	15%	13%	17%	20%	16%	17%	14%	16%	11%
6		8%	7%	13%	11%	12%	4%	9%	7%	10%	9%	7%	7%	10%	7%	8%	8%	10%	3%	11%	7%	8%	5%	6%
7		8%	5%	11%	16%	11%	5%	7%	9%	14%	7%	8%	6%	8%	10%	7%	6%	4%	8%	10%	8%	7%	6%	5%
8		5%	2%	9%	15%	8%	3%	6%	4%	6%	6%	3%	4%	3%	6%	4%	5%	7%	6%	7%	5%	4%	3%	2%
9		2%	0%	2%	9%	2%	1%	2%	2%	4%	1%	1%	3%	3%	2%	1%	2%	1%	2%	2%	1%	2%	3%	3%
10 - Would definitely consider voting for them		5%	1%	7%	24%	8%	2%	5%	6%	6%	5%	8%	2%	6%	6%	4%	6%	4%	2%	7%	6%	3%	2%	5%
prefer not to answer		4%	1%	2%	1%	3%	1%	2%	5%	14%	4%	2%	0%	3%	3%	5%	5%	1%	7%	6%	1%	3%	7%	2%

Reform UK

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
0 - Would never consider voting for them	43%	21%	65%	65%	64%	21%	41%	44%	48%	48%	42%	33%	43%	43%	40%	42%	51%	40%	47%	44%	37%	43%	40%
1	4%	4%	5%	4%	5%	4%	4%	4%	4%	5%	4%	3%	7%	5%	4%	2%	2%	5%	5%	4%	4%	5%	4%
2	5%	5%	4%	6%	5%	4%	4%	5%	4%	6%	4%	3%	6%	4%	4%	4%	8%	4%	4%	6%	5%	3%	3%
3	3%	4%	2%	2%	3%	3%	3%	3%	4%	4%	1%	4%	5%	2%	4%	3%	5%	-	3%	3%	3%	4%	3%
4	3%	3%	2%	7%	3%	3%	4%	3%	2%	3%	3%	5%	3%	4%	2%	3%	2%	4%	3%	3%	3%	2%	5%
5	8%	11%	5%	5%	6%	7%	6%	9%	9%	7%	8%	8%	9%	7%	9%	7%	7%	9%	7%	8%	8%	9%	6%
6	5%	10%	3%	3%	3%	6%	6%	3%	7%	3%	4%	7%	5%	5%	3%	5%	4%	2%	5%	4%	5%	3%	5%
7	4%	9%	2%	2%	2%	6%	4%	4%	2%	4%	4%	5%	2%	3%	4%	5%	5%	5%	5%	4%	3%	3%	2%
8	5%	11%	4%	1%	2%	10%	5%	5%	2%	4%	5%	9%	6%	6%	6%	4%	4%	2%	5%	6%	5%	2%	9%
9	3%	5%	2%	2%	1%	7%	4%	3%	-	2%	6%	4%	1%	4%	4%	4%	3%	1%	3%	4%	2%	4%	5%
10 - Would definitely consider voting for them	14%	17%	4%	2%	4%	27%	16%	12%	3%	11%	18%	20%	9%	14%	15%	16%	9%	21%	7%	13%	23%	14%	17%
prefer not to answer	4%	1%	2%	1%	3%	1%	2%	5%	14%	4%	2%	0%	3%	3%	5%	5%	1%	7%	6%	1%	3%	7%	2%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Health	36%	35%	45%	48%	45%	32%	28%	44%	31%	34%	43%	36%	33%	33%	37%	37%	46%	43%	38%	36%	40%	29%	32%
Immigration & Asylum	50%	74%	34%	27%	31%	76%	52%	48%	27%	42%	55%	70%	36%	52%	58%	50%	45%	45%	42%	51%	57%	51%	52%
Crime	22%	27%	13%	15%	13%	31%	20%	24%	15%	21%	24%	25%	29%	20%	25%	20%	22%	20%	20%	22%	23%	23%	25%
The economy	49%	47%	55%	58%	56%	43%	53%	46%	55%	52%	46%	44%	56%	48%	54%	43%	50%	52%	55%	52%	45%	47%	41%
Tax	13%	16%	11%	8%	10%	15%	17%	9%	12%	15%	12%	10%	18%	12%	14%	11%	15%	4%	12%	15%	15%	10%	8%
Pensions	7%	10%	7%	6%	7%	10%	7%	8%	3%	4%	7%	17%	4%	7%	8%	7%	10%	9%	4%	10%	6%	8%	12%
Education	8%	4%	13%	10%	12%	4%	5%	10%	11%	10%	6%	5%	7%	6%	6%	10%	14%	6%	10%	8%	9%	4%	5%
Family life & childcare	4%	3%	5%	7%	4%	4%	4%	4%	4%	6%	2%	3%	6%	5%	3%	4%	4%	3%	4%	4%	4%	7%	3%
Housing	18%	9%	23%	14%	18%	13%	17%	18%	27%	22%	14%	10%	29%	18%	11%	15%	18%	19%	16%	17%	19%	19%	19%
The environment	17%	7%	24%	24%	25%	9%	15%	19%	20%	19%	16%	12%	17%	17%	14%	17%	19%	23%	21%	16%	13%	18%	15%
Britain leaving the EU	13%	3%	20%	21%	23%	4%	15%	11%	10%	16%	12%	10%	18%	11%	11%	13%	18%	13%	17%	12%	13%	13%	7%
Transport	3%	2%	3%	3%	3%	1%	3%	2%	7%	3%	2%	1%	1%	3%	3%	3%	1%	4%	3%	2%	3%	2%	1%
Welfare benefits	14%	17%	13%	12%	15%	15%	11%	17%	7%	13%	20%	13%	13%	13%	15%	15%	12%	18%	13%	13%	10%	12%	29%
Defence and security	21%	35%	16%	27%	19%	28%	23%	19%	13%	12%	25%	37%	17%	26%	20%	21%	17%	8%	24%	20%	22%	14%	22%
None of these	1%	-	1%	-	0%	0%	1%	0%	2%	1%	-	0%	1%	1%	0%	1%	-	-	0%	1%	-	2%	-
Don't know	3%	1%	0%	1%	2%	0%	3%	2%	9%	3%	2%	-	1%	2%	2%	5%	-	3%	3%	2%	2%	4%	3%

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

National Health Service

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	2%	5%	3%	3%	1%	4%	1%	6%	3%	1%	1%	5%	2%	2%	3%	1%	2%	3%	1%	3%	3%	2%
Fairly well	18%	13%	27%	28%	24%	12%	22%	15%	25%	19%	16%	16%	24%	19%	18%	17%	12%	16%	25%	16%	16%	16%	11%
Fairly badly	35%	39%	34%	36%	35%	35%	34%	36%	33%	35%	35%	35%	35%	37%	31%	35%	37%	25%	37%	35%	34%	35%	29%
Very badly	36%	39%	25%	27%	31%	46%	33%	39%	20%	34%	40%	43%	25%	35%	41%	36%	43%	45%	27%	38%	39%	38%	49%
Don't know	9%	7%	9%	6%	8%	6%	7%	10%	16%	9%	8%	6%	11%	8%	9%	8%	6%	12%	7%	10%	7%	9%	9%

Immigration

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	1%	2%	2%	3%	2%	0%	2%	1%	1%	2%	1%	1%	4%	2%	0%	1%	1%	-	2%	2%	1%	0%	0%
Fairly well	13%	3%	25%	19%	18%	5%	15%	12%	29%	16%	8%	6%	24%	11%	10%	15%	8%	15%	17%	13%	11%	14%	8%
Fairly badly	23%	18%	26%	35%	30%	16%	23%	24%	26%	26%	25%	17%	28%	24%	23%	22%	25%	21%	24%	26%	22%	29%	14%
Very badly	51%	76%	32%	30%	35%	75%	53%	49%	26%	43%	57%	72%	32%	54%	55%	52%	57%	51%	46%	49%	57%	47%	62%
Don't know	11%	2%	15%	14%	14%	4%	7%	14%	18%	13%	9%	5%	13%	9%	12%	10%	9%	12%	10%	10%	9%	11%	16%

Crime

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	1%	3%	4%	1%	0%	2%	1%	6%	1%	1%	0%	6%	1%	0%	1%	1%	0%	3%	1%	0%	1%	2%
Fairly well	19%	10%	32%	25%	29%	10%	21%	18%	25%	21%	19%	14%	19%	20%	18%	18%	20%	18%	24%	18%	20%	14%	13%
Fairly badly	31%	32%	31%	34%	29%	33%	31%	31%	32%	31%	30%	31%	30%	28%	32%	33%	33%	32%	28%	32%	31%	37%	30%
Very badly	33%	47%	15%	19%	21%	48%	34%	32%	18%	27%	37%	45%	28%	33%	35%	34%	31%	31%	28%	36%	34%	30%	39%
Don't know	16%	10%	19%	19%	21%	9%	12%	20%	19%	19%	14%	11%	17%	18%	15%	14%	14%	18%	17%	14%	15%	19%	17%

Education

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	2%	3%	4%	2%	1%	3%	2%	11%	2%	1%	1%	8%	3%	1%	1%	1%	3%	4%	2%	2%	3%	-
Fairly well	24%	15%	37%	33%	29%	18%	27%	22%	31%	28%	19%	20%	35%	23%	22%	24%	21%	23%	28%	23%	24%	23%	21%
Fairly badly	31%	35%	31%	30%	29%	34%	33%	29%	29%	28%	32%	37%	26%	31%	32%	32%	39%	26%	29%	33%	31%	32%	32%
Very badly	20%	29%	10%	13%	15%	28%	20%	20%	12%	18%	24%	24%	12%	21%	20%	22%	20%	25%	19%	22%	19%	14%	23%
Don't know	22%	19%	19%	21%	25%	19%	18%	27%	17%	24%	25%	18%	19%	23%	26%	22%	20%	22%	20%	20%	23%	29%	24%

Taxation

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	1%	0%	2%	0%	1%	0%	1%	0%	4%	1%	0%	0%	3%	-	0%	1%	2%	-	2%	1%	-	1%	-
Fairly well	14%	6%	25%	22%	18%	7%	15%	13%	23%	14%	13%	11%	16%	15%	11%	13%	18%	12%	19%	14%	12%	15%	7%
Fairly badly	31%	25%	35%	36%	37%	25%	30%	32%	30%	34%	30%	26%	37%	29%	24%	34%	34%	27%	29%	30%	35%	34%	25%
Very badly	42%	63%	24%	27%	31%	59%	46%	38%	23%	37%	45%	56%	32%	42%	51%	38%	40%	52%	37%	45%	42%	36%	49%
Don't know	13%	5%	14%	15%	13%	9%	8%	17%	21%	14%	12%	7%	13%	14%	13%	13%	7%	8%	13%	10%	11%	14%	20%

Unemployment

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	0%	4%	3%	2%	1%	3%	1%	4%	2%	2%	1%	5%	2%	1%	2%	-	1%	3%	2%	0%	1%	1%
Fairly well	20%	14%	30%	29%	27%	15%	23%	18%	21%	20%	22%	18%	20%	21%	19%	20%	24%	15%	24%	19%	23%	18%	10%
Fairly badly	32%	42%	30%	27%	32%	35%	31%	34%	37%	30%	29%	39%	32%	32%	32%	32%	37%	33%	31%	31%	35%	31%	39%
Very badly	23%	26%	14%	18%	15%	31%	25%	22%	20%	22%	22%	27%	24%	21%	25%	24%	22%	27%	19%	24%	23%	23%	31%
Don't know	22%	17%	22%	23%	25%	19%	19%	26%	19%	25%	25%	16%	18%	23%	23%	24%	16%	25%	22%	23%	20%	27%	19%

Inflation

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	1%	4%	3%	3%	0%	3%	1%	2%	2%	2%	2%	5%	2%	1%	1%	2%	1%	3%	2%	1%	1%	0%
Fairly well	23%	19%	36%	29%	31%	16%	26%	20%	25%	20%	32%	18%	21%	24%	20%	23%	29%	24%	31%	20%	21%	19%	19%
Fairly badly	32%	36%	27%	36%	30%	34%	33%	31%	33%	32%	27%	37%	35%	30%	34%	32%	34%	30%	32%	32%	38%	29%	26%
Very badly	29%	37%	17%	17%	19%	39%	29%	29%	25%	29%	27%	32%	27%	29%	32%	28%	26%	38%	22%	31%	28%	32%	40%
Don't know	14%	7%	16%	14%	16%	11%	9%	19%	15%	17%	13%	11%	13%	16%	13%	17%	9%	8%	12%	16%	13%	18%	16%

Britain's exit from the EU

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	3%	5%	3%	4%	2%	2%	3%	2%	6%	3%	3%	1%	4%	4%	2%	2%	-	2%	4%	3%	2%	2%	1%
Fairly well	19%	18%	30%	25%	22%	15%	20%	18%	25%	21%	18%	14%	24%	19%	18%	19%	23%	8%	23%	19%	17%	18%	13%
Fairly badly	25%	25%	26%	28%	27%	23%	27%	23%	25%	25%	24%	25%	24%	24%	22%	25%	31%	34%	27%	25%	27%	23%	18%
Very badly	31%	31%	21%	25%	30%	37%	33%	29%	19%	29%	35%	37%	28%	31%	33%	31%	32%	38%	24%	32%	34%	32%	41%
Don't know	22%	21%	20%	17%	18%	22%	17%	27%	26%	22%	20%	23%	20%	23%	25%	24%	14%	17%	21%	21%	20%	24%	27%

Defence

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	3%	3%	7%	5%	3%	2%	5%	2%	7%	4%	1%	2%	8%	3%	1%	3%	0%	1%	5%	3%	2%	3%	3%
Fairly well	33%	24%	46%	43%	43%	23%	39%	29%	41%	36%	36%	23%	41%	32%	31%	32%	36%	32%	41%	33%	34%	26%	22%
Fairly badly	21%	29%	19%	22%	19%	28%	21%	21%	11%	19%	22%	29%	15%	21%	24%	22%	27%	15%	19%	23%	23%	19%	25%
Very badly	18%	30%	6%	8%	11%	28%	19%	16%	11%	12%	20%	29%	12%	20%	17%	17%	16%	24%	14%	19%	18%	19%	24%
Don't know	24%	15%	22%	21%	25%	18%	16%	32%	29%	28%	21%	16%	24%	22%	26%	25%	20%	29%	21%	23%	23%	33%	26%

The economy

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	1%	1%	2%	0%	1%	0%	1%	0%	5%	0%	0%	1%	3%	1%	0%	1%	-	1%	2%	0%	1%	0%	0%
Fairly well	19%	9%	35%	29%	26%	11%	21%	17%	28%	20%	20%	13%	23%	19%	17%	19%	18%	22%	24%	17%	18%	23%	10%
Fairly badly	33%	33%	30%	37%	35%	30%	31%	34%	34%	34%	32%	31%	36%	33%	32%	33%	29%	29%	34%	33%	32%	33%	30%
Very badly	38%	55%	23%	23%	28%	53%	39%	36%	20%	34%	40%	51%	28%	38%	43%	36%	46%	42%	32%	40%	39%	36%	48%
Don't know	9%	2%	11%	11%	10%	6%	7%	12%	13%	12%	7%	4%	10%	9%	8%	11%	7%	7%	9%	10%	10%	8%	11%

Terrorism

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	6%	5%	10%	7%	8%	2%	9%	3%	13%	7%	5%	3%	11%	5%	5%	7%	7%	1%	9%	6%	4%	4%	5%
Fairly well	35%	30%	46%	46%	42%	29%	38%	32%	36%	36%	37%	31%	47%	36%	31%	30%	35%	34%	38%	34%	37%	34%	25%
Fairly badly	17%	21%	12%	11%	14%	22%	17%	17%	17%	14%	15%	24%	9%	18%	16%	20%	19%	16%	14%	18%	17%	21%	19%
Very badly	17%	29%	7%	9%	9%	29%	18%	17%	8%	14%	21%	25%	11%	17%	21%	20%	15%	19%	14%	17%	18%	16%	28%
Don't know	24%	16%	25%	28%	28%	18%	18%	30%	27%	29%	23%	17%	22%	24%	27%	24%	24%	30%	25%	24%	24%	25%	23%

Transport

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	1%	3%	3%	2%	0%	3%	1%	8%	2%	1%	1%	4%	2%	1%	3%	1%	1%	2%	2%	3%	2%	0%
Fairly well	25%	18%	32%	35%	27%	19%	26%	24%	39%	26%	23%	19%	43%	24%	25%	19%	21%	19%	29%	25%	23%	28%	15%
Fairly badly	30%	36%	30%	29%	30%	35%	33%	27%	21%	29%	31%	36%	26%	31%	29%	30%	37%	31%	31%	30%	29%	31%	29%
Very badly	19%	21%	11%	10%	14%	26%	21%	17%	12%	18%	22%	21%	13%	17%	21%	24%	16%	25%	15%	21%	20%	16%	26%
Don't know	24%	23%	23%	23%	27%	21%	17%	30%	20%	25%	23%	24%	15%	26%	23%	24%	25%	24%	22%	22%	25%	24%	31%

Housing

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	1%	1%	2%	3%	1%	0%	1%	1%	4%	1%	0%	1%	4%	1%	0%	1%	-	1%	2%	1%	0%	-	1%
Fairly well	17%	14%	25%	23%	20%	12%	18%	16%	24%	15%	18%	15%	20%	16%	17%	16%	17%	15%	19%	17%	15%	16%	15%
Fairly badly	34%	35%	36%	38%	36%	33%	34%	33%	31%	33%	32%	37%	35%	35%	31%	32%	37%	31%	36%	31%	36%	31%	31%
Very badly	32%	36%	20%	19%	23%	42%	34%	30%	26%	31%	33%	34%	28%	33%	33%	32%	30%	35%	26%	35%	32%	34%	36%
Don't know	17%	14%	17%	17%	20%	13%	13%	21%	15%	20%	16%	13%	14%	15%	19%	20%	16%	18%	16%	16%	17%	19%	18%

Environment

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	2%	4%	3%	3%	1%	4%	1%	7%	3%	1%	2%	6%	2%	1%	2%	-	7%	4%	2%	2%	3%	1%
Fairly well	24%	21%	33%	32%	26%	20%	26%	23%	30%	26%	24%	18%	32%	25%	19%	23%	25%	22%	27%	24%	21%	28%	20%
Fairly badly	32%	32%	35%	29%	35%	32%	34%	31%	33%	31%	29%	38%	30%	31%	34%	33%	37%	30%	33%	31%	36%	33%	26%
Very badly	23%	27%	14%	20%	19%	29%	23%	22%	14%	20%	26%	27%	16%	23%	23%	25%	20%	27%	20%	25%	21%	18%	31%
Don't know	18%	18%	15%	15%	18%	18%	14%	23%	16%	19%	20%	16%	16%	19%	22%	18%	17%	15%	15%	18%	21%	19%	22%

Welfare benefits

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	1%	3%	2%	1%	1%	2%	1%	4%	2%	1%	0%	7%	1%	2%	1%	-	-	2%	2%	2%	1%	1%
Fairly well	14%	11%	19%	21%	16%	10%	17%	12%	22%	15%	14%	11%	20%	15%	12%	14%	15%	9%	17%	15%	13%	17%	4%
Fairly badly	33%	35%	37%	37%	36%	32%	33%	33%	31%	33%	30%	35%	29%	32%	34%	34%	34%	32%	36%	33%	34%	33%	20%
Very badly	37%	43%	28%	27%	33%	46%	37%	37%	21%	34%	43%	44%	28%	37%	41%	35%	43%	47%	31%	36%	38%	33%	59%
Don't know	14%	10%	14%	13%	13%	11%	11%	17%	22%	16%	12%	10%	16%	15%	12%	16%	9%	12%	14%	14%	13%	16%	17%

Do you think that Keir Starmer is doing well or badly as Prime Minister?

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	3%	1%	7%	6%	4%	1%	4%	1%	5%	3%	3%	2%	8%	3%	2%	2%	1%	1%	5%	2%	1%	2%	2%
Fairly well	24%	11%	42%	42%	32%	13%	26%	21%	41%	25%	23%	14%	28%	25%	23%	23%	23%	18%	31%	21%	22%	26%	14%
Fairly badly	24%	25%	27%	23%	30%	21%	22%	27%	26%	24%	26%	24%	27%	22%	27%	25%	29%	21%	28%	27%	20%	20%	20%
Very badly	38%	58%	17%	20%	23%	60%	40%	36%	14%	32%	42%	56%	26%	41%	42%	36%	36%	49%	27%	37%	45%	40%	55%
Don't know	11%	5%	8%	9%	11%	5%	7%	14%	15%	16%	6%	4%	11%	10%	7%	14%	11%	11%	9%	12%	11%	12%	10%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
She does look like a Prime Minster in waiting	11%	18%	7%	6%	7%	14%	11%	11%	13%	11%	9%	12%	16%	9%	12%	11%	11%	7%	12%	9%	11%	12%	13%
She does not look like a Prime Minster in waiting	63%	63%	73%	73%	72%	65%	71%	56%	54%	55%	75%	70%	59%	64%	66%	62%	66%	63%	68%	63%	63%	57%	62%
Not sure	26%	19%	21%	21%	21%	21%	17%	34%	33%	34%	16%	18%	26%	27%	22%	26%	23%	30%	20%	29%	27%	32%	24%

Do you think Kemi Badenoch is doing well or badly as leader of the Conservative party?

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	2%	4%	1%	2%	1%	2%	2%	1%	3%	2%	1%	1%	6%	1%	1%	2%	-	1%	3%	1%	1%	2%	1%
Fairly well	15%	36%	9%	5%	10%	23%	15%	15%	8%	12%	15%	23%	12%	16%	21%	13%	9%	14%	16%	13%	18%	9%	19%
Fairly badly	24%	30%	23%	26%	24%	26%	25%	22%	22%	18%	28%	30%	24%	23%	25%	25%	22%	15%	27%	26%	23%	17%	16%
Very badly	31%	12%	42%	39%	38%	27%	37%	25%	27%	32%	33%	28%	32%	29%	28%	30%	38%	36%	32%	30%	27%	34%	34%
Don't know	29%	18%	26%	27%	27%	22%	21%	37%	41%	35%	23%	18%	26%	30%	25%	31%	30%	33%	22%	30%	31%	39%	30%

Do you think Ed Davey is doing well or badly as leader of the Liberal Democrats?

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	5%	5%	7%	15%	7%	3%	6%	5%	8%	4%	7%	4%	7%	6%	6%	4%	3%	3%	7%	5%	4%	4%	6%
Fairly well	28%	26%	36%	47%	37%	22%	30%	26%	31%	25%	28%	32%	31%	26%	31%	26%	30%	28%	33%	27%	27%	25%	24%
Fairly badly	14%	16%	13%	12%	12%	17%	17%	10%	12%	11%	17%	15%	15%	14%	13%	15%	9%	11%	14%	14%	14%	15%	10%
Very badly	13%	15%	6%	4%	9%	21%	16%	11%	4%	13%	14%	17%	10%	13%	13%	13%	14%	23%	10%	14%	14%	13%	18%
Don't know	40%	38%	38%	21%	36%	37%	32%	48%	45%	47%	34%	31%	37%	41%	37%	41%	44%	35%	36%	40%	42%	43%	42%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
They are ready for Government	9%	20%	5%	8%	7%	10%	9%	10%	13%	9%	6%	11%	15%	9%	10%	9%	5%	6%	12%	8%	7%	8%	9%
They are not ready for Government	72%	64%	86%	79%	77%	75%	79%	66%	65%	68%	79%	77%	68%	70%	75%	73%	79%	77%	75%	72%	71%	73%	70%
Not sure	18%	16%	9%	13%	16%	15%	13%	24%	22%	23%	15%	13%	18%	21%	15%	18%	15%	17%	13%	20%	22%	19%	21%



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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Strongly support	15%	10%	24%	16%	18%	10%	21%	11%	21%	16%	16%	12%	30%	12%	15%	11%	21%	17%	15%	16%	12%	16%	20%
Tend to support	38%	31%	46%	44%	43%	33%	40%	36%	43%	39%	33%	39%	37%	32%	40%	41%	52%	35%	41%	36%	42%	32%	32%
Tend to oppose	23%	34%	17%	24%	21%	28%	19%	28%	22%	18%	28%	28%	13%	28%	24%	24%	15%	27%	26%	23%	24%	25%	15%
Strongly oppose	14%	18%	5%	10%	10%	22%	12%	15%	4%	13%	17%	17%	7%	18%	13%	14%	6%	15%	10%	15%	13%	16%	19%
Don't know	9%	8%	8%	7%	9%	8%	8%	11%	10%	14%	6%	4%	12%	10%	9%	9%	7%	7%	7%	9%	9%	11%	14%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Strongly support	12%	6%	20%	15%	15%	7%	16%	9%	17%	13%	13%	8%	20%	11%	10%	11%	14%	15%	12%	11%	10%	15%	17%
Tend to support	33%	25%	42%	35%	37%	25%	36%	29%	39%	32%	29%	34%	39%	24%	32%	34%	54%	32%	35%	32%	35%	27%	27%
Tend to oppose	23%	26%	20%	26%	22%	26%	20%	26%	18%	23%	25%	22%	17%	27%	24%	22%	17%	18%	22%	25%	21%	26%	19%
Strongly oppose	24%	37%	13%	20%	18%	36%	22%	26%	17%	20%	28%	32%	14%	31%	25%	24%	10%	28%	24%	24%	25%	25%	24%
Don't know	8%	6%	6%	4%	8%	6%	6%	10%	9%	12%	5%	4%	10%	8%	8%	9%	5%	7%	7%	7%	9%	7%	13%

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?

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Strongly support	22%	11%	29%	26%	23%	13%	26%	17%	44%	24%	17%	11%	34%	19%	21%	21%	20%	18%	24%	20%	18%	27%	21%
Tend to support	34%	26%	40%	42%	37%	31%	34%	33%	35%	35%	32%	33%	38%	30%	34%	33%	44%	30%	35%	32%	35%	30%	35%
Tend to oppose	19%	28%	14%	19%	19%	24%	17%	21%	6%	17%	26%	23%	11%	21%	22%	21%	17%	13%	20%	22%	16%	20%	15%
Strongly oppose	13%	20%	5%	9%	10%	19%	12%	13%	4%	9%	15%	21%	5%	15%	14%	12%	9%	20%	11%	13%	15%	11%	13%
Don't know	13%	15%	12%	4%	12%	13%	10%	15%	10%	15%	10%	12%	13%	14%	9%	13%	10%	19%	10%	13%	16%	13%	15%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Strongly support	6%	1%	10%	7%	7%	3%	8%	4%	8%	6%	6%	3%	9%	5%	4%	5%	7%	8%	7%	5%	5%	7%	7%
Tend to support	21%	13%	30%	27%	26%	15%	27%	16%	25%	22%	20%	20%	28%	18%	20%	20%	30%	22%	23%	20%	25%	13%	20%
Tend to oppose	28%	30%	30%	28%	28%	28%	25%	31%	34%	28%	27%	27%	26%	29%	29%	27%	33%	23%	32%	27%	27%	26%	24%
Strongly oppose	32%	46%	17%	28%	25%	44%	29%	34%	16%	27%	38%	39%	18%	36%	33%	34%	21%	34%	28%	36%	28%	35%	32%
Don't know	14%	10%	12%	11%	14%	10%	11%	16%	17%	17%	9%	10%	18%	13%	14%	13%	10%	13%	9%	12%	16%	19%	18%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Strongly support	5%	2%	10%	5%	7%	2%	7%	4%	11%	6%	5%	2%	11%	4%	5%	4%	6%	3%	5%	5%	5%	8%	5%
Tend to support	26%	24%	32%	30%	29%	23%	29%	24%	29%	27%	27%	24%	30%	26%	22%	23%	36%	32%	31%	23%	27%	21%	28%
Tend to oppose	28%	28%	29%	34%	29%	30%	30%	27%	27%	27%	28%	32%	23%	27%	31%	31%	30%	25%	28%	32%	26%	30%	23%
Strongly oppose	25%	34%	15%	21%	20%	35%	23%	27%	15%	23%	29%	30%	14%	29%	28%	27%	18%	27%	23%	26%	25%	27%	29%
Don't know	15%	12%	14%	10%	15%	11%	11%	18%	18%	17%	12%	11%	22%	14%	13%	15%	9%	13%	12%	15%	17%	14%	16%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Strongly support	5%	2%	8%	7%	5%	3%	7%	2%	8%	5%	5%	2%	6%	6%	3%	4%	4%	2%	5%	3%	5%	7%	4%
Tend to support	19%	11%	27%	23%	20%	15%	24%	14%	27%	20%	19%	14%	31%	13%	16%	20%	28%	24%	22%	19%	17%	13%	23%
Tend to oppose	26%	23%	28%	28%	31%	22%	24%	28%	27%	28%	23%	25%	21%	25%	28%	25%	33%	23%	29%	25%	25%	29%	17%
Strongly oppose	39%	57%	25%	37%	35%	53%	35%	43%	21%	33%	48%	52%	24%	47%	40%	41%	24%	39%	37%	41%	39%	40%	42%
Don't know	11%	7%	12%	5%	10%	7%	10%	13%	18%	15%	5%	7%	17%	9%	12%	10%	11%	11%	8%	11%	15%	11%	14%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Go up a lot	12%	7%	10%	10%	9%	11%	12%	12%	24%	14%	7%	9%	13%	10%	16%	14%	7%	15%	10%	10%	12%	18%	17%
Go up a little	38%	39%	44%	39%	42%	36%	44%	32%	40%	37%	42%	37%	41%	36%	37%	40%	49%	27%	45%	38%	36%	33%	30%
Stay about the same	31%	33%	32%	33%	33%	33%	28%	33%	16%	29%	36%	35%	27%	32%	29%	30%	30%	37%	28%	33%	33%	30%	25%
Go down a little	6%	6%	5%	10%	5%	6%	5%	7%	7%	5%	6%	7%	7%	8%	6%	6%	2%	1%	8%	6%	5%	3%	7%
Go down a lot	0%	1%	1%	-	0%	1%	0%	0%	1%	0%	0%	0%	-	1%	1%	0%	-	-	1%	0%	-	-	1%
Don't know	13%	14%	9%	9%	11%	13%	9%	15%	12%	15%	9%	11%	12%	13%	11%	11%	13%	20%	8%	12%	13%	16%	21%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
It would be better for Britain if house prices rose	6%	10%	6%	4%	5%	6%	7%	5%	9%	6%	5%	6%	11%	5%	7%	4%	8%	6%	10%	5%	4%	6%	5%
It would be better for Britain if house prices went down	51%	37%	57%	62%	51%	45%	53%	49%	69%	57%	43%	40%	54%	53%	46%	52%	44%	54%	50%	52%	49%	52%	54%
It would be better for Britain if house prices stayed about the same	26%	36%	23%	25%	28%	31%	28%	25%	12%	19%	37%	36%	17%	24%	30%	29%	33%	24%	28%	27%	31%	19%	18%
Don't know	17%	17%	13%	8%	16%	18%	12%	21%	10%	19%	15%	17%	18%	18%	17%	15%	15%	15%	12%	17%	16%	23%	22%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base: All GB adults	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
I would be better off if house prices rose	21%	28%	22%	16%	24%	21%	22%	20%	11%	20%	26%	21%	18%	22%	20%	21%	20%	17%	26%	21%	20%	14%	13%
I would be better off if house prices fell	23%	10%	25%	30%	20%	12%	24%	23%	63%	31%	9%	5%	42%	21%	21%	22%	16%	19%	22%	25%	22%	32%	16%
It will make little difference to me personally if house prices rise or fall	46%	55%	45%	50%	47%	57%	46%	45%	15%	33%	59%	69%	29%	48%	49%	47%	52%	51%	44%	45%	47%	39%	61%
Don't know	10%	8%	8%	4%	9%	9%	8%	12%	11%	16%	6%	4%	10%	9%	11%	11%	12%	13%	8%	10%	11%	14%	10%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
United	23%	16%	37%	36%	28%	15%	27%	18%	35%	23%	25%	14%	29%	25%	19%	21%	23%	12%	31%	23%	16%	21%	15%
Divided	48%	64%	39%	32%	41%	63%	49%	46%	28%	40%	52%	65%	37%	44%	53%	51%	52%	57%	44%	47%	51%	43%	57%
Don't know	30%	21%	24%	32%	31%	21%	24%	35%	37%	37%	23%	21%	35%	32%	27%	28%	24%	30%	25%	30%	33%	36%	28%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
United	12%	23%	9%	12%	9%	15%	13%	12%	13%	13%	14%	11%	13%	13%	13%	12%	10%	9%	13%	12%	12%	10%	16%
Divided	54%	55%	60%	60%	58%	57%	63%	45%	49%	47%	57%	65%	50%	53%	58%	52%	62%	55%	59%	54%	53%	49%	47%
Don't know	34%	22%	31%	29%	33%	28%	24%	42%	38%	40%	29%	24%	38%	34%	29%	36%	28%	37%	28%	34%	35%	41%	37%

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

Labour Party

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	13%	22%	4%	3%	6%	23%	15%	11%	8%	10%	15%	19%	9%	14%	12%	14%	14%	21%	9%	13%	14%	15%	22%
Fairly left-wing	18%	32%	13%	19%	15%	23%	18%	18%	17%	14%	19%	24%	17%	19%	19%	19%	14%	14%	21%	21%	15%	16%	12%
Slightly left-of-centre	24%	17%	36%	34%	32%	16%	28%	19%	27%	21%	30%	20%	25%	26%	23%	22%	22%	21%	31%	21%	20%	25%	18%
Centre	10%	3%	16%	14%	12%	7%	10%	9%	12%	11%	9%	6%	14%	8%	9%	11%	10%	6%	10%	11%	11%	10%	5%
Slightly right-of-centre	6%	2%	9%	6%	10%	3%	7%	6%	9%	7%	7%	4%	8%	4%	7%	6%	12%	7%	8%	7%	5%	5%	7%
Fairly right-wing	3%	2%	2%	2%	3%	2%	3%	3%	3%	3%	2%	3%	3%	2%	3%	3%	4%	2%	2%	3%	4%	1%	4%
Very right-wing	1%	2%	2%	-	1%	1%	1%	1%	4%	1%	1%	1%	4%	1%	-	0%	3%	1%	3%	0%	1%	-	2%
Don't know	25%	20%	18%	22%	21%	25%	16%	33%	19%	32%	17%	22%	20%	25%	28%	25%	22%	29%	18%	24%	31%	28%	31%

Conservative Party

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	1%	1%	1%	1%	0%	1%	2%	1%	4%	1%	1%	2%	2%	1%	1%	2%	2%	-	1%	0%	0%	3%	2%
Fairly left-wing	2%	1%	2%	-	1%	3%	4%	1%	4%	2%	1%	3%	2%	2%	3%	2%	3%	4%	2%	2%	2%	4%	4%
Slightly left-of-centre	4%	2%	1%	3%	2%	5%	6%	2%	4%	4%	3%	4%	6%	4%	4%	3%	3%	1%	2%	5%	3%	5%	4%
Centre	8%	13%	6%	5%	5%	12%	10%	6%	5%	7%	10%	8%	5%	8%	6%	10%	7%	13%	6%	8%	11%	7%	7%
Slightly right-of-centre	20%	32%	13%	15%	17%	24%	23%	17%	18%	16%	25%	23%	20%	22%	23%	18%	13%	11%	25%	17%	19%	20%	16%
Fairly right-wing	29%	28%	42%	38%	38%	22%	31%	28%	37%	26%	30%	31%	34%	29%	27%	28%	34%	25%	36%	31%	24%	25%	25%
Very right-wing	10%	4%	16%	16%	15%	6%	9%	12%	9%	11%	12%	8%	11%	10%	7%	11%	13%	16%	10%	13%	9%	7%	10%
Don't know	25%	19%	19%	21%	22%	26%	16%	34%	18%	33%	18%	22%	20%	25%	28%	26%	24%	30%	17%	24%	31%	30%	31%

Liberal Democrats

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	8%	9%	4%	3%	4%	13%	10%	6%	4%	8%	9%	7%	9%	8%	6%	7%	7%	9%	6%	9%	8%	7%	7%
Fairly left-wing	10%	12%	9%	13%	9%	12%	13%	8%	12%	11%	12%	7%	11%	10%	9%	12%	8%	9%	12%	10%	11%	11%	5%
Slightly left-of-centre	17%	18%	23%	22%	21%	14%	18%	16%	15%	16%	19%	18%	15%	18%	15%	17%	18%	14%	22%	16%	15%	11%	15%
Centre	26%	26%	32%	36%	31%	22%	28%	23%	32%	18%	30%	31%	21%	27%	27%	23%	29%	26%	30%	26%	22%	23%	23%
Slightly right-of-centre	6%	5%	6%	3%	7%	4%	6%	6%	9%	5%	6%	6%	11%	5%	2%	7%	6%	3%	7%	5%	7%	6%	4%
Fairly right-wing	2%	1%	2%	0%	2%	1%	2%	2%	2%	3%	1%	1%	3%	1%	2%	2%	1%	5%	2%	2%	1%	3%	3%
Very right-wing	1%	1%	1%	1%	0%	0%	1%	0%	-	1%	-	0%	2%	0%	-	1%	-	-	1%	0%	0%	0%	1%
Don't know	32%	29%	24%	22%	26%	33%	23%	39%	26%	39%	24%	29%	28%	31%	39%	30%	30%	33%	22%	32%	36%	38%	42%

Reform UK

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	2%	2%	2%	0%	2%	3%	2%	3%	1%	1%	4%	2%	1%	2%	3%	1%	2%	4%	2%	1%	2%	6%	2%
Fairly left-wing	1%	2%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	2%	1%	-
Slightly left-of-centre	1%	1%	0%	1%	0%	1%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%	2%	-	1%	0%	1%	2%	2%
Centre	5%	7%	4%	3%	2%	7%	6%	5%	9%	4%	4%	7%	6%	5%	7%	3%	9%	2%	5%	4%	8%	4%	6%
Slightly right-of-centre	7%	11%	4%	2%	3%	12%	9%	6%	6%	6%	8%	9%	8%	6%	8%	7%	7%	15%	7%	7%	9%	6%	9%
Fairly right-wing	17%	29%	9%	8%	12%	25%	21%	14%	11%	15%	20%	22%	17%	19%	18%	17%	15%	14%	20%	16%	18%	17%	14%
Very right-wing	41%	27%	61%	63%	59%	25%	45%	38%	49%	41%	44%	34%	44%	41%	35%	44%	43%	38%	48%	47%	32%	34%	33%
Don't know	25%	21%	19%	23%	20%	26%	16%	33%	19%	32%	18%	22%	20%	26%	27%	25%	23%	27%	17%	24%	28%	31%	33%

Keir Starmer

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	16%	26%	4%	7%	7%	29%	20%	12%	7%	12%	19%	24%	10%	17%	17%	16%	17%	23%	11%	15%	19%	19%	22%
Fairly left-wing	11%	18%	8%	14%	10%	13%	9%	12%	10%	9%	10%	15%	9%	12%	12%	10%	8%	5%	12%	12%	11%	7%	8%
Slightly left-of-centre	16%	17%	23%	23%	22%	10%	18%	14%	18%	13%	19%	17%	16%	17%	12%	16%	15%	13%	22%	15%	13%	12%	10%
Centre	16%	12%	26%	20%	21%	12%	20%	13%	16%	18%	19%	11%	22%	15%	17%	16%	16%	14%	20%	16%	14%	17%	11%
Slightly right-of-centre	7%	1%	9%	7%	10%	4%	8%	7%	14%	7%	8%	5%	11%	6%	8%	7%	10%	10%	8%	9%	4%	8%	7%
Fairly right-wing	4%	2%	3%	4%	4%	2%	3%	4%	5%	3%	4%	3%	4%	3%	4%	4%	7%	2%	4%	4%	4%	2%	3%
Very right-wing	2%	3%	3%	1%	2%	2%	2%	2%	6%	2%	2%	2%	7%	2%	1%	2%	2%	1%	3%	2%	2%	2%	3%
Don't know	28%	22%	23%	23%	24%	27%	19%	37%	25%	36%	19%	24%	20%	29%	29%	30%	25%	33%	19%	27%	33%	35%	35%

Kemi Badenoch

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	1%	1%	1%	-	1%	1%	2%	1%	3%	1%	1%	2%	2%	1%	1%	2%	2%	-	2%	1%	1%	1%	3%
Fairly left-wing	2%	1%	2%	0%	1%	2%	2%	1%	2%	2%	1%	2%	3%	1%	2%	2%	1%	4%	1%	1%	1%	4%	3%
Slightly left-of-centre	3%	2%	2%	2%	1%	5%	5%	2%	4%	4%	3%	2%	6%	3%	4%	2%	4%	2%	3%	3%	2%	8%	4%
Centre	8%	12%	5%	5%	6%	11%	10%	6%	4%	7%	9%	11%	8%	7%	7%	10%	9%	5%	7%	9%	10%	7%	6%
Slightly right-of-centre	15%	29%	12%	10%	12%	19%	17%	13%	14%	9%	20%	19%	15%	15%	18%	13%	12%	17%	17%	17%	15%	9%	11%
Fairly right-wing	23%	26%	28%	31%	28%	21%	25%	20%	23%	19%	25%	26%	26%	21%	24%	22%	23%	20%	31%	22%	17%	16%	22%
Very right-wing	13%	4%	22%	21%	21%	6%	13%	13%	14%	13%	16%	10%	15%	12%	9%	14%	18%	13%	16%	14%	12%	9%	11%
Don't know	35%	26%	29%	31%	30%	34%	25%	45%	35%	45%	25%	29%	25%	39%	36%	36%	32%	39%	24%	34%	43%	46%	40%

Ed Davey

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	7%	8%	3%	4%	3%	12%	8%	5%	2%	7%	9%	5%	5%	6%	5%	8%	7%	7%	6%	9%	6%	3%	7%
Fairly left-wing	8%	9%	8%	10%	8%	9%	11%	5%	8%	8%	10%	7%	15%	9%	6%	7%	7%	9%	10%	8%	7%	10%	5%
Slightly left-of-centre	14%	14%	18%	21%	16%	13%	16%	12%	13%	11%	18%	16%	13%	15%	11%	15%	14%	12%	19%	14%	11%	8%	12%
Centre	23%	23%	30%	34%	30%	19%	27%	20%	26%	18%	27%	29%	22%	23%	26%	23%	26%	18%	27%	22%	22%	21%	21%
Slightly right-of-centre	4%	4%	2%	5%	4%	3%	4%	4%	6%	3%	4%	6%	10%	3%	2%	3%	5%	2%	5%	4%	3%	3%	5%
Fairly right-wing	1%	1%	1%	0%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	0%	2%	2%
Very right-wing	0%	-	0%	0%	1%	0%	0%	1%	-	1%	0%	0%	0%	1%	1%	0%	-	-	0%	1%	0%	1%	1%
Don't know	42%	41%	38%	26%	36%	42%	31%	53%	44%	52%	32%	36%	35%	43%	48%	42%	39%	50%	32%	42%	50%	51%	48%

Nigel Farage

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	2%	3%	2%	0%	2%	4%	2%	3%	1%	2%	4%	3%	2%	2%	4%	2%	2%	4%	3%	1%	3%	7%	1%
Fairly left-wing	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	0%	1%	2%
Slightly left-of-centre	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%
Centre	5%	9%	3%	2%	2%	7%	5%	5%	7%	5%	3%	7%	7%	6%	7%	2%	4%	2%	5%	4%	6%	4%	6%
Slightly right-of-centre	6%	7%	4%	1%	3%	11%	8%	5%	3%	6%	8%	6%	7%	5%	6%	7%	7%	11%	5%	6%	8%	6%	8%
Fairly right-wing	16%	33%	8%	10%	10%	24%	19%	13%	13%	11%	20%	24%	11%	18%	16%	18%	14%	15%	16%	16%	18%	12%	18%
Very right-wing	43%	28%	62%	63%	62%	27%	48%	39%	50%	43%	45%	37%	48%	42%	38%	45%	49%	38%	51%	47%	34%	40%	33%
Don't know	25%	19%	20%	22%	20%	25%	16%	33%	23%	32%	18%	20%	20%	25%	28%	24%	23%	30%	18%	25%	29%	29%	31%

Yourself

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very left-wing	4%	0%	6%	4%	6%	2%	3%	6%	8%	5%	5%	1%	5%	4%	3%	6%	4%	6%	5%	4%	3%	5%	6%
Fairly left-wing	12%	1%	24%	16%	20%	2%	10%	13%	19%	14%	10%	6%	13%	10%	10%	12%	18%	13%	14%	13%	11%	9%	8%
Slightly left-of-centre	11%	2%	23%	15%	17%	5%	14%	9%	18%	10%	12%	10%	15%	11%	9%	11%	14%	8%	14%	13%	6%	13%	8%
Centre	23%	20%	22%	34%	22%	27%	25%	21%	13%	21%	23%	30%	21%	26%	28%	20%	18%	17%	20%	20%	27%	23%	29%
Slightly right-of-centre	14%	35%	4%	9%	10%	21%	16%	12%	8%	11%	20%	17%	9%	16%	15%	14%	16%	11%	17%	14%	15%	8%	12%
Fairly right-wing	9%	18%	3%	3%	3%	15%	11%	7%	9%	6%	11%	12%	13%	9%	7%	9%	4%	10%	11%	6%	10%	10%	6%
Very right-wing	4%	6%	0%	1%	1%	6%	6%	2%	3%	4%	4%	5%	5%	3%	3%	4%	4%	7%	3%	5%	2%	4%	5%
Don't know	23%	17%	18%	18%	21%	21%	15%	30%	22%	30%	15%	20%	19%	22%	25%	25%	23%	29%	16%	24%	26%	28%	26%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Should remain Conservative leader	29%	43%	29%	33%	30%	33%	31%	26%	19%	26%	32%	34%	30%	30%	30%	29%	24%	20%	34%	25%	27%	25%	32%
Should stand down and let someone else take over	32%	33%	33%	32%	30%	35%	39%	26%	36%	29%	36%	32%	38%	29%	33%	34%	28%	31%	34%	36%	28%	27%	29%
Don't know	39%	24%	38%	35%	40%	32%	30%	48%	45%	45%	32%	34%	32%	41%	37%	37%	47%	48%	31%	39%	45%	48%	39%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Should remain Labour leader	37%	30%	59%	57%	49%	26%	41%	33%	42%	38%	37%	32%	47%	40%	32%	33%	34%	25%	49%	36%	30%	29%	29%
Should stand down and let someone else take over	40%	52%	26%	24%	29%	55%	41%	39%	30%	34%	46%	51%	29%	38%	46%	44%	43%	47%	31%	41%	45%	42%	54%
Don't know	23%	17%	15%	19%	22%	18%	18%	28%	28%	28%	17%	17%	23%	22%	22%	23%	23%	27%	21%	23%	25%	29%	17%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	3%	7%	2%	5%	2%	4%	5%	2%	5%	4%	2%	3%	6%	4%	2%	3%	1%	2%	6%	3%	2%	2%	3%
Fairly well	55%	66%	57%	59%	55%	58%	55%	54%	48%	45%	59%	69%	53%	57%	54%	49%	62%	54%	58%	57%	57%	45%	45%
Fairly badly	25%	17%	27%	20%	26%	24%	24%	26%	27%	30%	25%	17%	21%	22%	30%	31%	25%	16%	23%	25%	26%	31%	29%
Very badly	4%	1%	5%	4%	5%	4%	6%	3%	6%	6%	3%	1%	4%	4%	5%	6%	1%	6%	3%	5%	4%	6%	8%
Don't know	12%	9%	10%	12%	13%	9%	10%	14%	14%	15%	10%	9%	15%	13%	9%	11%	10%	22%	11%	10%	12%	17%	16%

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

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very well	4%	5%	5%	4%	2%	3%	5%	2%	8%	4%	2%	3%	7%	3%	3%	4%	4%	2%	6%	3%	1%	4%	4%
Fairly well	61%	68%	62%	67%	61%	62%	59%	64%	63%	57%	62%	68%	60%	63%	60%	58%	66%	62%	64%	61%	66%	56%	54%
Fairly badly	23%	20%	22%	18%	24%	25%	25%	21%	15%	23%	27%	22%	19%	21%	28%	24%	24%	16%	20%	23%	22%	26%	25%
Very badly	3%	2%	3%	2%	3%	3%	3%	3%	2%	4%	3%	2%	3%	2%	4%	4%	1%	4%	3%	4%	2%	3%	5%
Don't know	9%	5%	8%	9%	10%	6%	8%	11%	11%	13%	6%	5%	11%	10%	5%	9%	6%	15%	7%	9%	10%	10%	12%

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

Car manufacturing

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	2%	5%	1%	4%	1%	3%	3%	2%	5%	2%	1%	2%	7%	2%	2%	0%	-	2%	3%	2%	2%	3%	2%
Fairly ethical	27%	32%	26%	28%	24%	29%	32%	23%	36%	23%	29%	29%	24%	28%	25%	27%	30%	35%	30%	29%	26%	22%	24%
Not very ethical	27%	23%	34%	26%	35%	23%	27%	27%	23%	28%	26%	25%	30%	24%	29%	28%	28%	18%	31%	27%	23%	23%	24%
Not ethical at all	6%	1%	8%	6%	7%	5%	7%	5%	4%	8%	6%	4%	4%	6%	5%	8%	7%	3%	4%	5%	8%	6%	10%
Don't know	38%	38%	31%	36%	34%	41%	32%	44%	33%	39%	37%	40%	34%	40%	39%	37%	35%	43%	32%	37%	42%	47%	40%

Oil and gas extraction

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	2%	5%	2%	2%	1%	3%	4%	1%	7%	2%	2%	3%	9%	1%	3%	1%	2%	1%	4%	2%	1%	1%	3%
Fairly ethical	15%	25%	11%	12%	11%	19%	15%	14%	15%	12%	13%	22%	15%	16%	12%	16%	18%	8%	17%	14%	18%	10%	10%
Not very ethical	28%	28%	29%	27%	27%	29%	29%	27%	26%	27%	30%	26%	25%	29%	31%	26%	26%	27%	29%	29%	24%	29%	27%
Not ethical at all	27%	13%	37%	35%	38%	17%	28%	26%	32%	31%	27%	17%	33%	25%	23%	30%	28%	21%	30%	27%	24%	23%	28%
Don't know	28%	30%	21%	25%	23%	33%	24%	32%	19%	28%	28%	33%	18%	29%	30%	28%	25%	43%	18%	29%	33%	37%	32%

Power generation

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	2%	6%	1%	2%	1%	2%	3%	1%	4%	2%	1%	1%	7%	1%	2%	2%	1%	-	3%	2%	1%	1%	1%
Fairly ethical	26%	33%	27%	23%	25%	25%	29%	23%	37%	22%	25%	28%	28%	27%	23%	25%	27%	22%	31%	25%	25%	18%	21%
Not very ethical	29%	21%	34%	31%	34%	27%	30%	27%	21%	30%	32%	28%	28%	29%	30%	29%	28%	24%	31%	30%	24%	32%	26%
Not ethical at all	11%	6%	12%	12%	13%	9%	12%	10%	8%	12%	13%	8%	9%	9%	11%	13%	15%	9%	12%	10%	10%	8%	15%
Don't know	33%	35%	25%	32%	27%	36%	26%	39%	30%	34%	30%	35%	29%	34%	34%	31%	30%	45%	24%	33%	39%	41%	37%

Software development

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	4%	7%	4%	4%	2%	3%	6%	2%	12%	4%	3%	2%	9%	3%	4%	4%	2%	4%	5%	5%	3%	3%	3%
Fairly ethical	30%	33%	35%	35%	32%	29%	35%	26%	35%	30%	29%	30%	31%	32%	28%	29%	33%	26%	34%	33%	27%	25%	25%
Not very ethical	18%	14%	21%	13%	21%	15%	16%	19%	20%	17%	20%	16%	26%	16%	18%	16%	17%	19%	19%	18%	16%	16%	19%
Not ethical at all	6%	4%	7%	8%	7%	6%	7%	6%	4%	7%	7%	6%	5%	6%	5%	9%	6%	1%	7%	5%	6%	5%	9%
Don't know	41%	42%	33%	40%	38%	46%	36%	47%	29%	42%	40%	47%	29%	42%	46%	42%	42%	50%	34%	38%	48%	51%	44%

Arts and creative industries

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	11%	12%	13%	14%	11%	8%	12%	9%	22%	10%	9%	8%	17%	9%	8%	12%	8%	11%	14%	10%	8%	8%	10%
Fairly ethical	44%	40%	52%	46%	49%	39%	42%	45%	47%	44%	43%	43%	50%	44%	45%	40%	47%	40%	47%	47%	43%	40%	33%
Not very ethical	8%	8%	9%	7%	8%	8%	9%	7%	9%	10%	7%	6%	9%	7%	11%	9%	6%	6%	11%	7%	6%	7%	8%
Not ethical at all	3%	3%	2%	3%	3%	3%	3%	2%	3%	2%	4%	3%	2%	3%	2%	3%	2%	-	3%	4%	1%	1%	5%
Don't know	35%	37%	25%	30%	29%	42%	33%	36%	20%	33%	38%	41%	21%	37%	33%	37%	37%	43%	25%	32%	42%	45%	44%

Building and construction

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	3%	6%	2%	2%	1%	3%	4%	2%	9%	3%	1%	2%	9%	1%	3%	2%	2%	1%	4%	3%	2%	3%	2%
Fairly ethical	27%	30%	29%	25%	25%	27%	31%	24%	34%	23%	29%	29%	30%	28%	29%	24%	23%	29%	32%	25%	28%	22%	25%
Not very ethical	29%	26%	33%	32%	35%	28%	30%	28%	26%	31%	29%	28%	28%	29%	27%	31%	35%	24%	33%	32%	25%	26%	24%
Not ethical at all	9%	6%	9%	12%	10%	7%	9%	8%	8%	8%	11%	8%	6%	9%	7%	12%	4%	3%	8%	9%	8%	7%	12%
Don't know	33%	33%	26%	30%	29%	35%	27%	38%	24%	35%	31%	33%	26%	33%	34%	32%	36%	42%	23%	33%	37%	42%	37%



Manufacturing

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	2%	5%	1%	2%	1%	3%	3%	1%	5%	2%	1%	2%	8%	2%	2%	1%	2%	1%	3%	1%	2%	2%	3%
Fairly ethical	27%	33%	27%	28%	24%	30%	31%	23%	33%	23%	30%	30%	28%	30%	28%	24%	19%	31%	30%	26%	28%	23%	26%
Not very ethical	28%	22%	34%	23%	35%	25%	29%	27%	23%	29%	29%	28%	28%	25%	26%	32%	38%	23%	34%	29%	22%	24%	26%
Not ethical at all	7%	3%	7%	9%	8%	5%	5%	8%	8%	8%	6%	3%	6%	7%	6%	8%	5%	3%	6%	6%	6%	7%	10%
Don't know	36%	37%	30%	39%	33%	37%	31%	41%	32%	37%	35%	37%	29%	37%	38%	36%	37%	43%	27%	38%	41%	45%	35%

Financial services

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	3%	6%	3%	4%	2%	2%	5%	2%	9%	3%	2%	2%	10%	2%	3%	2%	1%	1%	5%	3%	1%	3%	2%
Fairly ethical	22%	26%	21%	23%	20%	24%	22%	22%	25%	20%	23%	23%	26%	25%	19%	17%	23%	19%	24%	22%	22%	19%	18%
Not very ethical	24%	23%	27%	26%	27%	22%	26%	22%	27%	27%	24%	19%	27%	24%	24%	23%	28%	23%	29%	26%	20%	19%	22%
Not ethical at all	16%	10%	22%	18%	21%	12%	19%	13%	12%	17%	20%	13%	15%	13%	13%	23%	20%	13%	19%	15%	14%	12%	19%
Don't know	35%	35%	27%	29%	29%	40%	28%	40%	27%	34%	32%	42%	22%	36%	41%	35%	28%	44%	23%	34%	42%	46%	40%

Retailing

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	3%	6%	3%	2%	1%	3%	3%	3%	7%	3%	2%	2%	6%	3%	3%	2%	1%	4%	3%	2%	3%	3%	3%
Fairly ethical	33%	40%	34%	34%	32%	34%	37%	30%	38%	26%	34%	42%	34%	36%	33%	31%	30%	29%	41%	32%	34%	24%	26%
Not very ethical	29%	24%	34%	25%	32%	28%	29%	29%	24%	34%	31%	20%	33%	26%	31%	28%	36%	26%	29%	31%	25%	33%	27%
Not ethical at all	8%	5%	10%	11%	11%	6%	8%	8%	9%	9%	10%	6%	6%	8%	6%	11%	9%	6%	8%	8%	7%	6%	11%
Don't know	27%	26%	20%	28%	24%	29%	24%	30%	22%	28%	23%	31%	20%	28%	27%	28%	25%	35%	19%	27%	31%	34%	32%

Transport

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	4%	6%	4%	4%	2%	3%	5%	3%	10%	4%	2%	2%	9%	3%	2%	4%	3%	1%	6%	2%	3%	3%	2%
Fairly ethical	34%	36%	36%	38%	34%	31%	37%	31%	41%	31%	34%	34%	41%	35%	29%	32%	36%	30%	37%	35%	36%	25%	27%
Not very ethical	24%	25%	26%	21%	28%	24%	24%	24%	19%	24%	27%	24%	19%	23%	29%	24%	28%	21%	27%	26%	18%	24%	23%
Not ethical at all	7%	5%	9%	6%	8%	7%	8%	6%	6%	7%	9%	7%	6%	8%	6%	9%	8%	5%	7%	7%	8%	7%	9%
Don't know	31%	30%	26%	32%	28%	34%	26%	36%	23%	34%	28%	33%	24%	32%	34%	31%	26%	43%	23%	31%	35%	41%	38%

Tourism

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	6%	7%	6%	5%	3%	6%	7%	5%	13%	6%	4%	4%	13%	3%	3%	5%	9%	7%	8%	6%	5%	5%	4%
Fairly ethical	35%	37%	37%	34%	36%	34%	38%	31%	35%	34%	36%	35%	33%	36%	30%	36%	33%	37%	37%	35%	37%	29%	28%
Not very ethical	21%	18%	21%	20%	24%	19%	21%	21%	18%	21%	24%	18%	24%	19%	23%	19%	24%	15%	23%	21%	18%	22%	17%
Not ethical at all	6%	3%	7%	4%	6%	6%	6%	5%	5%	7%	6%	4%	3%	6%	6%	8%	6%	4%	6%	5%	6%	4%	11%
Don't know	33%	35%	28%	37%	31%	35%	28%	38%	29%	33%	30%	39%	27%	35%	38%	32%	27%	37%	26%	34%	35%	39%	41%

Agriculture

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	9%	13%	7%	5%	6%	10%	10%	7%	11%	9%	7%	9%	11%	7%	8%	10%	8%	8%	9%	9%	7%	9%	9%
Fairly ethical	40%	45%	40%	42%	41%	41%	41%	39%	42%	35%	44%	45%	38%	42%	37%	39%	45%	41%	44%	41%	40%	36%	33%
Not very ethical	14%	10%	20%	12%	16%	11%	15%	13%	16%	15%	16%	9%	15%	12%	17%	14%	15%	8%	17%	13%	11%	12%	13%
Not ethical at all	6%	3%	8%	7%	9%	6%	7%	6%	5%	8%	5%	6%	9%	6%	6%	8%	4%	1%	6%	6%	6%	7%	9%
Don't know	31%	29%	25%	34%	28%	32%	27%	35%	26%	33%	29%	32%	27%	33%	32%	28%	29%	42%	24%	31%	35%	37%	36%

Recreation and leisure industries

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	4%	8%	4%	4%	3%	4%	6%	2%	10%	4%	2%	3%	10%	4%	2%	5%	2%	2%	7%	3%	4%	2%	2%
Fairly ethical	38%	38%	44%	42%	39%	37%	40%	35%	38%	39%	37%	36%	41%	37%	36%	34%	46%	38%	38%	42%	35%	38%	29%
Not very ethical	15%	14%	17%	11%	16%	16%	17%	14%	13%	14%	19%	15%	13%	16%	17%	16%	13%	10%	18%	14%	13%	12%	20%
Not ethical at all	5%	2%	5%	5%	6%	4%	5%	4%	4%	5%	4%	4%	5%	5%	2%	6%	3%	3%	5%	4%	4%	3%	8%
Don't know	38%	38%	30%	38%	35%	39%	32%	44%	34%	38%	37%	42%	30%	38%	42%	39%	36%	48%	32%	37%	44%	45%	40%

Legal services

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	5%	8%	6%	4%	5%	4%	6%	4%	7%	5%	4%	5%	8%	4%	4%	5%	4%	4%	5%	6%	3%	6%	3%
Fairly ethical	27%	25%	31%	38%	29%	22%	28%	27%	39%	29%	23%	23%	41%	28%	23%	24%	23%	28%	32%	28%	25%	24%	23%
Not very ethical	17%	20%	19%	16%	20%	17%	20%	15%	15%	16%	22%	14%	16%	17%	16%	17%	23%	15%	19%	18%	15%	15%	17%
Not ethical at all	11%	10%	11%	9%	11%	12%	14%	8%	6%	10%	12%	13%	6%	10%	11%	15%	13%	5%	12%	11%	9%	7%	15%
Don't know	40%	37%	33%	33%	35%	44%	32%	46%	33%	39%	38%	45%	29%	40%	46%	40%	37%	48%	32%	37%	48%	49%	41%

Telecommunications

Unweighted base	1734	274	533	174	738	590	781	953	155	699	422	458	190	594	296	416	147	91	527	486	319	201	201
Base	1734	312	446	160	643	687	843	891	189	723	418	404	210	595	284	411	151	83	486	503	364	200	182
Very ethical	2%	4%	2%	-	1%	2%	3%	2%	8%	2%	1%	1%	8%	2%	2%	1%	2%	-	4%	1%	2%	2%	2%
Fairly ethical	27%	33%	29%	32%	28%	25%	32%	23%	33%	26%	26%	28%	37%	29%	25%	22%	25%	25%	30%	27%	27%	24%	23%
Not very ethical	21%	18%	26%	20%	24%	21%	22%	19%	14%	23%	22%	18%	14%	20%	18%	26%	22%	21%	22%	22%	18%	19%	20%
Not ethical at all	8%	4%	9%	10%	10%	7%	9%	7%	6%	9%	10%	7%	7%	8%	7%	11%	9%	3%	8%	9%	7%	4%	14%
Don't know	42%	40%	34%	38%	38%	44%	34%	49%	39%	40%	41%	46%	34%	41%	47%	40%	42%	52%	36%	41%	46%	50%	41%

Cell Contents (Column Percentages)