

Fieldwork Dates <1680> : 13th - 15th February 2021



Total	Vote In 2019 GE			2016 EU Ref		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	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Approve	30%	61%	7%	11%	19%	49%	33%	27%	12%	21%	37%	48%	21%	34%	34%	29%	23%	36%	30%	29%	34%	30%	29%
Disapprove	49%	21%	79%	65%	65%	32%	52%	46%	47%	57%	45%	37%	61%	42%	45%	51%	57%	52%	54%	47%	47%	40%	52%
Don't know	21%	18%	14%	24%	17%	19%	15%	27%	41%	22%	17%	14%	17%	24%	21%	21%	21%	12%	16%	24%	19%	30%	19%

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	1618	615	426	158	733	664	716	902	101	657	391	469	190	565	255	391	127	90	461	463	321	174	199
Base	1599	559	396	148	603	646	785	814	152	667	397	383	177	546	259	392	140	85	444	471	341	170	174
0 - Would never consider voting for them	33%	4%	63%	37%	46%	17%	34%	33%	38%	40%	32%	21%	47%	23%	24%	38%	52%	48%	33%	34%	27%	35%	41%
1	6%	2%	9%	7%	8%	3%	6%	5%	9%	6%	4%	5%	11%	6%	3%	3%	7%	4%	7%	6%	6%	2%	5%
2	5%	1%	8%	10%	7%	3%	5%	5%	3%	6%	4%	3%	2%	5%	6%	4%	5%	4%	5%	6%	5%	2%	3%
3	3%	1%	4%	8%	4%	2%	2%	4%	7%	4%	3%	2%	2%	4%	3%	4%	1%	3%	3%	4%	4%	3%	2%
4	4%	2%	4%	5%	4%	2%	4%	4%	5%	5%	3%	2%	3%	4%	3%	4%	4%	2%	3%	5%	2%	7%	2%
5	11%	8%	7%	17%	10%	11%	9%	13%	13%	14%	10%	8%	7%	12%	15%	13%	7%	9%	10%	10%	14%	13%	13%
6	6%	8%	2%	6%	4%	6%	5%	6%	9%	5%	6%	5%	2%	8%	8%	4%	3%	2%	5%	5%	7%	6%	4%
7	7%	13%	1%	5%	6%	9%	7%	7%	7%	5%	9%	8%	5%	8%	11%	6%	3%	1%	6%	7%	10%	8%	4%
8	6%	12%	0%	3%	3%	9%	6%	5%	2%	5%	7%	8%	5%	6%	5%	6%	3%	9%	5%	7%	6%	4%	4%
9	3%	8%	-	1%	2%	6%	3%	3%	-	2%	4%	5%	3%	3%	5%	2%	2%	4%	3%	2%	3%	4%	3%
10 - Would definitely consider voting for them	17%	42%	1%	1%	6%	32%	19%	15%	7%	10%	18%	32%	11%	21%	18%	15%	12%	15%	20%	14%	16%	15%	19%

Total	Vote In 2019 GE			2016 EU Ref		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		Unweighted base	1606	603	428	156	730	654	711	895	101	657	390	458	189	558	253	389	127	90	455	459	320	173	199
		Base	1589	549	398	146	600	638	781	808	152	667	396	374	176	541	257	390	140	85	438	468	340	169	174
0 - Would never consider voting for them			25%	43%	1%	12%	11%	39%	26%	24%	9%	18%	30%	39%	19%	27%	26%	21%	30%	31%	22%	23%	29%	23%	32%
1			4%	7%	0%	4%	3%	6%	4%	4%	1%	2%	5%	7%	5%	4%	5%	2%	5%	2%	5%	4%	3%	3%	5%
2			6%	9%	2%	4%	4%	8%	6%	6%	5%	6%	6%	6%	3%	7%	5%	6%	8%	2%	7%	5%	6%	7%	3%
3			5%	6%	0%	5%	4%	6%	4%	5%	3%	5%	4%	4%	3%	5%	6%	5%	3%	1%	6%	5%	4%	2%	4%
4			6%	7%	2%	7%	6%	5%	6%	5%	13%	5%	5%	5%	5%	6%	7%	5%	6%	3%	5%	6%	7%	3%	5%
5			16%	12%	11%	22%	17%	13%	16%	16%	19%	17%	17%	13%	16%	16%	17%	17%	12%	16%	14%	18%	15%	15%	19%
6			8%	7%	9%	10%	9%	6%	8%	9%	9%	10%	9%	4%	6%	8%	9%	7%	12%	10%	8%	9%	9%	8%	5%
7			8%	3%	16%	9%	9%	5%	9%	7%	11%	11%	5%	5%	10%	6%	7%	9%	8%	5%	8%	7%	8%	12%	4%
8			7%	2%	14%	13%	11%	3%	6%	7%	10%	7%	7%	4%	6%	6%	7%	7%	5%	12%	8%	7%	6%	6%	5%
9			3%	1%	8%	4%	4%	2%	2%	4%	3%	3%	2%	3%	4%	2%	2%	4%	2%	3%	2%	4%	2%	3%	2%
10 - Would definitely consider voting for them			14%	2%	36%	11%	22%	7%	12%	15%	19%	17%	10%	9%	21%	12%	11%	15%	9%	14%	16%	12%	11%	18%	13%

Liberal Democrats		Unweighted base	1604	603	428	156	730	653	710	894	100	657	390	457	188	560	253	386	127	90	454	461	319	172	198
		Base	1586	548	398	146	600	636	780	806	150	667	396	373	175	543	257	386	140	85	437	470	339	167	173
0 - Would never consider voting for them			34%	49%	21%	5%	18%	50%	39%	29%	17%	30%	38%	44%	36%	35%	34%	32%	35%	35%	32%	32%	34%	38%	44%
1			7%	10%	6%	2%	6%	9%	7%	6%	4%	7%	8%	7%	10%	7%	5%	8%	3%	4%	6%	6%	7%	11%	5%
2			9%	10%	8%	6%	10%	8%	9%	9%	14%	7%	10%	8%	3%	9%	9%	9%	13%	8%	9%	9%	7%	9%	10%
3			8%	7%	6%	7%	8%	8%	8%	8%	5%	9%	8%	7%	4%	8%	7%	6%	15%	12%	8%	8%	7%	9%	5%
4			6%	6%	9%	2%	7%	5%	5%	7%	8%	7%	4%	7%	7%	6%	9%	6%	6%	4%	7%	6%	9%	3%	5%
5			17%	10%	23%	17%	21%	11%	14%	20%	14%	20%	16%	14%	17%	14%	17%	21%	18%	16%	14%	19%	19%	16%	18%
6			6%	3%	9%	11%	7%	3%	5%	6%	15%	6%	4%	3%	5%	6%	7%	7%	3%	5%	6%	6%	5%	6%	5%
7			5%	3%	7%	19%	9%	2%	4%	6%	9%	6%	4%	3%	6%	7%	5%	4%	4%	3%	6%	7%	4%	2%	4%
8			3%	1%	5%	10%	6%	2%	2%	5%	3%	3%	4%	3%	4%	3%	4%	3%	1%	4%	5%	3%	3%	1%	2%
9			1%	0%	2%	3%	3%	0%	1%	1%	2%	1%	1%	1%	5%	1%	-	1%	-	-	2%	1%	1%	0%	0%
10 - Would definitely consider voting for them			4%	1%	4%	20%	6%	1%	5%	3%	10%	4%	3%	3%	3%	5%	5%	3%	2%	8%	6%	3%	4%	4%	3%

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

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	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Health	62%	63%	67%	67%	66%	63%	58%	67%	56%	61%	64%	65%	56%	68%	58%	59%	71%	57%	67%	62%	62%	59%	57%
Immigration & Asylum	19%	31%	6%	9%	7%	31%	20%	17%	14%	13%	22%	27%	15%	21%	21%	17%	11%	23%	14%	15%	24%	19%	28%
Crime	11%	16%	7%	8%	6%	16%	12%	10%	8%	10%	13%	13%	16%	11%	10%	11%	10%	8%	10%	9%	13%	14%	13%
The economy	58%	68%	52%	61%	61%	61%	60%	55%	43%	57%	62%	60%	48%	61%	63%	58%	53%	49%	64%	59%	53%	58%	45%
Tax	5%	5%	5%	2%	5%	5%	7%	4%	5%	7%	4%	4%	8%	6%	3%	5%	4%	4%	7%	4%	7%	4%	4%
Pensions	3%	4%	2%	3%	2%	6%	3%	3%	-	1%	4%	7%	2%	2%	2%	3%	9%	6%	2%	4%	3%	3%	5%
Education	26%	26%	27%	31%	26%	26%	21%	31%	31%	28%	23%	25%	19%	26%	29%	31%	23%	17%	27%	27%	29%	26%	17%
Family life & childcare	7%	6%	9%	7%	8%	6%	5%	9%	5%	9%	6%	6%	10%	5%	6%	8%	9%	5%	6%	9%	5%	9%	8%
Housing	11%	9%	15%	6%	11%	10%	11%	11%	14%	12%	10%	9%	20%	11%	11%	9%	8%	12%	8%	10%	12%	15%	19%
The environment	27%	15%	45%	36%	39%	15%	28%	26%	39%	28%	24%	22%	25%	28%	27%	26%	20%	42%	29%	31%	26%	25%	18%
Britain leaving the EU	29%	22%	34%	47%	38%	23%	32%	27%	24%	30%	30%	30%	32%	27%	27%	29%	39%	33%	32%	32%	29%	22%	22%
Transport	2%	1%	3%	2%	1%	1%	3%	1%	6%	1%	1%	2%	-	2%	4%	2%	-	3%	1%	3%	2%	1%	1%
Welfare benefits	10%	5%	14%	6%	11%	7%	10%	10%	5%	13%	10%	7%	11%	7%	8%	11%	15%	15%	8%	7%	8%	12%	21%
Defence and security	5%	11%	2%	1%	2%	9%	6%	5%	3%	2%	6%	11%	4%	6%	6%	6%	3%	2%	6%	5%	6%	3%	5%
None of these	1%	1%	0%	-	0%	1%	1%	0%	3%	0%	0%	0%	3%	0%	1%	0%	-	-	-	1%	1%	1%	-
Don't know	2%	1%	2%	1%	2%	1%	1%	3%	7%	3%	1%	1%	4%	2%	3%	2%	-	4%	1%	1%	2%	3%	8%

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

National Health Service

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	8%	19%	1%	4%	4%	14%	9%	8%	3%	6%	8%	15%	7%	11%	8%	9%	4%	6%	8%	8%	11%	10%	7%
Fairly well	32%	48%	17%	21%	23%	43%	32%	32%	19%	26%	36%	45%	27%	33%	36%	31%	30%	33%	30%	30%	34%	39%	31%
Fairly badly	27%	21%	28%	39%	32%	22%	27%	28%	42%	28%	26%	20%	23%	29%	26%	27%	31%	24%	27%	30%	29%	21%	23%
Very badly	25%	7%	51%	32%	37%	14%	28%	22%	24%	32%	22%	16%	37%	20%	22%	26%	25%	29%	30%	26%	19%	18%	28%
Don't know	7%	5%	3%	3%	4%	6%	5%	10%	12%	7%	9%	4%	5%	7%	8%	7%	10%	7%	5%	6%	7%	12%	11%

Immigration

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	2%	4%	1%	1%	1%	2%	2%	2%	3%	2%	2%	3%	3%	3%	1%	2%	-	4%	3%	1%	3%	2%	2%
Fairly well	20%	28%	11%	14%	16%	23%	22%	18%	27%	17%	20%	22%	15%	21%	18%	23%	18%	19%	17%	22%	21%	23%	16%
Fairly badly	32%	35%	31%	39%	35%	33%	32%	32%	23%	31%	35%	35%	28%	32%	33%	30%	38%	33%	36%	30%	31%	26%	32%
Very badly	30%	24%	40%	30%	30%	31%	33%	27%	22%	31%	30%	30%	35%	31%	26%	30%	26%	34%	31%	28%	31%	30%	29%
Don't know	16%	9%	18%	16%	18%	10%	11%	21%	23%	19%	13%	11%	20%	13%	22%	16%	17%	11%	13%	18%	14%	19%	20%

Total	Vote In 2019 GE			2016 EU Ref		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

Crime

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	3%	4%	0%	0%	2%	3%	5%	1%	10%	2%	1%	3%	4%	2%	2%	4%	1%	4%	1%	3%	5%	3%	2%
Fairly well	32%	46%	22%	31%	28%	38%	32%	32%	27%	27%	37%	38%	18%	36%	37%	31%	34%	28%	31%	36%	34%	27%	26%
Fairly badly	33%	30%	34%	37%	33%	32%	31%	34%	25%	33%	31%	37%	36%	34%	30%	31%	35%	26%	38%	33%	30%	29%	29%
Very badly	18%	11%	31%	16%	21%	16%	23%	12%	15%	22%	16%	12%	26%	14%	16%	18%	13%	27%	18%	15%	17%	24%	20%
Don't know	15%	9%	13%	16%	16%	10%	10%	20%	23%	16%	15%	9%	17%	14%	15%	15%	17%	15%	12%	14%	14%	18%	23%

Education

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	3%	5%	-	0%	1%	4%	3%	3%	4%	2%	3%	3%	2%	3%	2%	3%	4%	4%	1%	3%	4%	3%	5%
Fairly well	28%	47%	13%	12%	18%	42%	28%	28%	16%	21%	34%	39%	18%	31%	29%	29%	24%	26%	27%	28%	30%	29%	26%
Fairly badly	34%	28%	34%	52%	39%	28%	32%	35%	35%	35%	31%	33%	31%	36%	32%	33%	35%	33%	37%	33%	36%	29%	27%
Very badly	25%	11%	47%	30%	34%	16%	28%	22%	32%	31%	20%	17%	40%	20%	25%	24%	23%	29%	29%	26%	19%	22%	27%
Don't know	11%	10%	6%	7%	8%	9%	9%	12%	13%	11%	11%	9%	10%	10%	12%	11%	15%	9%	6%	11%	12%	16%	15%

Taxation

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	4%	9%	-	0%	2%	5%	5%	2%	4%	2%	4%	6%	2%	5%	3%	3%	2%	2%	3%	3%	3%	3%	6%
Fairly well	33%	53%	15%	37%	27%	45%	38%	28%	16%	26%	38%	48%	18%	38%	33%	33%	29%	36%	36%	32%	34%	29%	26%
Fairly badly	24%	15%	33%	30%	29%	17%	24%	24%	36%	27%	19%	19%	31%	19%	27%	22%	35%	21%	25%	24%	25%	25%	19%
Very badly	16%	6%	30%	13%	20%	13%	19%	14%	12%	21%	16%	9%	21%	14%	12%	18%	17%	24%	17%	15%	17%	14%	20%
Don't know	24%	18%	21%	20%	22%	20%	15%	32%	32%	24%	24%	18%	28%	24%	25%	24%	17%	16%	19%	26%	21%	29%	30%

Unemployment

	Vote In 2019 GE			2016 EU Ref		Gender		Age				Region						New social grade				
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	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	3%	6%	1%	1%	1%	4%	4%	2%	7%	2%	3%	4%	6%	3%	2%	3%	0%	7%	2%	3%	4%	3%	3%
Fairly well	28%	50%	9%	18%	21%	42%	32%	24%	12%	23%	31%	40%	16%	34%	32%	26%	20%	27%	32%	28%	27%	24%	23%
Fairly badly	31%	21%	35%	45%	37%	23%	27%	34%	30%	33%	32%	25%	32%	26%	33%	32%	41%	26%	27%	35%	32%	32%	26%
Very badly	22%	9%	41%	20%	27%	16%	23%	22%	31%	27%	17%	15%	29%	19%	20%	25%	22%	26%	25%	19%	23%	21%	24%
Don't know	16%	13%	14%	16%	14%	15%	14%	18%	21%	15%	17%	15%	17%	18%	14%	14%	17%	14%	14%	15%	14%	20%	24%

Inflation

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	5%	11%	2%	2%	3%	8%	7%	3%	2%	3%	7%	7%	4%	6%	4%	5%	4%	3%	5%	4%	7%	6%	4%
Fairly well	34%	50%	21%	38%	30%	44%	42%	26%	18%	26%	43%	46%	28%	36%	37%	32%	32%	39%	40%	36%	26%	30%	31%
Fairly badly	19%	13%	25%	18%	22%	15%	16%	22%	20%	21%	16%	18%	17%	18%	16%	21%	24%	20%	19%	18%	24%	15%	17%
Very badly	12%	5%	22%	8%	14%	11%	13%	12%	9%	17%	10%	9%	17%	11%	9%	13%	15%	13%	11%	12%	11%	13%	17%
Don't know	30%	21%	31%	34%	31%	22%	22%	37%	52%	32%	24%	20%	34%	29%	33%	29%	24%	26%	25%	30%	32%	36%	32%

Britain's exit from the EU

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	9%	22%	0%	0%	2%	17%	11%	6%	6%	5%	9%	16%	9%	11%	6%	9%	5%	5%	9%	7%	10%	8%	10%
Fairly well	29%	53%	8%	15%	16%	47%	28%	30%	19%	24%	33%	39%	23%	31%	39%	25%	22%	32%	26%	31%	30%	28%	30%
Fairly badly	21%	14%	22%	21%	23%	16%	19%	24%	34%	23%	18%	16%	16%	21%	24%	23%	23%	15%	20%	20%	26%	23%	18%
Very badly	31%	5%	63%	59%	53%	13%	35%	28%	28%	36%	30%	25%	41%	28%	24%	30%	41%	42%	38%	33%	24%	25%	29%
Don't know	10%	6%	7%	5%	6%	7%	7%	13%	14%	12%	10%	4%	12%	10%	7%	12%	8%	7%	6%	10%	10%	16%	13%

Defence

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	5%	9%	2%	1%	4%	7%	6%	4%	7%	5%	3%	7%	3%	5%	5%	7%	4%	5%	6%	4%	7%	6%	3%
Fairly well	39%	50%	28%	38%	32%	46%	42%	35%	33%	34%	46%	41%	31%	42%	38%	37%	37%	43%	38%	39%	43%	38%	30%
Fairly badly	18%	17%	21%	21%	21%	16%	21%	15%	17%	17%	17%	20%	20%	15%	17%	18%	24%	16%	20%	18%	16%	15%	16%
Very badly	9%	5%	17%	8%	11%	8%	12%	7%	7%	12%	6%	7%	12%	8%	8%	9%	8%	15%	9%	8%	9%	10%	14%
Don't know	30%	19%	32%	32%	32%	22%	19%	40%	36%	32%	28%	24%	34%	30%	32%	28%	27%	20%	28%	31%	25%	32%	37%

The economy

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	4%	10%	1%	1%	2%	7%	5%	3%	2%	3%	4%	7%	3%	4%	4%	4%	4%	3%	4%	3%	5%	5%	3%
Fairly well	32%	54%	15%	25%	24%	47%	35%	30%	11%	25%	38%	50%	20%	38%	38%	29%	22%	39%	36%	30%	30%	34%	30%
Fairly badly	29%	18%	36%	36%	36%	20%	26%	32%	36%	33%	27%	20%	32%	25%	26%	33%	35%	23%	27%	32%	34%	23%	24%
Very badly	22%	10%	37%	28%	27%	15%	26%	18%	26%	27%	19%	14%	29%	19%	17%	23%	27%	26%	24%	22%	18%	20%	23%
Don't know	13%	8%	11%	9%	10%	11%	9%	17%	26%	13%	13%	9%	16%	13%	14%	12%	12%	10%	9%	13%	12%	17%	20%

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

Terrorism

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	11%	18%	5%	2%	7%	16%	14%	9%	9%	10%	12%	14%	10%	12%	9%	11%	11%	20%	9%	10%	15%	16%	11%
Fairly well	46%	59%	40%	52%	44%	54%	47%	45%	37%	42%	52%	51%	34%	51%	48%	44%	48%	40%	50%	48%	47%	36%	36%
Fairly badly	13%	9%	17%	15%	16%	11%	15%	12%	12%	16%	10%	14%	22%	12%	12%	11%	16%	13%	14%	14%	14%	13%	11%
Very badly	7%	3%	14%	4%	9%	7%	9%	6%	4%	9%	8%	6%	8%	5%	8%	10%	7%	13%	9%	6%	5%	8%	11%
Don't know	22%	12%	24%	26%	24%	13%	15%	29%	38%	23%	18%	16%	25%	20%	24%	24%	18%	14%	18%	22%	19%	27%	31%

Transport

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	2%	5%	0%	1%	1%	4%	2%	2%	2%	2%	2%	3%	4%	3%	1%	2%	1%	-	2%	2%	3%	3%	3%
Fairly well	34%	50%	20%	22%	26%	44%	35%	33%	34%	28%	38%	40%	34%	36%	35%	29%	35%	36%	32%	34%	37%	33%	33%
Fairly badly	26%	21%	31%	35%	30%	23%	28%	24%	21%	28%	24%	26%	24%	24%	25%	26%	35%	23%	29%	26%	24%	22%	21%
Very badly	16%	7%	28%	27%	23%	11%	21%	12%	17%	18%	16%	13%	20%	15%	14%	17%	11%	29%	18%	15%	16%	16%	17%
Don't know	22%	17%	20%	15%	20%	18%	14%	29%	27%	23%	20%	18%	18%	21%	25%	25%	18%	13%	19%	22%	20%	26%	27%

Housing

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	2%	5%	-	0%	1%	3%	2%	2%	2%	2%	1%	3%	1%	3%	2%	2%	1%	-	1%	2%	2%	2%	3%
Fairly well	24%	44%	9%	15%	17%	37%	27%	22%	18%	21%	26%	31%	12%	26%	29%	25%	19%	31%	23%	25%	24%	28%	22%
Fairly badly	32%	25%	34%	35%	34%	26%	29%	34%	31%	31%	30%	34%	35%	32%	31%	29%	39%	24%	34%	34%	31%	25%	28%
Very badly	24%	8%	44%	27%	32%	17%	28%	20%	25%	28%	25%	16%	36%	22%	17%	24%	23%	31%	24%	22%	26%	23%	26%
Don't know	18%	19%	13%	22%	16%	17%	14%	23%	24%	18%	18%	17%	15%	17%	21%	20%	19%	15%	18%	17%	17%	22%	21%

Environment

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	3%	6%	1%	2%	2%	4%	4%	3%	5%	2%	4%	3%	3%	3%	3%	3%	4%	3%	2%	4%	4%	4%	3%
Fairly well	32%	57%	15%	20%	22%	48%	34%	31%	20%	26%	34%	47%	26%	35%	35%	31%	28%	36%	35%	31%	32%	32%	29%
Fairly badly	28%	17%	35%	41%	36%	20%	27%	29%	27%	32%	26%	26%	23%	28%	30%	26%	36%	32%	30%	28%	32%	24%	24%
Very badly	20%	6%	38%	23%	27%	12%	23%	17%	29%	22%	19%	13%	28%	18%	17%	21%	15%	20%	22%	19%	19%	17%	20%
Don't know	17%	14%	12%	13%	13%	15%	13%	20%	19%	19%	17%	11%	19%	15%	15%	20%	17%	10%	11%	19%	14%	23%	22%

Total	Vote In 2019 GE			2016 EU Ref		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

Welfare benefits

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	4%	8%	1%	0%	2%	5%	4%	3%	4%	3%	4%	6%	3%	4%	4%	4%	2%	5%	4%	3%	5%	4%	3%
Fairly well	26%	45%	8%	20%	17%	38%	26%	26%	13%	20%	29%	39%	16%	29%	29%	27%	18%	26%	26%	25%	27%	26%	25%
Fairly badly	27%	23%	30%	30%	32%	22%	26%	27%	33%	27%	27%	23%	23%	28%	28%	25%	32%	19%	25%	30%	28%	22%	22%
Very badly	25%	8%	47%	32%	33%	18%	29%	21%	15%	33%	22%	18%	37%	20%	19%	26%	27%	38%	27%	24%	19%	26%	33%
Don't know	19%	16%	14%	18%	16%	16%	15%	23%	35%	18%	18%	15%	22%	19%	21%	18%	20%	12%	18%	18%	22%	22%	17%

Do you think that Boris Johnson is doing well or badly as Prime Minister?

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	10%	23%	1%	1%	2%	19%	9%	10%	4%	5%	11%	19%	7%	13%	9%	11%	3%	7%	10%	8%	11%	10%	11%
Fairly well	31%	54%	11%	16%	19%	46%	31%	32%	15%	28%	36%	40%	19%	36%	37%	30%	20%	37%	28%	30%	36%	37%	31%
Fairly badly	22%	13%	26%	31%	25%	17%	20%	24%	28%	24%	22%	14%	19%	21%	19%	24%	28%	17%	21%	24%	22%	23%	17%
Very badly	30%	6%	59%	49%	49%	14%	35%	27%	29%	36%	27%	24%	46%	23%	28%	27%	48%	36%	37%	31%	23%	23%	33%
Don't know	7%	4%	4%	3%	4%	5%	6%	8%	23%	6%	4%	3%	9%	7%	8%	8%	2%	3%	5%	7%	7%	8%	8%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	5%	2%	10%	8%	7%	3%	4%	6%	3%	5%	6%	5%	5%	5%	3%	5%	9%	9%	4%	5%	4%	8%	6%
Fairly well	30%	24%	40%	46%	41%	24%	32%	28%	20%	31%	29%	34%	32%	30%	28%	33%	23%	29%	33%	31%	27%	32%	22%
Fairly badly	23%	32%	19%	25%	23%	27%	24%	22%	13%	21%	28%	27%	21%	26%	25%	19%	25%	21%	27%	21%	24%	18%	24%
Very badly	17%	30%	10%	6%	10%	26%	22%	13%	15%	15%	15%	24%	15%	17%	21%	16%	17%	20%	19%	14%	19%	15%	21%
Don't know	25%	12%	21%	15%	20%	19%	18%	30%	49%	27%	22%	10%	27%	23%	23%	27%	27%	21%	17%	29%	26%	26%	27%

Total	Vote In 2019 GE			2016 EU Ref		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 believe that at the moment Keir Starmer does or does not look like a Prime Minister in waiting?

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
He does look like a Prime Minster in waiting	28%	14%	47%	42%	41%	18%	27%	29%	22%	32%	24%	26%	30%	26%	23%	29%	35%	28%	30%	28%	23%	30%	29%
He does not look like a Prime Minster in waiting	48%	76%	31%	35%	37%	65%	54%	43%	34%	40%	57%	62%	43%	53%	56%	43%	40%	52%	52%	44%	53%	43%	48%
Not sure	24%	11%	22%	24%	22%	16%	19%	29%	44%	28%	18%	12%	27%	21%	21%	28%	25%	20%	19%	28%	23%	27%	23%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
They are ready for Government	22%	5%	44%	28%	32%	13%	21%	23%	27%	28%	17%	15%	24%	19%	18%	25%	27%	29%	24%	25%	15%	24%	22%
They are not ready for Government	54%	87%	30%	48%	43%	73%	61%	48%	37%	44%	63%	72%	43%	60%	65%	49%	45%	56%	59%	47%	60%	50%	55%
Not sure	24%	8%	26%	24%	25%	14%	18%	29%	37%	28%	20%	14%	33%	22%	17%	26%	28%	15%	17%	28%	24%	27%	23%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Strongly support	17%	15%	22%	10%	18%	15%	23%	11%	19%	17%	15%	17%	26%	15%	16%	15%	20%	17%	16%	14%	14%	26%	22%
Tend to support	38%	36%	42%	43%	44%	34%	39%	37%	30%	40%	41%	35%	40%	35%	36%	40%	44%	43%	37%	42%	36%	31%	40%
Tend to oppose	25%	30%	21%	29%	23%	31%	23%	28%	24%	22%	26%	32%	12%	31%	25%	25%	22%	24%	30%	25%	25%	22%	19%
Strongly oppose	10%	14%	5%	9%	6%	12%	9%	11%	11%	8%	10%	13%	10%	12%	13%	8%	3%	8%	10%	9%	14%	7%	6%
Don't know	10%	5%	11%	9%	9%	7%	7%	14%	16%	13%	9%	4%	13%	8%	9%	13%	11%	8%	7%	10%	11%	14%	14%

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

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Strongly support	13%	11%	17%	9%	14%	13%	17%	10%	13%	15%	13%	11%	19%	12%	10%	12%	19%	15%	11%	11%	13%	18%	19%
Tend to support	30%	27%	37%	31%	38%	26%	34%	27%	23%	33%	31%	29%	33%	24%	33%	32%	38%	38%	28%	33%	30%	33%	29%
Tend to oppose	26%	28%	25%	30%	25%	27%	25%	28%	34%	23%	27%	27%	20%	29%	24%	29%	24%	20%	32%	27%	23%	22%	20%
Strongly oppose	21%	30%	11%	21%	15%	27%	18%	23%	18%	18%	20%	28%	14%	27%	22%	18%	14%	19%	23%	19%	26%	14%	17%
Don't know	9%	4%	10%	9%	8%	7%	6%	12%	12%	11%	8%	6%	14%	8%	11%	10%	6%	8%	6%	9%	9%	12%	15%

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	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Strongly support	20%	14%	27%	17%	23%	15%	24%	16%	32%	23%	17%	12%	30%	19%	15%	19%	15%	30%	17%	20%	19%	24%	25%
Tend to support	34%	31%	37%	34%	35%	31%	34%	33%	39%	30%	35%	35%	28%	33%	36%	33%	40%	33%	33%	36%	34%	30%	33%
Tend to oppose	23%	30%	16%	30%	23%	28%	20%	25%	13%	22%	24%	28%	20%	23%	21%	24%	23%	26%	27%	23%	23%	20%	15%
Strongly oppose	11%	16%	7%	12%	9%	15%	12%	11%	6%	12%	11%	13%	8%	13%	14%	10%	6%	8%	12%	9%	15%	8%	12%
Don't know	13%	9%	12%	8%	10%	12%	9%	16%	10%	13%	13%	12%	14%	12%	14%	13%	15%	3%	11%	13%	10%	18%	15%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Strongly support	8%	6%	17%	6%	11%	7%	12%	5%	5%	10%	7%	8%	11%	7%	8%	9%	8%	13%	10%	7%	7%	9%	9%
Tend to support	21%	20%	24%	27%	25%	18%	25%	17%	14%	19%	24%	23%	29%	21%	20%	18%	21%	22%	22%	21%	20%	18%	22%
Tend to oppose	32%	37%	29%	37%	31%	35%	29%	35%	41%	30%	31%	34%	24%	34%	31%	33%	41%	31%	31%	32%	33%	33%	35%
Strongly oppose	24%	31%	16%	21%	20%	30%	24%	25%	19%	25%	23%	26%	17%	27%	29%	23%	18%	26%	27%	23%	26%	24%	18%
Don't know	14%	6%	14%	8%	13%	9%	10%	18%	21%	15%	14%	9%	18%	12%	13%	18%	13%	9%	11%	16%	14%	16%	15%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Strongly support	5%	4%	5%	2%	4%	5%	7%	2%	6%	6%	5%	2%	6%	3%	4%	7%	5%	6%	4%	4%	5%	8%	5%
Tend to support	20%	17%	19%	24%	23%	17%	23%	17%	23%	19%	21%	19%	27%	19%	17%	20%	17%	20%	21%	22%	17%	18%	18%
Tend to oppose	35%	38%	37%	40%	36%	37%	34%	35%	24%	35%	35%	38%	32%	37%	34%	33%	35%	33%	38%	33%	36%	32%	31%
Strongly oppose	27%	33%	23%	26%	25%	32%	25%	29%	27%	24%	30%	31%	20%	30%	29%	25%	28%	30%	27%	28%	29%	26%	27%
Don't know	13%	7%	16%	9%	11%	10%	11%	16%	21%	16%	9%	10%	15%	11%	14%	15%	14%	11%	11%	14%	13%	16%	19%

Total	Vote In 2019 GE			2016 EU Ref		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 building more housing on green field sites?

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Strongly support	5%	3%	5%	4%	5%	4%	7%	2%	3%	6%	5%	3%	8%	3%	5%	4%	8%	3%	5%	4%	3%	6%	6%
Tend to support	14%	16%	15%	12%	13%	15%	18%	11%	15%	13%	14%	15%	13%	15%	16%	12%	17%	14%	13%	13%	18%	15%	14%
Tend to oppose	28%	27%	33%	34%	33%	26%	27%	29%	29%	28%	27%	28%	35%	26%	24%	29%	30%	31%	27%	31%	26%	33%	23%
Strongly oppose	44%	49%	36%	48%	41%	49%	41%	47%	42%	40%	47%	49%	29%	49%	48%	45%	37%	45%	49%	42%	45%	32%	46%
Don't know	9%	4%	11%	2%	8%	6%	7%	11%	11%	12%	7%	4%	14%	7%	9%	10%	8%	7%	6%	9%	8%	14%	12%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Go up a lot	7%	6%	7%	6%	5%	6%	7%	6%	11%	7%	5%	5%	7%	7%	7%	5%	6%	6%	3%	6%	7%	12%	10%
Go up a little	33%	36%	36%	34%	34%	34%	36%	30%	39%	29%	33%	38%	28%	36%	37%	30%	25%	46%	38%	31%	32%	29%	33%
Stay about the same	30%	37%	23%	32%	30%	36%	28%	32%	21%	28%	32%	37%	22%	34%	27%	32%	33%	27%	29%	32%	35%	26%	26%
Go down a little	12%	10%	16%	15%	16%	10%	12%	12%	6%	15%	12%	10%	20%	11%	12%	13%	11%	10%	16%	11%	13%	10%	10%
Go down a lot	3%	2%	2%	2%	3%	2%	3%	2%	5%	3%	3%	0%	7%	2%	2%	3%	3%	1%	3%	4%	2%	1%	2%
Don't know	15%	9%	15%	11%	12%	12%	13%	17%	18%	17%	14%	10%	17%	11%	16%	17%	22%	10%	11%	17%	12%	22%	19%

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	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
It would be better for Britain if house prices rose	9%	13%	5%	8%	8%	10%	13%	6%	9%	11%	6%	9%	6%	10%	8%	10%	10%	7%	11%	6%	8%	9%	12%
It would be better for Britain if house prices went down	43%	34%	54%	46%	47%	36%	43%	42%	55%	48%	39%	32%	49%	42%	44%	40%	38%	45%	40%	45%	47%	41%	37%
It would be better for Britain if house prices stayed about the same	31%	40%	22%	38%	31%	38%	30%	32%	14%	22%	38%	48%	25%	32%	30%	33%	35%	29%	36%	29%	32%	27%	28%
Don't know	17%	13%	19%	9%	14%	16%	15%	20%	22%	19%	18%	11%	20%	16%	18%	17%	18%	19%	13%	20%	13%	24%	23%

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

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

	Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
	Base: All GB adults	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
I would be better off if house prices rose		22%	25%	21%	28%	28%	22%	22%	22%	7%	26%	24%	21%	19%	22%	23%	23%	28%	19%	29%	20%	20%	17%	19%
I would be better off if house prices fell		21%	12%	25%	23%	21%	13%	20%	22%	57%	29%	8%	3%	26%	23%	20%	19%	9%	22%	19%	25%	21%	19%	15%
It will make little difference to me personally if house prices rise or fall		48%	57%	44%	45%	44%	59%	51%	45%	20%	35%	59%	73%	43%	48%	46%	47%	54%	55%	46%	43%	53%	49%	55%
Don't know		9%	5%	10%	4%	6%	7%	7%	11%	15%	10%	9%	3%	12%	7%	11%	11%	9%	4%	6%	11%	6%	14%	11%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
United	17%	8%	30%	22%	25%	10%	17%	18%	11%	20%	18%	14%	15%	17%	13%	18%	23%	28%	19%	18%	14%	19%	15%
Divided	44%	62%	35%	37%	38%	52%	51%	37%	37%	38%	46%	54%	48%	45%	45%	40%	37%	43%	49%	37%	45%	39%	51%
Don't know	39%	30%	35%	41%	36%	37%	32%	45%	51%	41%	36%	32%	37%	38%	42%	42%	40%	29%	32%	45%	41%	42%	34%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
United	27%	48%	15%	14%	19%	40%	32%	22%	16%	23%	30%	36%	25%	28%	32%	23%	20%	37%	29%	23%	30%	28%	26%
Divided	45%	34%	59%	63%	56%	36%	48%	42%	45%	44%	44%	48%	48%	46%	41%	43%	48%	46%	49%	46%	42%	35%	48%
Don't know	28%	18%	26%	24%	25%	23%	20%	36%	40%	33%	26%	16%	26%	26%	26%	34%	32%	18%	22%	32%	28%	37%	26%

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

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	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very left-wing	11%	21%	2%	5%	6%	18%	13%	9%	10%	9%	12%	14%	11%	12%	10%	10%	10%	11%	9%	11%	13%	12%	12%
Fairly left-wing	30%	36%	26%	39%	30%	32%	33%	27%	33%	24%	32%	36%	29%	35%	28%	28%	18%	34%	34%	32%	29%	16%	28%
Slightly left-of-centre	22%	12%	36%	33%	34%	14%	26%	19%	16%	22%	26%	22%	26%	19%	25%	20%	27%	28%	31%	20%	16%	20%	20%
Centre	6%	4%	12%	5%	8%	4%	8%	5%	8%	8%	4%	6%	5%	7%	5%	7%	12%	5%	6%	7%	5%	11%	6%
Slightly right-of-centre	2%	1%	3%	-	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	3%	4%	3%	2%	1%	3%	3%	1%
Fairly right-wing	1%	2%	2%	2%	1%	2%	1%	1%	-	2%	1%	1%	4%	1%	1%	1%	1%	3%	1%	1%	2%	1%	2%
Very right-wing	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	-	1%	1%	0%	1%	0%
Don't know	27%	22%	19%	16%	17%	27%	17%	36%	31%	32%	23%	20%	24%	25%	28%	31%	28%	17%	16%	27%	32%	37%	32%

Conservative Party

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very left-wing	1%	1%	1%	2%	1%	2%	2%	1%	1%	3%	1%	0%	2%	2%	1%	1%	1%	4%	0%	2%	3%	1%	1%
Fairly left-wing	2%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%	1%	2%	2%	2%	1%
Slightly left-of-centre	2%	3%	0%	1%	2%	3%	4%	1%	10%	1%	1%	2%	4%	3%	2%	1%	1%	2%	2%	3%	2%	3%	2%
Centre	6%	11%	2%	2%	2%	10%	7%	5%	3%	4%	8%	9%	7%	5%	7%	6%	4%	6%	6%	4%	7%	8%	7%
Slightly right-of-centre	18%	30%	9%	12%	13%	26%	21%	14%	13%	14%	21%	23%	13%	19%	24%	14%	19%	10%	21%	18%	17%	15%	16%
Fairly right-wing	30%	27%	40%	41%	38%	24%	32%	28%	29%	28%	33%	28%	30%	34%	23%	29%	24%	35%	36%	30%	28%	21%	26%
Very right-wing	15%	4%	28%	27%	26%	7%	16%	14%	9%	16%	14%	17%	18%	11%	13%	16%	19%	23%	19%	15%	11%	10%	16%
Don't know	26%	20%	19%	16%	17%	26%	16%	36%	32%	32%	21%	18%	23%	24%	27%	31%	30%	17%	15%	27%	31%	40%	32%

Liberal Democrats

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very left-wing	7%	14%	2%	0%	2%	12%	9%	4%	6%	6%	8%	6%	6%	8%	8%	6%	1%	8%	6%	6%	8%	4%	8%
Fairly left-wing	8%	11%	10%	7%	9%	10%	10%	6%	3%	11%	6%	8%	11%	9%	7%	6%	12%	9%	10%	7%	9%	8%	7%
Slightly left-of-centre	15%	13%	17%	21%	18%	11%	18%	12%	18%	14%	15%	15%	12%	15%	17%	14%	16%	18%	18%	16%	13%	11%	11%
Centre	22%	16%	24%	43%	31%	15%	23%	21%	19%	19%	26%	24%	19%	22%	17%	24%	25%	27%	28%	21%	22%	14%	16%
Slightly right-of-centre	8%	5%	13%	7%	10%	5%	8%	7%	12%	5%	8%	9%	12%	7%	6%	7%	8%	6%	9%	8%	7%	6%	9%
Fairly right-wing	3%	2%	5%	-	3%	3%	3%	3%	5%	3%	1%	2%	4%	2%	3%	2%	3%	5%	3%	3%	2%	5%	0%
Very right-wing	1%	0%	1%	2%	1%	1%	1%	1%	-	1%	1%	0%	2%	1%	0%	0%	-	1%	0%	1%	1%	1%	2%
Don't know	37%	38%	28%	21%	26%	42%	29%	46%	38%	40%	35%	35%	35%	36%	42%	41%	35%	27%	26%	39%	38%	51%	47%

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

Keir Starmer

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very left-wing	5%	11%	1%	-	2%	10%	6%	5%	3%	4%	7%	6%	4%	6%	8%	4%	4%	6%	4%	4%	6%	4%	10%
Fairly left-wing	16%	24%	11%	12%	13%	20%	17%	15%	14%	12%	19%	20%	10%	18%	15%	15%	12%	23%	16%	16%	16%	14%	12%
Slightly left-of-centre	27%	24%	34%	47%	38%	22%	32%	22%	22%	23%	28%	34%	33%	28%	24%	25%	25%	26%	35%	28%	21%	18%	23%
Centre	11%	7%	17%	12%	16%	8%	14%	8%	6%	11%	10%	12%	9%	9%	12%	10%	16%	13%	15%	8%	9%	9%	12%
Slightly right-of-centre	4%	3%	7%	1%	4%	4%	4%	3%	6%	3%	4%	4%	5%	3%	4%	4%	5%	-	5%	5%	2%	3%	3%
Fairly right-wing	2%	1%	3%	3%	2%	3%	2%	2%	0%	2%	3%	3%	3%	2%	1%	2%	4%	2%	2%	3%	2%	2%	2%
Very right-wing	1%	2%	-	0%	0%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Don't know	35%	27%	27%	25%	24%	33%	24%	44%	48%	43%	28%	21%	33%	32%	35%	40%	33%	29%	23%	35%	42%	48%	37%

Boris Johnson

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very left-wing	2%	2%	1%	2%	1%	3%	2%	2%	2%	3%	2%	1%	4%	1%	2%	1%	5%	1%	1%	3%	2%	1%	1%
Fairly left-wing	1%	2%	0%	1%	1%	2%	2%	1%	3%	2%	1%	1%	0%	2%	2%	0%	1%	2%	1%	1%	2%	1%	3%
Slightly left-of-centre	2%	2%	1%	-	1%	2%	3%	1%	7%	1%	1%	1%	4%	3%	1%	1%	-	4%	1%	2%	3%	2%	2%
Centre	7%	14%	2%	4%	4%	12%	8%	7%	4%	6%	10%	10%	9%	6%	9%	7%	9%	5%	6%	6%	9%	11%	8%
Slightly right-of-centre	15%	24%	8%	14%	12%	21%	20%	11%	12%	12%	17%	21%	13%	17%	21%	12%	10%	16%	20%	14%	15%	10%	14%
Fairly right-wing	25%	27%	31%	34%	31%	24%	28%	23%	22%	24%	27%	27%	23%	29%	22%	24%	22%	27%	32%	27%	19%	18%	22%
Very right-wing	19%	8%	36%	30%	32%	9%	20%	18%	18%	19%	19%	20%	22%	16%	16%	20%	23%	27%	23%	20%	16%	13%	18%
Don't know	28%	22%	21%	16%	19%	28%	18%	37%	31%	34%	23%	20%	25%	26%	28%	34%	31%	18%	16%	28%	33%	43%	32%

Yourself

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very left-wing	4%	0%	11%	3%	6%	1%	4%	3%	11%	5%	1%	2%	5%	4%	3%	3%	1%	11%	5%	4%	3%	3%	4%
Fairly left-wing	10%	1%	27%	8%	18%	3%	10%	11%	16%	12%	9%	6%	18%	8%	8%	11%	11%	7%	9%	14%	7%	11%	8%
Slightly left-of-centre	14%	4%	27%	31%	25%	6%	18%	10%	13%	14%	16%	14%	16%	13%	12%	16%	14%	20%	21%	12%	13%	7%	13%
Centre	22%	25%	15%	27%	20%	26%	21%	22%	12%	19%	26%	26%	15%	22%	22%	22%	29%	22%	21%	20%	25%	21%	21%
Slightly right-of-centre	15%	30%	2%	16%	11%	24%	19%	12%	8%	13%	19%	20%	12%	20%	19%	10%	12%	12%	20%	15%	13%	10%	14%
Fairly right-wing	7%	16%	-	1%	3%	12%	8%	6%	5%	5%	6%	11%	4%	9%	7%	6%	5%	8%	8%	5%	9%	6%	4%
Very right-wing	2%	4%	0%	-	0%	3%	3%	1%	1%	1%	2%	3%	3%	2%	2%	0%	1%	2%	1%	2%	1%	2%	3%
Don't know	26%	20%	18%	13%	17%	26%	16%	36%	33%	32%	21%	18%	26%	24%	27%	30%	26%	17%	14%	28%	29%	40%	32%

Total	Vote In 2019 GE			2016 EU Ref		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

Ed Davey

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very left-wing	3%	7%	0%	-	1%	6%	4%	2%	-	2%	4%	4%	3%	4%	3%	2%	-	5%	3%	2%	3%	1%	4%
Fairly left-wing	4%	8%	2%	2%	4%	5%	6%	2%	7%	3%	3%	6%	7%	3%	7%	3%	3%	4%	4%	4%	3%	7%	4%
Slightly left-of-centre	5%	4%	6%	10%	8%	4%	8%	3%	7%	4%	6%	5%	4%	6%	5%	6%	8%	1%	6%	4%	3%	4%	9%
Centre	11%	8%	14%	28%	17%	7%	14%	8%	6%	10%	11%	15%	11%	12%	8%	10%	13%	15%	17%	9%	9%	8%	5%
Slightly right-of-centre	3%	2%	5%	4%	5%	2%	4%	2%	3%	2%	3%	4%	4%	3%	2%	2%	1%	6%	4%	2%	4%	2%	2%
Fairly right-wing	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%
Very right-wing	0%	0%	1%	0%	1%	1%	1%	0%	-	1%	1%	-	-	0%	-	1%	1%	-	0%	-	0%	2%	-
Don't know	73%	70%	70%	56%	65%	74%	62%	82%	77%	77%	72%	65%	70%	71%	75%	75%	72%	69%	64%	77%	77%	74%	74%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very likely	4%	2%	9%	5%	7%	2%	4%	4%	3%	4%	6%	3%	3%	5%	3%	4%	3%	7%	6%	3%	3%	4%	7%
Fairly likely	23%	14%	32%	32%	31%	18%	21%	25%	21%	25%	21%	23%	25%	22%	20%	24%	24%	30%	25%	24%	21%	20%	22%
Fairly unlikely	31%	40%	26%	30%	30%	35%	33%	29%	21%	28%	37%	34%	26%	33%	35%	29%	30%	27%	38%	30%	30%	22%	27%
Very unlikely	16%	29%	8%	4%	9%	25%	22%	11%	10%	14%	18%	21%	13%	15%	20%	15%	16%	19%	11%	15%	19%	22%	19%
Don't know	25%	15%	24%	29%	24%	20%	20%	30%	44%	29%	18%	18%	32%	24%	22%	28%	27%	16%	20%	27%	27%	32%	26%

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

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Should remain Conservative leader	45%	76%	23%	27%	29%	66%	46%	45%	28%	41%	50%	57%	30%	54%	49%	47%	22%	45%	43%	44%	53%	41%	44%
Should stand down and let someone else take over	34%	14%	53%	55%	49%	20%	36%	32%	41%	37%	32%	27%	48%	30%	26%	31%	52%	36%	37%	37%	27%	33%	31%
Don't know	21%	10%	24%	18%	22%	14%	18%	23%	32%	22%	18%	16%	22%	17%	24%	22%	26%	18%	19%	19%	19%	26%	26%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Should remain Labour leader	48%	45%	58%	69%	58%	44%	49%	47%	33%	46%	50%	55%	47%	48%	44%	46%	52%	62%	56%	49%	43%	42%	40%
Should stand down and let someone else take over	19%	23%	22%	8%	17%	22%	24%	15%	22%	19%	20%	19%	18%	20%	20%	20%	17%	17%	20%	17%	20%	20%	21%
Don't know	33%	32%	20%	24%	25%	34%	27%	38%	45%	35%	30%	27%	35%	32%	37%	33%	31%	21%	24%	34%	38%	38%	39%

The next general election is currently due to happen in May 2024. Do you think there should or should not be an early general election?

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Should - there should be an early general election, before 2024	29%	8%	51%	39%	39%	18%	29%	29%	39%	34%	24%	22%	37%	25%	25%	27%	44%	37%	33%	31%	23%	23%	33%
Should not - the next general election should take place in 2024 as planned	53%	85%	31%	40%	43%	71%	57%	50%	36%	45%	61%	67%	41%	61%	58%	51%	41%	49%	54%	48%	62%	54%	48%
Don't know	17%	7%	18%	20%	18%	11%	14%	21%	25%	21%	15%	11%	22%	14%	17%	22%	15%	14%	14%	21%	15%	23%	19%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	2%	4%	0%	0%	2%	3%	3%	2%	2%	1%	3%	3%	2%	2%	3%	2%	3%	0%	3%	2%	2%	2%	2%
Fairly well	51%	61%	42%	61%	53%	56%	51%	51%	35%	49%	54%	60%	40%	53%	49%	53%	53%	56%	56%	54%	54%	41%	37%
Fairly badly	28%	23%	34%	27%	30%	25%	28%	28%	34%	28%	28%	24%	37%	26%	28%	25%	30%	29%	26%	27%	29%	30%	32%
Very badly	5%	2%	9%	4%	5%	5%	6%	4%	7%	6%	6%	2%	5%	6%	4%	5%	5%	4%	5%	4%	4%	8%	8%
Don't know	14%	11%	14%	8%	11%	12%	12%	15%	23%	15%	9%	11%	16%	12%	15%	15%	10%	11%	10%	14%	11%	19%	20%

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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very well	4%	4%	4%	1%	3%	5%	5%	4%	12%	4%	3%	2%	2%	3%	6%	5%	4%	7%	3%	4%	7%	5%	2%
Fairly well	61%	67%	58%	68%	66%	61%	58%	64%	52%	61%	62%	64%	53%	64%	58%	62%	65%	56%	65%	63%	62%	57%	50%
Fairly badly	21%	20%	25%	18%	21%	22%	23%	19%	10%	18%	25%	27%	29%	21%	21%	17%	16%	27%	23%	19%	20%	16%	25%
Very badly	4%	3%	4%	3%	3%	4%	5%	3%	4%	4%	4%	3%	4%	3%	2%	5%	6%	1%	4%	3%	1%	5%	8%
Don't know	10%	5%	9%	10%	7%	8%	9%	11%	21%	12%	7%	4%	11%	8%	13%	11%	9%	10%	5%	11%	9%	17%	15%

Total	Vote In 2019 GE			2016 EU Ref		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

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	2%	2%	1%	0%	2%	2%	2%	1%	2%	2%	1%	1%	1%	1%	1%	3%	2%	-	1%	2%	2%	3%	1%
Fairly ethical	27%	34%	17%	30%	26%	29%	29%	25%	25%	26%	28%	29%	21%	27%	30%	26%	28%	34%	27%	27%	29%	27%	22%
Not very ethical	30%	26%	35%	36%	33%	27%	33%	26%	32%	28%	29%	33%	31%	29%	29%	26%	35%	36%	34%	30%	32%	21%	23%
Not ethical at all	8%	4%	14%	4%	9%	6%	8%	7%	8%	8%	10%	4%	11%	7%	7%	7%	6%	7%	9%	6%	4%	10%	10%
Don't know	34%	33%	33%	29%	31%	36%	27%	41%	33%	36%	32%	34%	36%	35%	33%	37%	29%	22%	28%	35%	33%	40%	44%

Oil and gas extraction

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	1%	2%	0%	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	2%	1%	2%	1%
Fairly ethical	12%	20%	6%	10%	10%	16%	13%	12%	6%	10%	15%	17%	13%	12%	8%	13%	18%	15%	12%	15%	12%	10%	11%
Not very ethical	32%	36%	30%	36%	33%	32%	33%	31%	37%	30%	31%	34%	26%	31%	38%	31%	35%	33%	35%	30%	36%	30%	26%
Not ethical at all	28%	16%	44%	30%	34%	21%	32%	23%	33%	32%	24%	20%	33%	28%	24%	27%	22%	36%	33%	28%	23%	21%	27%
Don't know	27%	27%	20%	23%	22%	30%	21%	33%	23%	27%	29%	28%	27%	28%	29%	28%	25%	15%	21%	26%	27%	37%	35%

Power generation

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	2%	3%	0%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	4%	1%
Fairly ethical	24%	34%	18%	29%	24%	27%	27%	21%	17%	21%	26%	30%	21%	25%	22%	24%	25%	30%	26%	24%	24%	23%	20%
Not very ethical	33%	30%	38%	37%	36%	30%	36%	31%	37%	33%	31%	33%	33%	35%	32%	31%	31%	35%	36%	32%	36%	25%	31%
Not ethical at all	11%	6%	17%	9%	12%	10%	13%	10%	12%	13%	12%	7%	12%	10%	12%	10%	15%	18%	14%	11%	8%	10%	12%
Don't know	30%	27%	26%	24%	27%	30%	23%	36%	32%	30%	30%	28%	33%	28%	33%	33%	27%	16%	23%	31%	30%	38%	36%

Software development

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	4%	4%	3%	1%	3%	4%	4%	3%	8%	3%	5%	2%	1%	2%	3%	6%	5%	8%	3%	3%	5%	4%	3%
Fairly ethical	35%	38%	29%	40%	37%	34%	42%	28%	31%	40%	32%	32%	40%	33%	39%	33%	34%	37%	36%	38%	34%	31%	32%
Not very ethical	17%	15%	22%	21%	19%	14%	16%	18%	17%	15%	19%	17%	17%	19%	15%	14%	15%	27%	21%	18%	16%	9%	14%
Not ethical at all	4%	2%	8%	3%	6%	4%	6%	3%	7%	5%	3%	2%	4%	5%	3%	4%	6%	4%	4%	4%	2%	5%	8%
Don't know	40%	41%	38%	36%	35%	44%	32%	48%	37%	37%	42%	46%	37%	41%	39%	44%	40%	24%	36%	36%	43%	52%	44%

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

Arts and creative industries

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	11%	12%	10%	14%	14%	11%	14%	9%	11%	13%	11%	9%	13%	10%	10%	12%	15%	13%	12%	13%	10%	10%	9%
Fairly ethical	44%	44%	48%	54%	51%	39%	44%	44%	45%	43%	43%	46%	44%	44%	44%	45%	41%	45%	48%	46%	44%	35%	40%
Not very ethical	9%	8%	11%	8%	8%	9%	9%	8%	13%	7%	10%	7%	13%	8%	11%	5%	8%	14%	12%	6%	9%	6%	9%
Not ethical at all	3%	1%	5%	3%	3%	2%	4%	2%	4%	4%	3%	1%	3%	3%	1%	3%	5%	3%	2%	3%	1%	4%	4%
Don't know	33%	35%	26%	21%	24%	39%	29%	37%	27%	33%	33%	36%	28%	35%	33%	35%	32%	24%	26%	31%	36%	45%	38%

Building and construction

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	2%	2%	1%	0%	2%	3%	2%	3%	4%	2%	3%	2%	2%	2%	2%	3%	5%	1%	1%	3%	2%	4%	1%
Fairly ethical	26%	31%	24%	35%	27%	27%	31%	22%	27%	27%	26%	26%	27%	24%	24%	26%	31%	38%	25%	27%	27%	24%	29%
Not very ethical	32%	32%	33%	35%	36%	30%	33%	31%	36%	28%	34%	35%	29%	33%	36%	30%	27%	36%	35%	31%	34%	27%	27%
Not ethical at all	10%	7%	18%	6%	12%	9%	11%	9%	4%	12%	11%	9%	11%	11%	10%	9%	12%	9%	14%	8%	8%	10%	10%
Don't know	29%	27%	24%	24%	23%	31%	23%	35%	30%	31%	27%	28%	30%	30%	28%	33%	25%	16%	24%	30%	30%	36%	33%

Manufacturing

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	2%	3%	1%	0%	2%	3%	3%	2%	4%	2%	1%	2%	3%	2%	2%	3%	1%	-	1%	2%	1%	4%	4%
Fairly ethical	25%	34%	19%	23%	24%	30%	30%	21%	15%	26%	27%	27%	21%	23%	27%	27%	29%	31%	25%	25%	27%	25%	23%
Not very ethical	32%	29%	38%	40%	38%	27%	34%	31%	38%	29%	33%	35%	33%	32%	34%	30%	32%	36%	35%	33%	35%	25%	26%
Not ethical at all	9%	4%	14%	8%	8%	7%	10%	7%	14%	11%	6%	4%	12%	9%	8%	7%	9%	8%	11%	7%	6%	9%	10%
Don't know	32%	31%	28%	29%	28%	34%	24%	39%	29%	32%	33%	32%	31%	34%	30%	34%	29%	25%	28%	33%	30%	38%	36%

Financial services

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	3%	4%	3%	2%	3%	3%	3%	3%	6%	4%	4%	1%	3%	3%	3%	5%	1%	6%	3%	3%	3%	6%	1%
Fairly ethical	22%	28%	15%	25%	20%	26%	23%	22%	20%	20%	24%	26%	18%	24%	26%	20%	20%	19%	20%	23%	25%	22%	19%
Not very ethical	23%	22%	30%	26%	30%	19%	23%	24%	26%	23%	23%	24%	26%	24%	21%	21%	28%	26%	29%	23%	23%	17%	18%
Not ethical at all	20%	14%	30%	22%	24%	16%	26%	14%	14%	23%	19%	16%	24%	17%	19%	21%	18%	30%	24%	19%	16%	14%	24%
Don't know	32%	33%	23%	25%	24%	36%	25%	38%	35%	30%	31%	34%	29%	32%	32%	34%	32%	19%	24%	31%	34%	41%	38%

Retailing

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	3%	5%	1%	1%	2%	4%	3%	2%	6%	2%	3%	3%	4%	3%	5%	2%	1%	1%	2%	3%	2%	4%	5%
Fairly ethical	35%	38%	25%	44%	33%	36%	38%	32%	34%	31%	37%	39%	30%	34%	33%	35%	46%	33%	32%	37%	37%	30%	34%
Not very ethical	27%	25%	34%	30%	33%	23%	28%	26%	25%	27%	28%	28%	29%	28%	25%	26%	26%	33%	34%	26%	26%	21%	22%
Not ethical at all	10%	6%	21%	7%	12%	8%	10%	11%	14%	14%	7%	6%	13%	10%	11%	10%	5%	13%	13%	10%	9%	11%	8%
Don't know	25%	26%	19%	18%	19%	29%	21%	29%	21%	26%	25%	25%	25%	25%	27%	26%	21%	19%	19%	25%	26%	33%	31%

Transport

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	3%	4%	2%	1%	3%	3%	4%	2%	7%	3%	2%	2%	5%	2%	3%	3%	2%	4%	2%	3%	2%	6%	5%
Fairly ethical	32%	35%	25%	39%	32%	33%	36%	28%	33%	30%	31%	35%	31%	33%	29%	30%	36%	36%	33%	34%	31%	27%	29%
Not very ethical	28%	27%	33%	34%	33%	26%	26%	29%	25%	25%	32%	29%	28%	28%	30%	28%	25%	21%	32%	26%	30%	23%	22%
Not ethical at all	8%	5%	13%	3%	8%	8%	10%	6%	5%	10%	8%	5%	7%	7%	9%	5%	9%	17%	8%	7%	8%	8%	8%
Don't know	30%	29%	27%	23%	25%	31%	25%	35%	30%	32%	27%	29%	29%	30%	28%	34%	29%	22%	25%	30%	29%	36%	36%

Tourism

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	3%	4%	2%	3%	3%	4%	4%	2%	3%	4%	2%	2%	3%	3%	1%	4%	3%	2%	2%	3%	3%	4%	5%
Fairly ethical	36%	40%	33%	48%	40%	35%	40%	33%	33%	35%	36%	41%	33%	36%	35%	36%	44%	43%	37%	40%	36%	32%	31%
Not very ethical	22%	22%	26%	19%	25%	21%	21%	23%	23%	21%	22%	23%	24%	23%	22%	20%	15%	27%	28%	18%	23%	19%	17%
Not ethical at all	7%	5%	11%	7%	7%	8%	9%	6%	5%	8%	9%	5%	10%	7%	7%	5%	11%	10%	9%	7%	5%	7%	9%
Don't know	31%	31%	28%	23%	25%	33%	26%	36%	37%	32%	31%	29%	30%	32%	35%	34%	27%	18%	25%	32%	32%	39%	38%

Agriculture

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	6%	8%	4%	3%	7%	7%	7%	6%	6%	6%	7%	7%	6%	5%	4%	8%	11%	9%	5%	7%	6%	9%	9%
Fairly ethical	40%	48%	35%	49%	41%	42%	41%	39%	29%	36%	43%	49%	31%	43%	41%	40%	41%	39%	43%	41%	43%	27%	37%
Not very ethical	18%	14%	23%	20%	21%	14%	21%	15%	25%	17%	18%	16%	23%	18%	19%	15%	11%	26%	23%	16%	17%	17%	12%
Not ethical at all	7%	4%	12%	8%	8%	6%	8%	6%	6%	9%	6%	3%	8%	7%	7%	6%	5%	6%	9%	7%	4%	4%	8%
Don't know	29%	26%	26%	20%	23%	31%	24%	34%	34%	32%	26%	25%	32%	27%	29%	31%	32%	20%	21%	29%	30%	43%	34%

Recreation and leisure industries

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	4%	4%	3%	3%	4%	5%	4%	4%	3%	4%	4%	5%	4%	3%	4%	4%	9%	1%	3%	5%	3%	6%	3%
Fairly ethical	39%	43%	36%	51%	43%	38%	45%	34%	32%	40%	39%	42%	42%	38%	36%	40%	40%	45%	40%	37%	43%	34%	40%
Not very ethical	19%	18%	24%	17%	20%	19%	19%	19%	26%	16%	21%	19%	19%	20%	19%	18%	13%	26%	24%	21%	14%	15%	14%
Not ethical at all	4%	2%	7%	5%	5%	3%	5%	4%	3%	6%	4%	3%	6%	4%	4%	3%	6%	6%	5%	4%	3%	3%	6%
Don't know	34%	33%	30%	24%	28%	35%	27%	40%	37%	34%	32%	32%	30%	35%	36%	34%	32%	22%	27%	33%	37%	42%	37%

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

Legal services

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	6%	7%	5%	6%	7%	6%	8%	5%	11%	6%	6%	4%	12%	5%	3%	6%	10%	6%	5%	9%	4%	6%	6%
Fairly ethical	25%	29%	27%	32%	28%	27%	25%	25%	18%	27%	24%	26%	19%	27%	25%	24%	22%	34%	24%	28%	28%	21%	20%
Not very ethical	19%	18%	21%	18%	21%	17%	20%	17%	24%	18%	18%	19%	22%	19%	20%	14%	23%	24%	25%	16%	16%	18%	17%
Not ethical at all	11%	10%	15%	8%	12%	11%	15%	8%	7%	12%	14%	10%	15%	10%	10%	12%	13%	12%	15%	9%	8%	12%	13%
Don't know	38%	37%	32%	35%	33%	40%	31%	45%	40%	36%	39%	41%	33%	39%	42%	44%	32%	24%	31%	38%	43%	43%	44%

Telecommunications

Unweighted base	1680	628	444	162	750	684	737	943	118	685	398	479	207	579	270	404	129	91	482	474	333	184	207
Base	1680	571	419	151	623	665	816	864	183	701	405	391	202	564	279	405	144	86	470	487	353	183	187
Very ethical	3%	3%	2%	3%	2%	3%	4%	2%	7%	3%	2%	2%	2%	3%	2%	4%	2%	5%	2%	4%	3%	4%	2%
Fairly ethical	26%	29%	22%	32%	28%	26%	30%	23%	20%	26%	26%	30%	22%	28%	26%	26%	25%	29%	24%	27%	29%	24%	25%
Not very ethical	23%	23%	27%	26%	25%	21%	25%	22%	23%	23%	23%	24%	28%	23%	23%	20%	23%	32%	30%	23%	19%	20%	16%
Not ethical at all	8%	7%	11%	6%	8%	9%	10%	7%	4%	10%	9%	7%	10%	7%	9%	7%	15%	7%	10%	8%	6%	8%	11%
Don't know	39%	37%	38%	34%	36%	40%	32%	46%	46%	38%	40%	38%	38%	40%	40%	43%	36%	28%	34%	38%	42%	45%	45%

Cell Contents (Column Percentages)