

Fieldwork Dates : 31st July - 2nd August 2021

Sample Size: 1781 GB Adults



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

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Approve	31%	59%	7%	16%	34%	27%	25%	22%	33%	46%	26%	33%	36%	32%	18%	29%	17%	47%	28%	32%	33%	28%	32%
Disapprove	49%	23%	81%	69%	50%	48%	42%	54%	52%	40%	54%	46%	42%	50%	63%	46%	69%	36%	53%	49%	44%	41%	49%
Don't know	21%	17%	12%	16%	16%	25%	34%	24%	15%	14%	21%	22%	22%	18%	18%	25%	14%	17%	19%	18%	22%	31%	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	1716	601	444	150	760	956	158	697	423	438	205	588	283	414	149	77	720	672	517	507	325	181	186
Base	1713	603	431	158	841	872	172	706	425	410	203	583	282	408	148	88	650	687	482	500	360	188	183
0 - Would never consider voting for them	34%	4%	66%	37%	32%	37%	31%	42%	33%	24%	37%	30%	31%	37%	49%	35%	53%	17%	33%	33%	32%	40%	40%
1	5%	2%	8%	8%	7%	4%	8%	6%	4%	5%	7%	5%	6%	7%	5%	2%	6%	3%	7%	6%	5%	3%	6%
2	6%	3%	7%	9%	5%	6%	11%	6%	5%	3%	3%	5%	6%	6%	10%	5%	6%	5%	6%	5%	6%	7%	4%
3	5%	3%	4%	9%	5%	4%	9%	5%	4%	2%	7%	6%	4%	4%	2%	5%	5%	2%	5%	4%	6%	6%	2%
4	4%	3%	3%	6%	4%	3%	5%	3%	4%	3%	5%	3%	4%	3%	3%	4%	3%	3%	5%	4%	2%	3%	3%
5	10%	9%	5%	13%	9%	11%	11%	11%	10%	8%	13%	12%	8%	9%	6%	9%	7%	10%	12%	10%	8%	11%	8%
6	5%	7%	2%	5%	5%	5%	3%	4%	6%	6%	8%	4%	6%	3%	6%	8%	3%	7%	3%	6%	5%	4%	8%
7	6%	9%	3%	6%	7%	5%	5%	5%	7%	7%	5%	6%	6%	7%	4%	7%	5%	8%	6%	8%	6%	4%	3%
8	7%	15%	0%	3%	7%	7%	7%	6%	7%	8%	5%	6%	10%	7%	2%	11%	4%	11%	5%	8%	8%	6%	8%
9	3%	8%	-	1%	4%	2%	1%	2%	4%	6%	1%	4%	5%	3%	1%	4%	1%	7%	4%	2%	4%	4%	4%
10 - Would definitely consider voting for them	15%	37%	2%	3%	14%	16%	10%	8%	16%	28%	9%	18%	15%	15%	12%	12%	6%	27%	14%	15%	18%	13%	14%

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

Labour

Unweighted base	1708	593	443	150	756	952	160	698	419	431	205	589	278	410	150	76	716	665	514	504	324	182	184
Base	1705	595	430	158	837	868	174	707	421	403	203	584	277	405	149	87	646	680	480	497	358	189	181
0 - Would never consider voting for them	28%	46%	3%	16%	30%	25%	17%	23%	27%	42%	15%	33%	29%	27%	26%	27%	12%	41%	21%	27%	32%	34%	34%
1	6%	10%	1%	4%	7%	4%	4%	4%	7%	8%	6%	6%	6%	5%	5%	6%	4%	8%	6%	6%	6%	5%	4%
2	5%	9%	1%	3%	6%	5%	4%	5%	7%	5%	3%	7%	3%	5%	11%	2%	3%	8%	6%	5%	4%	6%	5%
3	7%	10%	2%	7%	8%	5%	12%	5%	7%	8%	8%	6%	9%	6%	6%	7%	6%	5%	8%	6%	7%	7%	4%
4	6%	6%	4%	6%	6%	6%	4%	7%	6%	5%	6%	5%	7%	6%	6%	5%	6%	7%	5%	5%	6%	7%	8%
5	15%	12%	12%	22%	12%	17%	13%	18%	14%	11%	13%	18%	13%	11%	16%	20%	15%	14%	17%	15%	13%	15%	11%
6	6%	2%	8%	13%	6%	7%	11%	7%	7%	2%	8%	5%	6%	5%	11%	7%	9%	4%	6%	7%	4%	8%	6%
7	7%	2%	14%	9%	7%	7%	9%	9%	7%	3%	8%	6%	7%	9%	5%	12%	12%	4%	8%	7%	7%	5%	10%
8	5%	1%	14%	3%	5%	5%	7%	5%	4%	5%	9%	4%	4%	5%	6%	5%	8%	2%	5%	7%	4%	4%	5%
9	3%	1%	7%	7%	3%	3%	6%	3%	3%	2%	5%	2%	2%	5%	1%	1%	4%	2%	4%	2%	4%	3%	2%
10 - Would definitely consider voting for them	12%	3%	34%	10%	10%	14%	13%	14%	11%	8%	18%	8%	14%	16%	6%	7%	20%	5%	14%	13%	11%	7%	11%

Liberal Democrats

Unweighted base	1699	588	444	150	752	947	157	693	418	431	205	587	277	405	149	76	714	662	512	502	321	182	182
Base	1697	590	431	158	833	864	171	703	420	403	203	582	276	400	148	87	645	677	478	495	356	189	180
0 - Would never consider voting for them	30%	44%	14%	2%	33%	27%	22%	25%	31%	41%	29%	29%	30%	31%	31%	37%	14%	44%	22%	26%	38%	39%	38%
1	6%	11%	3%	1%	7%	6%	4%	6%	7%	8%	5%	6%	6%	8%	7%	9%	5%	9%	6%	6%	8%	5%	7%
2	8%	8%	9%	3%	8%	9%	8%	7%	10%	8%	9%	7%	8%	9%	9%	12%	8%	9%	7%	8%	8%	8%	13%
3	7%	10%	6%	4%	7%	8%	8%	8%	8%	6%	7%	7%	10%	6%	6%	9%	8%	8%	8%	7%	7%	7%	5%
4	7%	8%	9%	1%	6%	7%	9%	7%	7%	6%	6%	7%	7%	6%	11%	3%	7%	7%	9%	9%	3%	5%	5%
5	18%	12%	22%	14%	16%	19%	19%	23%	13%	13%	14%	19%	19%	17%	15%	13%	19%	14%	18%	17%	19%	19%	13%
6	7%	3%	11%	12%	6%	7%	10%	7%	7%	5%	10%	6%	4%	6%	7%	9%	10%	3%	8%	7%	5%	6%	7%
7	7%	3%	10%	19%	6%	7%	12%	6%	7%	5%	8%	6%	7%	7%	6%	3%	11%	3%	7%	8%	4%	4%	7%
8	4%	0%	7%	20%	5%	4%	5%	5%	4%	4%	5%	5%	2%	5%	4%	3%	8%	2%	5%	6%	3%	2%	2%
9	2%	1%	2%	6%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	-	3%	1%	3%	1%	1%	1%	1%
10 - Would definitely consider voting for them	4%	2%	6%	18%	5%	4%	2%	5%	5%	3%	5%	5%	6%	3%	4%	2%	8%	2%	7%	4%	3%	3%	3%

Total	Vote In 2019 GE			Gender		Age				Region						2016 EU Ref		New social grade				
	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	Remain	Leave	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	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Health	50%	46%	58%	60%	44%	56%	49%	50%	50%	51%	51%	51%	50%	46%	55%	48%	58%	44%	54%	52%	47%	42%	48%
Immigration & Asylum	27%	48%	11%	8%	28%	26%	10%	20%	31%	45%	19%	29%	35%	28%	17%	24%	11%	48%	21%	23%	37%	33%	30%
Crime	19%	27%	14%	9%	19%	19%	11%	16%	21%	26%	25%	19%	24%	19%	12%	8%	12%	27%	13%	19%	27%	19%	21%
The economy	44%	56%	37%	42%	47%	42%	36%	44%	45%	48%	47%	45%	43%	42%	44%	52%	44%	49%	47%	47%	44%	37%	38%
Tax	6%	5%	5%	5%	8%	4%	9%	7%	5%	3%	4%	6%	5%	6%	4%	12%	6%	5%	7%	5%	7%	5%	3%
Pensions	7%	9%	7%	2%	7%	8%	2%	3%	10%	14%	6%	7%	6%	8%	8%	7%	5%	10%	7%	6%	10%	4%	9%
Education	16%	14%	21%	16%	14%	17%	18%	17%	15%	13%	16%	13%	17%	17%	18%	17%	22%	12%	20%	15%	12%	16%	12%
Family life & childcare	5%	3%	5%	4%	3%	7%	3%	8%	3%	2%	6%	5%	5%	4%	5%	6%	6%	3%	5%	4%	4%	8%	4%
Housing	16%	11%	23%	17%	15%	16%	20%	17%	13%	14%	27%	15%	14%	15%	13%	9%	18%	13%	14%	16%	14%	20%	18%
The environment	33%	23%	46%	46%	33%	34%	47%	33%	35%	26%	29%	37%	31%	33%	33%	23%	46%	22%	37%	36%	29%	28%	27%
Britain leaving the EU	26%	19%	36%	42%	29%	24%	25%	27%	28%	25%	27%	26%	25%	26%	31%	24%	37%	18%	33%	29%	21%	21%	20%
Transport	3%	2%	3%	8%	4%	2%	2%	2%	4%	2%	3%	2%	2%	3%	3%	5%	3%	2%	2%	3%	3%	2%	2%
Welfare benefits	8%	6%	11%	12%	8%	9%	5%	9%	9%	7%	6%	8%	5%	10%	11%	11%	11%	8%	8%	7%	6%	11%	13%
Defence and security	7%	13%	2%	2%	9%	5%	6%	4%	8%	13%	4%	9%	7%	9%	6%	7%	4%	11%	6%	8%	7%	7%	10%
None of these	1%	2%	0%	1%	2%	1%	2%	2%	2%	0%	-	2%	1%	1%	2%	4%	1%	1%	1%	2%	1%	2%	2%
Don't know	5%	1%	4%	2%	5%	5%	13%	6%	2%	2%	6%	4%	4%	6%	5%	8%	2%	3%	3%	4%	4%	10%	9%

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

National Health Service

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	5%	9%	3%	4%	5%	4%	5%	4%	5%	6%	6%	5%	3%	5%	3%	7%	2%	8%	6%	4%	6%	3%	5%
Fairly well	28%	48%	11%	17%	31%	26%	15%	25%	30%	39%	22%	32%	30%	28%	23%	28%	19%	39%	25%	27%	34%	31%	25%
Fairly badly	25%	22%	23%	35%	24%	26%	32%	24%	24%	26%	32%	24%	26%	24%	25%	20%	27%	24%	30%	24%	23%	23%	21%
Very badly	33%	13%	59%	39%	33%	33%	27%	36%	37%	26%	33%	31%	33%	32%	41%	33%	47%	22%	34%	36%	30%	28%	36%
Don't know	9%	7%	4%	6%	7%	10%	21%	10%	5%	4%	8%	7%	8%	11%	8%	12%	4%	7%	5%	9%	8%	15%	13%

Immigration

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	1%	2%	1%	-	2%	1%	2%	2%	1%	0%	3%	1%	2%	0%	1%	2%	0%	1%	1%	1%	2%	3%	0%
Fairly well	12%	16%	8%	9%	14%	11%	15%	13%	12%	11%	14%	14%	11%	11%	10%	14%	12%	11%	11%	14%	13%	12%	12%
Fairly badly	31%	34%	28%	40%	30%	32%	25%	28%	32%	37%	30%	31%	31%	29%	36%	29%	32%	33%	36%	30%	31%	30%	21%
Very badly	42%	41%	51%	41%	45%	40%	31%	42%	46%	45%	38%	43%	40%	48%	38%	39%	44%	48%	42%	42%	41%	37%	51%
Don't know	13%	7%	12%	10%	10%	16%	27%	16%	9%	7%	15%	11%	17%	12%	14%	17%	12%	6%	10%	13%	14%	17%	15%

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

Crime

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	1%	2%	1%	-	2%	1%	5%	1%	0%	0%	2%	1%	2%	1%	1%	-	1%	1%	1%	1%	2%	0%	2%
Fairly well	24%	33%	14%	24%	25%	23%	27%	23%	27%	21%	17%	27%	26%	22%	19%	29%	20%	26%	26%	26%	22%	23%	19%
Fairly badly	35%	38%	34%	38%	34%	35%	27%	30%	36%	45%	38%	33%	35%	35%	39%	31%	37%	37%	36%	33%	39%	31%	31%
Very badly	26%	18%	40%	26%	29%	23%	22%	29%	25%	24%	34%	26%	22%	28%	21%	19%	29%	26%	25%	27%	24%	25%	32%
Don't know	14%	9%	12%	13%	10%	18%	19%	17%	12%	9%	9%	12%	15%	15%	20%	20%	13%	9%	11%	13%	14%	21%	16%

Education

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	2%	4%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	1%	1%	4%	1%	3%	2%	2%	2%	2%	2%
Fairly well	30%	47%	13%	15%	31%	29%	22%	28%	30%	37%	25%	32%	31%	30%	25%	31%	18%	41%	27%	26%	36%	36%	29%
Fairly badly	29%	25%	32%	41%	28%	31%	35%	26%	30%	31%	34%	28%	33%	25%	34%	20%	34%	26%	32%	31%	30%	25%	21%
Very badly	24%	9%	45%	32%	26%	22%	20%	28%	24%	18%	24%	24%	19%	27%	24%	23%	36%	16%	29%	25%	17%	18%	27%
Don't know	15%	14%	10%	10%	14%	17%	20%	16%	14%	12%	15%	13%	14%	17%	16%	22%	10%	14%	10%	16%	15%	20%	21%

Taxation

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	2%	5%	1%	-	3%	1%	4%	2%	2%	2%	3%	3%	3%	2%	1%	-	1%	3%	2%	3%	1%	3%	1%
Fairly well	32%	53%	13%	27%	35%	29%	15%	25%	38%	45%	27%	34%	39%	28%	21%	39%	22%	45%	33%	31%	34%	29%	30%
Fairly badly	26%	19%	30%	39%	27%	24%	31%	25%	24%	25%	31%	24%	20%	26%	38%	20%	31%	22%	29%	24%	25%	27%	20%
Very badly	19%	8%	36%	16%	21%	17%	20%	24%	17%	11%	21%	20%	13%	21%	19%	16%	26%	13%	19%	21%	17%	15%	20%
Don't know	22%	15%	20%	18%	14%	29%	31%	24%	19%	16%	17%	20%	25%	23%	21%	24%	20%	17%	17%	21%	23%	27%	29%

Unemployment

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	3%	6%	1%	2%	6%	1%	7%	3%	3%	3%	3%	4%	3%	3%	4%	3%	2%	5%	5%	4%	4%	1%	3%
Fairly well	32%	54%	13%	30%	36%	29%	15%	27%	35%	47%	26%	38%	36%	28%	22%	36%	23%	45%	35%	32%	33%	30%	30%
Fairly badly	26%	17%	33%	30%	23%	29%	34%	27%	24%	24%	31%	21%	23%	30%	35%	20%	31%	22%	27%	23%	28%	30%	25%
Very badly	19%	6%	35%	19%	19%	18%	15%	23%	19%	12%	24%	16%	15%	20%	21%	21%	26%	13%	17%	22%	17%	15%	21%
Don't know	19%	16%	18%	20%	16%	23%	29%	21%	18%	14%	17%	20%	22%	19%	18%	20%	18%	15%	17%	19%	19%	24%	22%

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

Inflation

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	3%	6%	1%	1%	4%	1%	4%	2%	4%	4%	3%	3%	4%	2%	3%	2%	2%	5%	4%	4%	2%	2%	1%
Fairly well	34%	55%	13%	32%	38%	29%	18%	24%	41%	50%	25%	37%	36%	33%	27%	34%	26%	45%	34%	30%	38%	33%	31%
Fairly badly	21%	13%	29%	26%	21%	22%	24%	22%	21%	19%	25%	19%	21%	22%	27%	19%	26%	18%	24%	23%	17%	21%	21%
Very badly	15%	7%	25%	15%	16%	14%	13%	20%	11%	10%	16%	15%	10%	18%	14%	14%	19%	11%	14%	17%	15%	8%	15%
Don't know	28%	19%	31%	27%	21%	34%	42%	32%	23%	17%	32%	26%	29%	25%	30%	31%	27%	21%	24%	26%	28%	36%	32%

Britain's exit from the EU

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	6%	15%	1%	3%	9%	4%	3%	4%	7%	13%	4%	8%	7%	5%	5%	11%	2%	13%	5%	5%	10%	4%	12%
Fairly well	28%	52%	9%	11%	27%	29%	20%	23%	30%	38%	25%	30%	30%	30%	16%	25%	14%	44%	27%	25%	33%	31%	25%
Fairly badly	19%	18%	18%	19%	19%	20%	24%	18%	22%	15%	19%	19%	20%	21%	19%	14%	17%	18%	18%	21%	17%	24%	17%
Very badly	35%	8%	65%	60%	38%	32%	34%	40%	35%	27%	42%	34%	28%	32%	50%	38%	61%	16%	43%	39%	28%	24%	33%
Don't know	11%	8%	8%	7%	8%	15%	20%	15%	6%	6%	11%	10%	14%	12%	10%	12%	6%	9%	8%	11%	12%	18%	13%

Defence

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	3%	5%	2%	3%	4%	2%	3%	4%	2%	3%	4%	4%	5%	2%	3%	2%	3%	4%	5%	2%	5%	1%	1%
Fairly well	36%	52%	22%	29%	39%	32%	31%	32%	38%	42%	32%	39%	36%	33%	32%	44%	26%	45%	35%	34%	35%	40%	38%
Fairly badly	20%	18%	23%	27%	23%	17%	18%	18%	21%	23%	20%	19%	19%	21%	23%	15%	22%	20%	21%	19%	20%	19%	17%
Very badly	13%	7%	20%	13%	16%	11%	12%	14%	13%	13%	13%	13%	10%	15%	13%	14%	16%	12%	13%	16%	11%	10%	16%
Don't know	28%	18%	33%	28%	18%	38%	36%	32%	26%	19%	32%	25%	31%	29%	28%	25%	32%	19%	27%	29%	29%	29%	27%

The economy

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	4%	9%	1%	2%	6%	3%	7%	3%	4%	6%	4%	4%	6%	4%	3%	5%	2%	6%	4%	5%	4%	3%	3%
Fairly well	37%	60%	17%	27%	38%	35%	16%	30%	43%	52%	33%	41%	37%	35%	29%	38%	27%	51%	36%	34%	41%	40%	35%
Fairly badly	27%	17%	35%	38%	24%	28%	37%	29%	23%	21%	30%	24%	25%	28%	36%	17%	33%	21%	31%	26%	25%	26%	21%
Very badly	19%	7%	36%	21%	22%	17%	19%	24%	19%	11%	21%	18%	17%	21%	18%	24%	28%	13%	19%	23%	17%	13%	22%
Don't know	13%	8%	11%	13%	10%	17%	22%	15%	10%	10%	12%	13%	15%	13%	14%	16%	10%	10%	10%	13%	13%	18%	19%

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

Terrorism

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	7%	11%	4%	5%	9%	5%	9%	6%	8%	6%	8%	7%	8%	5%	6%	10%	6%	9%	10%	6%	6%	5%	6%
Fairly well	44%	56%	36%	48%	49%	40%	43%	38%	48%	51%	37%	49%	46%	42%	39%	41%	40%	51%	43%	46%	45%	43%	40%
Fairly badly	15%	13%	16%	16%	14%	15%	16%	15%	13%	15%	18%	13%	12%	15%	18%	14%	15%	14%	17%	13%	14%	15%	15%
Very badly	11%	6%	16%	9%	13%	10%	8%	13%	10%	12%	13%	11%	11%	14%	8%	8%	13%	10%	9%	14%	11%	10%	15%
Don't know	23%	14%	28%	22%	15%	30%	24%	28%	21%	16%	24%	20%	23%	24%	30%	27%	27%	15%	22%	22%	23%	27%	24%

Transport

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	2%	3%	2%	2%	3%	2%	4%	3%	1%	1%	4%	2%	3%	1%	3%	2%	1%	2%	2%	2%	3%	2%	1%
Fairly well	32%	48%	19%	23%	30%	34%	32%	28%	36%	36%	32%	35%	38%	25%	29%	36%	22%	41%	30%	30%	35%	37%	35%
Fairly badly	28%	26%	32%	30%	31%	25%	23%	27%	29%	33%	28%	29%	25%	31%	28%	24%	33%	28%	32%	29%	25%	25%	27%
Very badly	19%	9%	33%	30%	22%	17%	14%	22%	20%	16%	22%	19%	14%	23%	18%	18%	28%	14%	22%	21%	17%	14%	18%
Don't know	18%	15%	15%	14%	13%	22%	26%	20%	15%	13%	13%	15%	20%	20%	22%	21%	16%	15%	13%	18%	20%	22%	19%

Housing

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	1%	2%	1%	1%	2%	1%	3%	2%	1%	1%	3%	1%	1%	2%	1%	-	0%	2%	2%	1%	1%	1%	1%
Fairly well	21%	36%	10%	10%	22%	21%	8%	18%	21%	34%	14%	24%	25%	21%	14%	24%	13%	32%	19%	22%	25%	20%	20%
Fairly badly	32%	32%	29%	41%	32%	32%	36%	29%	35%	32%	33%	32%	30%	28%	43%	30%	35%	32%	33%	31%	32%	39%	24%
Very badly	28%	13%	49%	33%	31%	26%	27%	33%	29%	20%	38%	28%	23%	29%	28%	25%	38%	21%	30%	29%	24%	24%	35%
Don't know	17%	17%	11%	15%	13%	21%	25%	18%	14%	14%	13%	15%	20%	20%	14%	21%	14%	14%	16%	17%	18%	16%	19%

Environment

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	2%	3%	2%	1%	2%	1%	2%	2%	1%	2%	3%	2%	1%	2%	1%	1%	1%	2%	2%	1%	3%	2%	1%
Fairly well	31%	54%	13%	20%	33%	29%	15%	27%	34%	43%	26%	33%	34%	28%	23%	41%	20%	46%	30%	28%	35%	34%	29%
Fairly badly	28%	19%	33%	39%	28%	28%	37%	27%	28%	27%	30%	29%	25%	26%	35%	27%	33%	22%	32%	27%	30%	22%	23%
Very badly	24%	9%	42%	31%	24%	24%	25%	29%	24%	17%	28%	24%	21%	25%	27%	18%	37%	15%	26%	28%	17%	20%	28%
Don't know	15%	14%	10%	8%	12%	18%	21%	16%	14%	12%	13%	12%	18%	19%	14%	13%	9%	14%	10%	15%	15%	22%	19%

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

Welfare benefits

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	3%	6%	2%	-	3%	3%	4%	3%	2%	2%	4%	3%	4%	2%	1%	1%	2%	4%	3%	3%	4%	1%	3%
Fairly well	25%	45%	10%	11%	27%	24%	19%	20%	29%	34%	23%	29%	24%	24%	15%	32%	14%	37%	24%	25%	27%	24%	25%
Fairly badly	27%	23%	28%	35%	29%	24%	26%	26%	25%	29%	23%	25%	26%	27%	36%	28%	30%	26%	29%	24%	27%	30%	23%
Very badly	26%	9%	47%	32%	26%	27%	21%	32%	27%	18%	31%	24%	25%	28%	30%	24%	39%	18%	27%	30%	21%	22%	31%
Don't know	19%	17%	13%	22%	15%	23%	30%	19%	16%	17%	19%	19%	21%	19%	18%	16%	15%	15%	17%	19%	21%	23%	19%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	7%	14%	2%	2%	6%	7%	3%	5%	7%	11%	6%	8%	6%	7%	5%	5%	2%	13%	6%	5%	9%	6%	11%
Fairly well	32%	57%	8%	17%	32%	31%	26%	27%	34%	40%	23%	35%	39%	32%	15%	35%	16%	44%	29%	33%	36%	32%	26%
Fairly badly	20%	17%	21%	27%	19%	21%	28%	20%	20%	17%	20%	19%	20%	20%	29%	19%	22%	19%	23%	18%	20%	22%	16%
Very badly	35%	9%	65%	50%	36%	33%	28%	39%	36%	28%	43%	32%	28%	35%	45%	33%	56%	19%	38%	39%	29%	26%	35%
Don't know	7%	3%	4%	6%	6%	8%	15%	8%	3%	5%	9%	6%	6%	7%	6%	8%	4%	4%	5%	5%	6%	14%	12%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	2%	1%	5%	1%	3%	2%	5%	2%	3%	2%	3%	3%	2%	3%	1%	-	2%	2%	2%	2%	4%	3%	1%
Fairly well	19%	12%	27%	39%	19%	19%	12%	20%	19%	22%	21%	20%	17%	19%	20%	21%	29%	13%	22%	20%	20%	16%	13%
Fairly badly	34%	33%	39%	40%	33%	34%	29%	31%	38%	36%	32%	34%	33%	32%	35%	38%	39%	33%	39%	35%	30%	29%	27%
Very badly	26%	39%	16%	12%	31%	20%	24%	23%	27%	29%	20%	27%	25%	28%	24%	21%	17%	38%	24%	24%	26%	25%	34%
Don't know	19%	15%	12%	8%	14%	25%	31%	24%	13%	13%	24%	16%	22%	19%	20%	20%	13%	15%	13%	20%	20%	27%	25%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
He does look like a Prime Minister in waiting	18%	9%	31%	28%	18%	18%	16%	21%	19%	13%	25%	18%	14%	18%	17%	21%	27%	11%	21%	19%	18%	15%	13%
He does not look like a Prime Minister in waiting	61%	79%	50%	57%	65%	57%	52%	54%	66%	73%	51%	65%	60%	63%	60%	56%	55%	76%	63%	62%	59%	54%	68%
Not sure	21%	12%	19%	15%	17%	25%	32%	25%	15%	14%	24%	17%	26%	19%	24%	23%	19%	13%	17%	19%	23%	31%	19%

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

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
They are ready for Government	18%	4%	38%	24%	18%	18%	29%	22%	14%	10%	27%	15%	15%	22%	17%	17%	28%	8%	20%	20%	17%	15%	14%
They are not ready for Government	62%	87%	42%	62%	67%	57%	46%	52%	71%	77%	51%	69%	61%	59%	60%	57%	53%	80%	64%	62%	59%	54%	67%
Not sure	20%	9%	20%	13%	15%	25%	25%	26%	15%	13%	23%	16%	23%	20%	23%	26%	19%	13%	16%	18%	23%	31%	19%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Strongly support	16%	14%	22%	11%	17%	14%	17%	17%	14%	14%	22%	13%	14%	17%	20%	12%	17%	14%	16%	14%	15%	15%	21%
Tend to support	37%	33%	40%	44%	38%	35%	38%	34%	39%	36%	39%	33%	38%	36%	44%	40%	41%	33%	39%	37%	36%	34%	33%
Tend to oppose	22%	28%	20%	22%	21%	23%	20%	19%	25%	26%	11%	25%	23%	25%	17%	30%	21%	25%	21%	24%	25%	21%	19%
Strongly oppose	12%	18%	5%	14%	13%	11%	6%	9%	15%	17%	9%	18%	11%	10%	6%	5%	10%	18%	13%	12%	12%	12%	10%
Don't know	14%	8%	14%	8%	11%	16%	18%	20%	7%	7%	18%	12%	15%	13%	13%	13%	11%	10%	12%	13%	12%	19%	18%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Strongly support	12%	9%	17%	7%	14%	10%	14%	14%	10%	8%	18%	9%	10%	11%	18%	12%	14%	9%	11%	12%	12%	10%	15%
Tend to support	31%	27%	36%	36%	33%	29%	30%	30%	34%	30%	34%	27%	32%	32%	37%	35%	36%	29%	34%	30%	28%	32%	31%
Tend to oppose	24%	28%	22%	22%	21%	27%	28%	21%	23%	28%	16%	25%	24%	26%	21%	25%	21%	26%	23%	25%	26%	22%	18%
Strongly oppose	23%	31%	14%	26%	24%	22%	13%	20%	27%	27%	17%	29%	23%	20%	13%	21%	19%	30%	23%	22%	23%	22%	21%
Don't know	11%	5%	12%	9%	9%	13%	16%	15%	6%	7%	15%	10%	11%	11%	11%	8%	10%	6%	8%	11%	11%	14%	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	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Strongly support	19%	14%	25%	17%	22%	17%	34%	22%	14%	11%	27%	18%	17%	19%	15%	18%	19%	16%	20%	17%	19%	21%	21%
Tend to support	37%	35%	40%	41%	35%	38%	37%	34%	37%	41%	35%	36%	39%	34%	42%	40%	42%	32%	39%	36%	33%	35%	39%
Tend to oppose	18%	21%	14%	19%	18%	17%	11%	15%	22%	22%	13%	19%	19%	17%	15%	20%	16%	22%	18%	20%	19%	13%	12%
Strongly oppose	12%	18%	7%	11%	13%	12%	4%	12%	15%	14%	10%	15%	11%	13%	10%	9%	10%	17%	13%	11%	15%	12%	9%
Don't know	14%	11%	14%	11%	12%	16%	14%	17%	12%	12%	15%	12%	15%	16%	18%	12%	12%	12%	9%	15%	15%	20%	19%

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

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Strongly support	6%	3%	11%	5%	9%	4%	5%	8%	6%	4%	10%	6%	6%	5%	7%	7%	8%	4%	8%	4%	5%	5%	10%
Tend to support	24%	20%	30%	27%	27%	21%	29%	22%	24%	27%	31%	20%	20%	27%	34%	20%	28%	22%	26%	25%	23%	24%	21%
Tend to oppose	30%	36%	26%	30%	28%	31%	29%	27%	30%	34%	24%	33%	33%	26%	27%	33%	28%	32%	31%	29%	31%	29%	25%
Strongly oppose	25%	33%	16%	27%	25%	24%	15%	23%	29%	27%	17%	28%	27%	27%	15%	18%	23%	31%	24%	26%	25%	23%	23%
Don't know	15%	8%	17%	10%	11%	19%	22%	20%	11%	8%	17%	13%	15%	16%	17%	22%	13%	11%	11%	15%	16%	18%	21%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Strongly support	4%	3%	5%	4%	6%	2%	8%	5%	3%	2%	6%	4%	3%	4%	6%	5%	5%	2%	5%	3%	2%	4%	10%
Tend to support	20%	19%	23%	18%	21%	19%	18%	21%	21%	19%	20%	23%	16%	19%	21%	19%	21%	18%	22%	21%	16%	18%	20%
Tend to oppose	33%	35%	34%	37%	34%	33%	36%	30%	33%	39%	31%	30%	37%	34%	36%	40%	35%	35%	37%	35%	34%	24%	29%
Strongly oppose	28%	34%	24%	28%	26%	29%	17%	27%	33%	29%	24%	32%	27%	28%	19%	23%	26%	34%	27%	25%	32%	34%	21%
Don't know	15%	8%	14%	14%	13%	17%	21%	18%	10%	11%	19%	11%	17%	15%	18%	12%	13%	10%	9%	15%	16%	19%	19%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Strongly support	3%	2%	2%	3%	5%	1%	4%	5%	2%	1%	4%	3%	3%	3%	2%	6%	2%	3%	3%	3%	3%	4%	4%
Tend to support	14%	14%	14%	17%	18%	10%	15%	14%	15%	12%	17%	13%	12%	13%	20%	14%	14%	15%	17%	15%	11%	12%	12%
Tend to oppose	30%	27%	36%	30%	30%	30%	33%	32%	25%	30%	33%	29%	32%	26%	35%	38%	34%	24%	29%	32%	32%	31%	23%
Strongly oppose	43%	52%	39%	45%	38%	46%	29%	36%	50%	52%	35%	48%	42%	46%	30%	35%	41%	51%	44%	41%	42%	41%	45%
Don't know	10%	5%	9%	5%	8%	12%	19%	13%	7%	5%	12%	7%	11%	13%	14%	8%	8%	7%	7%	10%	12%	12%	16%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Go up a lot	14%	13%	19%	10%	14%	13%	16%	14%	14%	12%	18%	14%	13%	12%	14%	11%	15%	13%	13%	12%	16%	12%	16%
Go up a little	41%	44%	39%	46%	44%	38%	36%	35%	44%	48%	36%	45%	44%	36%	40%	38%	42%	44%	46%	41%	37%	43%	31%
Stay about the same	23%	26%	18%	28%	21%	25%	20%	24%	22%	23%	23%	24%	20%	24%	24%	24%	24%	24%	25%	23%	26%	15%	21%
Go down a little	7%	8%	8%	5%	7%	8%	4%	9%	8%	6%	8%	5%	9%	10%	2%	15%	8%	6%	8%	7%	7%	7%	9%
Go down a lot	1%	0%	1%	-	1%	1%	3%	1%	1%	1%	2%	0%	0%	1%	1%	-	2%	1%	0%	1%	1%	2%	1%
Don't know	15%	9%	15%	10%	13%	16%	21%	17%	11%	10%	13%	12%	14%	18%	20%	10%	10%	12%	7%	16%	14%	21%	23%

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

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
It would be better for Britain if house prices rose	6%	9%	4%	3%	8%	4%	6%	6%	6%	6%	5%	5%	10%	5%	8%	8%	4%	8%	6%	5%	9%	5%	4%
It would be better for Britain if house prices went down	48%	40%	56%	52%	50%	45%	62%	50%	44%	40%	56%	48%	43%	47%	46%	46%	51%	43%	47%	49%	46%	46%	48%
It would be better for Britain if house prices stayed about the same	27%	37%	21%	32%	26%	29%	9%	23%	33%	38%	24%	28%	28%	28%	23%	30%	28%	33%	32%	27%	26%	22%	24%
Don't know	19%	14%	19%	13%	16%	22%	23%	21%	17%	16%	14%	19%	19%	20%	23%	16%	17%	16%	15%	19%	18%	27%	24%

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	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base: All GB adults	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
I would be better off if house prices rose	22%	27%	23%	29%	24%	21%	6%	26%	23%	22%	21%	26%	22%	19%	21%	20%	26%	24%	28%	25%	21%	14%	12%
I would be better off if house prices fell	22%	12%	28%	20%	23%	21%	59%	30%	9%	2%	38%	20%	20%	19%	24%	13%	22%	12%	24%	23%	18%	24%	17%
It will make little difference to me personally if house prices rise or fall	47%	57%	40%	48%	45%	49%	19%	31%	64%	73%	31%	48%	49%	52%	43%	60%	47%	57%	43%	44%	53%	45%	60%
Don't know	8%	4%	9%	3%	8%	9%	15%	13%	3%	3%	10%	6%	10%	10%	11%	6%	5%	6%	5%	8%	8%	17%	12%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
United	11%	4%	23%	16%	10%	11%	13%	11%	11%	8%	11%	9%	10%	13%	10%	13%	16%	6%	11%	12%	11%	10%	6%
Divided	57%	71%	49%	60%	62%	51%	48%	51%	57%	69%	53%	60%	56%	57%	53%	46%	54%	68%	62%	55%	55%	46%	59%
Don't know	33%	26%	28%	25%	27%	38%	39%	37%	31%	23%	36%	31%	34%	30%	37%	41%	30%	27%	27%	32%	35%	44%	35%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
United	21%	32%	15%	15%	25%	18%	24%	18%	22%	23%	19%	22%	22%	21%	18%	22%	15%	30%	21%	20%	21%	22%	23%
Divided	50%	45%	62%	63%	51%	49%	38%	46%	55%	57%	53%	50%	47%	49%	58%	43%	61%	46%	56%	53%	48%	33%	46%
Don't know	29%	23%	24%	22%	24%	34%	38%	36%	22%	20%	28%	28%	32%	30%	24%	34%	23%	24%	22%	27%	31%	45%	31%

Total	Vote In 2019 GE			Gender		Age				Region						2016 EU Ref		New social grade					
	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	London	Rest of South	Midlands	North	Scotland	Wales	Remain	Leave	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	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very left-wing	13%	25%	4%	10%	14%	12%	11%	11%	15%	16%	11%	16%	12%	14%	9%	9%	7%	22%	11%	12%	13%	14%	20%
Fairly left-wing	27%	36%	25%	31%	30%	24%	32%	22%	28%	33%	28%	29%	28%	25%	17%	33%	27%	28%	32%	28%	24%	23%	19%
Slightly left-of-centre	20%	10%	33%	37%	22%	19%	19%	20%	24%	18%	25%	21%	19%	19%	23%	12%	32%	12%	27%	25%	14%	10%	14%
Centre	7%	3%	11%	3%	7%	7%	10%	8%	5%	5%	12%	5%	5%	7%	11%	8%	8%	5%	7%	6%	6%	9%	8%
Slightly right-of-centre	3%	1%	5%	2%	3%	2%	2%	3%	4%	2%	2%	2%	2%	3%	8%	3%	3%	2%	3%	2%	3%	4%	3%
Fairly right-wing	2%	2%	3%	1%	3%	2%	1%	2%	2%	2%	2%	3%	2%	1%	2%	4%	3%	2%	2%	3%	1%	2%	2%
Very right-wing	1%	1%	1%	-	1%	1%	0%	1%	1%	2%	1%	1%	2%	1%	1%	-	0%	2%	1%	1%	1%	-	2%
Don't know	27%	23%	18%	15%	20%	34%	26%	34%	21%	21%	20%	24%	30%	30%	30%	32%	20%	27%	17%	23%	37%	38%	32%

Conservative Party

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very left-wing	1%	1%	2%	-	1%	2%	0%	2%	1%	1%	2%	1%	1%	1%	3%	2%	1%	2%	2%	1%	1%	2%	1%
Fairly left-wing	2%	2%	1%	0%	2%	1%	2%	1%	1%	2%	4%	1%	1%	2%	1%	-	1%	2%	1%	2%	1%	3%	1%
Slightly left-of-centre	3%	3%	1%	3%	3%	2%	2%	3%	3%	3%	3%	3%	1%	2%	1%	5%	1%	4%	4%	3%	2%	3%	2%
Centre	6%	11%	2%	2%	8%	5%	4%	5%	6%	9%	8%	6%	6%	5%	8%	6%	3%	10%	5%	7%	6%	7%	7%
Slightly right-of-centre	16%	28%	9%	12%	19%	13%	17%	12%	18%	20%	14%	18%	19%	12%	13%	19%	12%	20%	18%	17%	16%	10%	14%
Fairly right-wing	25%	26%	31%	34%	25%	24%	27%	24%	25%	26%	25%	27%	24%	24%	19%	21%	32%	23%	31%	26%	21%	20%	16%
Very right-wing	21%	8%	37%	34%	22%	20%	21%	20%	23%	19%	25%	19%	17%	22%	27%	16%	31%	13%	23%	21%	17%	18%	24%
Don't know	27%	22%	17%	15%	20%	33%	27%	33%	22%	20%	19%	24%	30%	31%	28%	32%	19%	26%	17%	23%	36%	38%	34%

Liberal Democrats

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very left-wing	6%	12%	3%	1%	9%	4%	5%	6%	7%	6%	5%	7%	7%	5%	6%	5%	2%	10%	5%	6%	7%	5%	8%
Fairly left-wing	9%	14%	6%	9%	11%	7%	7%	10%	9%	8%	11%	10%	9%	8%	6%	10%	7%	14%	13%	8%	8%	4%	9%
Slightly left-of-centre	15%	15%	18%	24%	16%	13%	18%	13%	15%	16%	19%	18%	11%	12%	12%	15%	18%	13%	21%	16%	11%	9%	9%
Centre	23%	17%	26%	41%	24%	21%	19%	21%	25%	25%	23%	23%	22%	25%	22%	18%	33%	15%	25%	26%	19%	23%	16%
Slightly right-of-centre	8%	4%	14%	7%	7%	9%	13%	7%	8%	8%	11%	6%	10%	7%	12%	8%	11%	6%	9%	10%	5%	7%	8%
Fairly right-wing	2%	1%	3%	2%	2%	2%	4%	2%	2%	1%	2%	2%	1%	2%	5%	-	2%	1%	1%	3%	1%	1%	5%
Very right-wing	1%	1%	1%	0%	1%	1%	0%	1%	2%	0%	1%	1%	1%	2%	1%	-	1%	1%	1%	0%	0%	2%	2%
Don't know	36%	36%	28%	16%	29%	44%	34%	40%	32%	36%	27%	34%	41%	40%	36%	44%	26%	40%	25%	31%	48%	50%	43%

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

Keir Starmer

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very left-wing	7%	13%	2%	4%	6%	7%	1%	6%	9%	8%	6%	8%	8%	5%	4%	4%	3%	12%	6%	6%	7%	6%	8%
Fairly left-wing	14%	23%	10%	11%	15%	13%	14%	12%	13%	19%	13%	15%	14%	14%	10%	14%	11%	19%	12%	14%	15%	14%	15%
Slightly left-of-centre	25%	22%	32%	45%	30%	21%	23%	21%	28%	30%	31%	28%	21%	24%	17%	22%	34%	22%	36%	27%	17%	15%	18%
Centre	12%	7%	20%	12%	13%	11%	10%	13%	13%	9%	13%	9%	13%	12%	18%	18%	18%	8%	13%	12%	13%	9%	10%
Slightly right-of-centre	4%	2%	7%	4%	5%	4%	5%	4%	5%	4%	5%	4%	3%	4%	6%	7%	5%	4%	5%	6%	3%	5%	2%
Fairly right-wing	3%	1%	5%	3%	4%	2%	4%	3%	3%	2%	3%	3%	2%	3%	6%	-	3%	2%	2%	5%	2%	3%	3%
Very right-wing	2%	1%	2%	-	2%	1%	3%	1%	1%	2%	2%	1%	1%	3%	2%	-	1%	1%	1%	1%	1%	0%	5%
Don't know	34%	29%	24%	20%	25%	42%	40%	40%	28%	26%	27%	32%	37%	35%	37%	36%	26%	32%	24%	30%	43%	46%	39%

Boris Johnson

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very left-wing	2%	1%	3%	1%	1%	2%	1%	2%	2%	2%	3%	1%	1%	1%	3%	2%	1%	2%	2%	1%	1%	1%	2%
Fairly left-wing	2%	2%	1%	0%	2%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	4%	1%	2%	1%	2%	1%	3%	1%
Slightly left-of-centre	3%	3%	1%	3%	4%	1%	4%	2%	3%	2%	6%	3%	2%	2%	2%	3%	1%	4%	2%	3%	2%	3%	3%
Centre	7%	11%	3%	2%	8%	6%	6%	6%	6%	9%	8%	7%	7%	7%	8%	6%	3%	10%	6%	7%	6%	8%	10%
Slightly right-of-centre	13%	22%	7%	11%	15%	10%	8%	11%	15%	16%	11%	14%	13%	13%	10%	14%	9%	18%	16%	13%	12%	8%	10%
Fairly right-wing	22%	25%	26%	27%	23%	21%	28%	20%	19%	25%	22%	25%	24%	19%	16%	16%	25%	22%	28%	23%	18%	18%	15%
Very right-wing	24%	12%	40%	40%	25%	23%	21%	22%	30%	22%	29%	22%	21%	25%	30%	20%	38%	15%	26%	25%	22%	17%	25%
Don't know	28%	24%	20%	17%	21%	35%	30%	34%	25%	22%	20%	26%	32%	31%	30%	36%	22%	27%	19%	25%	38%	41%	33%

Ed Davey

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very left-wing	2%	6%	0%	-	3%	1%	1%	2%	2%	4%	0%	3%	3%	1%	2%	2%	0%	5%	2%	2%	4%	1%	2%
Fairly left-wing	4%	7%	2%	2%	5%	3%	1%	3%	6%	5%	5%	4%	4%	4%	1%	6%	3%	6%	5%	4%	3%	1%	6%
Slightly left-of-centre	6%	7%	6%	8%	8%	4%	5%	6%	6%	7%	9%	6%	4%	5%	5%	10%	7%	6%	9%	6%	2%	6%	4%
Centre	13%	10%	15%	29%	17%	9%	8%	13%	14%	15%	12%	15%	12%	13%	11%	11%	19%	10%	15%	15%	9%	14%	8%
Slightly right-of-centre	3%	1%	4%	5%	3%	3%	4%	2%	4%	3%	4%	3%	4%	2%	4%	1%	4%	2%	4%	3%	3%	1%	4%
Fairly right-wing	2%	1%	3%	2%	2%	2%	4%	2%	1%	1%	1%	2%	2%	1%	4%	1%	2%	1%	2%	3%	1%	2%	1%
Very right-wing	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	0%	2%	1%	3%	1%	1%	1%	1%	0%	2%	3%
Don't know	69%	68%	67%	54%	59%	78%	74%	71%	67%	65%	67%	67%	72%	71%	72%	65%	64%	69%	62%	66%	77%	74%	72%

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

Yourself

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very left-wing	4%	0%	10%	1%	3%	4%	7%	5%	2%	1%	6%	2%	4%	5%	5%	-	6%	1%	3%	5%	3%	3%	3%
Fairly left-wing	11%	1%	27%	8%	9%	13%	16%	13%	11%	5%	13%	11%	10%	9%	16%	10%	20%	3%	15%	11%	8%	5%	8%
Slightly left-of-centre	14%	5%	25%	29%	15%	12%	14%	14%	15%	12%	19%	12%	15%	12%	13%	10%	22%	7%	18%	15%	7%	10%	13%
Centre	21%	22%	17%	32%	24%	18%	15%	19%	21%	28%	21%	22%	20%	21%	18%	23%	20%	24%	21%	20%	19%	25%	24%
Slightly right-of-centre	14%	29%	2%	10%	16%	11%	8%	9%	18%	21%	11%	15%	14%	14%	12%	12%	9%	21%	15%	15%	13%	8%	15%
Fairly right-wing	7%	15%	1%	2%	9%	6%	6%	5%	8%	11%	6%	8%	8%	7%	7%	7%	2%	14%	7%	7%	10%	7%	6%
Very right-wing	3%	6%	0%	1%	3%	2%	3%	2%	3%	2%	2%	3%	3%	2%	1%	1%	0%	5%	3%	3%	3%	1%	1%
Don't know	27%	22%	19%	17%	20%	35%	31%	34%	21%	20%	23%	26%	27%	30%	26%	37%	20%	26%	19%	24%	36%	41%	29%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very likely	2%	2%	4%	2%	3%	2%	3%	2%	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%	3%	2%	3%	2%	1%
Fairly likely	13%	9%	19%	19%	11%	15%	15%	13%	14%	12%	17%	13%	14%	13%	11%	14%	18%	9%	14%	12%	13%	16%	15%
Fairly unlikely	36%	34%	42%	54%	36%	36%	34%	35%	36%	38%	36%	37%	34%	36%	40%	33%	43%	35%	39%	40%	34%	28%	31%
Very unlikely	27%	43%	17%	12%	32%	22%	12%	24%	31%	34%	20%	29%	27%	28%	24%	26%	18%	38%	28%	24%	29%	21%	31%
Don't know	21%	12%	19%	12%	17%	26%	36%	25%	17%	13%	25%	20%	23%	20%	23%	25%	18%	15%	16%	22%	22%	33%	22%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Should remain Conservative leader	37%	65%	14%	19%	38%	36%	22%	31%	42%	47%	24%	43%	42%	36%	21%	35%	22%	55%	35%	34%	42%	40%	36%
Should stand down and let someone else take over	44%	26%	64%	65%	44%	44%	49%	44%	44%	41%	52%	40%	38%	45%	57%	42%	60%	32%	48%	48%	38%	34%	42%
Don't know	20%	9%	22%	16%	18%	21%	29%	25%	14%	12%	25%	17%	20%	19%	21%	22%	19%	13%	17%	18%	20%	26%	22%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Should remain Labour leader	33%	33%	38%	51%	36%	31%	27%	28%	38%	39%	35%	35%	30%	32%	30%	35%	43%	30%	40%	34%	29%	28%	25%
Should stand down and let someone else take over	35%	39%	38%	25%	38%	33%	32%	37%	36%	33%	28%	36%	37%	38%	34%	30%	32%	42%	34%	34%	37%	34%	40%
Don't know	32%	28%	24%	23%	26%	37%	41%	34%	26%	28%	37%	28%	33%	31%	36%	35%	26%	27%	26%	32%	34%	37%	35%

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

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	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Should - there should be an early general election, before 2024	27%	11%	47%	35%	26%	27%	28%	30%	25%	22%	30%	23%	25%	29%	32%	27%	36%	20%	28%	28%	25%	26%	25%
Should not - the next general election should take place in 2024 as planned	53%	77%	31%	48%	56%	50%	43%	46%	60%	62%	46%	57%	58%	48%	50%	51%	45%	67%	54%	54%	53%	45%	54%
Don't know	21%	12%	22%	16%	18%	23%	29%	24%	15%	16%	24%	20%	17%	24%	18%	22%	19%	13%	19%	18%	22%	29%	21%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	2%	4%	2%	-	3%	2%	4%	2%	4%	1%	3%	2%	3%	2%	1%	7%	2%	3%	4%	2%	2%	1%	1%
Fairly well	47%	63%	35%	47%	45%	49%	35%	40%	51%	60%	43%	49%	48%	45%	46%	46%	47%	53%	51%	46%	46%	44%	45%
Fairly badly	30%	18%	40%	36%	31%	29%	33%	33%	30%	22%	27%	29%	31%	30%	33%	25%	32%	26%	29%	30%	31%	29%	29%
Very badly	5%	3%	7%	6%	7%	4%	4%	8%	5%	2%	9%	5%	2%	6%	5%	5%	6%	5%	4%	6%	6%	5%	6%
Don't know	16%	12%	16%	11%	14%	17%	23%	17%	11%	15%	18%	14%	15%	17%	14%	17%	14%	13%	13%	16%	16%	21%	18%

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

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very well	4%	5%	3%	1%	4%	3%	5%	4%	3%	2%	3%	3%	4%	4%	4%	5%	3%	4%	4%	3%	4%	4%	2%
Fairly well	59%	67%	55%	61%	55%	62%	54%	57%	57%	65%	51%	61%	60%	57%	58%	61%	59%	61%	62%	57%	59%	58%	55%
Fairly badly	22%	21%	24%	27%	26%	19%	16%	18%	31%	23%	24%	22%	21%	23%	24%	17%	25%	23%	22%	23%	23%	17%	25%
Very badly	4%	2%	5%	4%	5%	3%	4%	5%	3%	3%	8%	3%	3%	3%	5%	5%	3%	5%	4%	6%	3%	3%	3%
Don't know	12%	5%	13%	8%	10%	13%	21%	16%	5%	7%	14%	11%	12%	13%	9%	12%	9%	8%	8%	12%	11%	18%	15%

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

Car manufacturing

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	1%	2%	1%	-	2%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%	4%	1%	2%	1%	1%	1%	2%	2%
Fairly ethical	26%	34%	22%	24%	26%	25%	23%	23%	29%	29%	23%	27%	28%	27%	18%	20%	23%	28%	28%	25%	28%	23%	19%
Not very ethical	28%	22%	33%	43%	29%	27%	29%	28%	30%	24%	29%	29%	29%	24%	32%	34%	34%	24%	32%	30%	25%	24%	23%
Not ethical at all	8%	5%	10%	6%	10%	6%	8%	9%	7%	5%	12%	8%	5%	7%	8%	4%	9%	7%	8%	8%	8%	2%	12%
Don't know	38%	37%	34%	27%	33%	42%	39%	38%	33%	41%	35%	35%	36%	42%	41%	38%	33%	39%	31%	36%	39%	49%	44%

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

Oil and gas extraction

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%	3%	0%	1%	1%	1%	1%	2%	2%
Fairly ethical	13%	20%	6%	11%	14%	12%	6%	12%	15%	15%	12%	11%	13%	15%	14%	13%	10%	16%	14%	10%	16%	11%	12%
Not very ethical	27%	30%	31%	30%	28%	27%	28%	24%	32%	27%	24%	29%	31%	26%	21%	31%	30%	28%	32%	27%	28%	21%	22%
Not ethical at all	28%	15%	40%	41%	32%	25%	37%	31%	26%	21%	33%	30%	23%	25%	35%	22%	38%	21%	31%	32%	22%	20%	31%
Don't know	31%	34%	22%	17%	25%	35%	28%	31%	26%	36%	29%	29%	32%	33%	28%	32%	22%	34%	23%	29%	34%	46%	33%

Power generation

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	0%	1%	2%	2%	1%	3%	1%	2%	1%	1%	1%	3%	3%
Fairly ethical	23%	29%	19%	21%	25%	21%	19%	19%	27%	28%	24%	23%	22%	22%	20%	31%	23%	23%	26%	21%	25%	18%	19%
Not very ethical	30%	27%	35%	35%	29%	30%	30%	30%	31%	26%	24%	31%	29%	29%	35%	24%	35%	28%	32%	31%	29%	24%	26%
Not ethical at all	13%	8%	17%	17%	14%	12%	14%	15%	12%	10%	22%	14%	10%	10%	13%	9%	15%	11%	15%	15%	9%	8%	15%
Don't know	33%	34%	28%	26%	29%	37%	36%	34%	29%	34%	29%	31%	37%	36%	31%	34%	26%	35%	26%	31%	35%	47%	37%

Software development

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	3%	3%	3%	5%	4%	2%	3%	4%	3%	3%	3%	4%	3%	4%	3%	5%	4%	3%	4%	3%	2%	4%	4%
Fairly ethical	31%	35%	28%	33%	33%	29%	32%	31%	33%	28%	28%	33%	32%	28%	29%	35%	31%	33%	35%	29%	36%	28%	19%
Not very ethical	17%	14%	21%	22%	18%	16%	19%	17%	18%	14%	23%	18%	17%	14%	16%	12%	21%	14%	19%	19%	13%	13%	15%
Not ethical at all	6%	5%	7%	6%	7%	5%	5%	7%	6%	5%	8%	5%	6%	6%	7%	9%	6%	6%	6%	7%	5%	2%	9%
Don't know	43%	42%	41%	35%	38%	48%	41%	42%	40%	50%	38%	41%	42%	49%	46%	40%	38%	45%	37%	41%	44%	54%	53%

Arts and creative industries

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	9%	8%	10%	17%	9%	9%	9%	10%	10%	6%	8%	10%	11%	8%	7%	7%	11%	7%	11%	9%	7%	7%	7%
Fairly ethical	44%	42%	48%	46%	42%	46%	42%	43%	47%	44%	51%	43%	41%	43%	44%	45%	50%	41%	49%	43%	47%	38%	35%
Not very ethical	9%	8%	11%	11%	10%	7%	13%	9%	7%	7%	10%	9%	7%	8%	10%	8%	8%	8%	10%	10%	5%	6%	10%
Not ethical at all	3%	3%	2%	1%	4%	1%	3%	3%	3%	1%	3%	2%	2%	3%	5%	6%	2%	3%	2%	4%	2%	3%	3%
Don't know	36%	39%	29%	25%	35%	37%	34%	34%	34%	41%	28%	36%	39%	38%	34%	33%	28%	41%	28%	34%	38%	45%	44%

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

Building and construction

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	1%	2%	1%	-	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%	1%	1%	3%	1%	1%
Fairly ethical	25%	32%	21%	23%	27%	23%	29%	22%	29%	25%	26%	24%	21%	26%	32%	28%	21%	29%	26%	24%	28%	21%	24%
Not very ethical	29%	26%	35%	37%	29%	30%	25%	30%	30%	30%	28%	34%	26%	27%	28%	26%	36%	26%	34%	32%	26%	22%	24%
Not ethical at all	10%	8%	12%	14%	11%	9%	7%	11%	11%	10%	11%	11%	11%	9%	8%	9%	13%	9%	12%	10%	9%	6%	13%
Don't know	34%	33%	30%	27%	31%	37%	38%	36%	29%	35%	33%	31%	40%	36%	32%	34%	29%	35%	27%	33%	37%	47%	38%

Manufacturing

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	2%	3%	0%	2%	3%	1%	0%	3%	2%	1%	1%	2%	2%	2%	1%	5%	1%	3%	2%	1%	2%	4%	3%
Fairly ethical	24%	32%	19%	25%	28%	21%	22%	19%	27%	31%	25%	25%	23%	24%	24%	25%	22%	28%	27%	25%	24%	19%	22%
Not very ethical	28%	25%	37%	38%	27%	29%	24%	29%	30%	26%	26%	30%	29%	27%	30%	22%	36%	24%	31%	30%	26%	25%	22%
Not ethical at all	9%	6%	13%	6%	10%	9%	13%	11%	9%	6%	13%	11%	5%	9%	8%	10%	10%	8%	9%	11%	9%	4%	12%
Don't know	36%	35%	32%	29%	32%	40%	42%	38%	32%	36%	35%	33%	40%	38%	37%	38%	31%	36%	32%	33%	39%	48%	40%

Financial services

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	2%	2%	1%	3%	3%	2%	1%	3%	2%	2%	1%	3%	1%	1%	3%	3%	2%	2%	3%	1%	1%	2%	2%
Fairly ethical	21%	27%	19%	19%	21%	21%	25%	20%	21%	22%	17%	23%	23%	21%	19%	23%	20%	23%	23%	20%	24%	19%	17%
Not very ethical	23%	20%	26%	31%	23%	23%	24%	23%	23%	22%	26%	22%	21%	21%	28%	24%	25%	22%	26%	25%	19%	18%	19%
Not ethical at all	20%	13%	28%	29%	25%	15%	14%	23%	22%	15%	29%	21%	17%	17%	15%	19%	27%	17%	24%	22%	13%	11%	23%
Don't know	34%	38%	26%	19%	29%	39%	36%	32%	33%	39%	27%	32%	37%	39%	35%	32%	26%	37%	23%	32%	41%	49%	40%

Retailing

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	2%	3%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	1%	1%	3%	1%	3%	2%	2%	1%	3%	2%
Fairly ethical	31%	39%	26%	31%	32%	30%	24%	28%	34%	37%	30%	30%	31%	32%	31%	36%	29%	35%	34%	28%	33%	29%	31%
Not very ethical	27%	23%	35%	35%	28%	27%	33%	28%	26%	25%	29%	30%	24%	27%	31%	14%	34%	22%	32%	29%	25%	21%	21%
Not ethical at all	10%	5%	14%	8%	10%	9%	13%	11%	10%	5%	12%	10%	8%	9%	7%	17%	11%	8%	10%	12%	8%	6%	10%
Don't know	30%	30%	25%	23%	28%	32%	28%	32%	27%	32%	27%	29%	34%	31%	30%	30%	24%	32%	21%	30%	33%	42%	36%

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

Transport

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	2%	2%	1%	-	3%	1%	2%	2%	1%	2%	3%	1%	1%	2%	3%	3%	1%	2%	1%	2%	1%	3%	3%
Fairly ethical	30%	36%	26%	30%	32%	28%	32%	27%	32%	30%	37%	32%	28%	25%	26%	33%	28%	31%	36%	28%	27%	23%	31%
Not very ethical	25%	24%	31%	32%	25%	26%	24%	26%	27%	25%	21%	26%	26%	26%	31%	19%	32%	24%	28%	26%	28%	21%	16%
Not ethical at all	10%	7%	12%	14%	12%	8%	10%	11%	9%	9%	8%	11%	9%	10%	8%	12%	11%	9%	10%	11%	8%	9%	10%
Don't know	33%	31%	30%	24%	29%	37%	33%	34%	30%	34%	31%	30%	36%	37%	32%	32%	28%	34%	25%	32%	36%	45%	39%

Tourism

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	4%	5%	3%	5%	5%	3%	4%	5%	3%	3%	2%	3%	4%	5%	4%	6%	3%	5%	4%	3%	4%	5%	3%
Fairly ethical	36%	43%	34%	38%	39%	33%	35%	34%	38%	38%	42%	34%	34%	34%	42%	39%	38%	37%	41%	37%	33%	31%	33%
Not very ethical	17%	14%	22%	25%	18%	17%	19%	16%	20%	16%	16%	20%	15%	18%	15%	9%	21%	15%	22%	19%	14%	11%	13%
Not ethical at all	7%	4%	9%	3%	8%	6%	7%	8%	8%	6%	8%	8%	6%	7%	5%	10%	6%	7%	7%	7%	8%	7%	9%
Don't know	36%	35%	33%	29%	30%	41%	36%	38%	31%	37%	32%	35%	40%	36%	34%	37%	31%	37%	26%	34%	42%	46%	42%

Agriculture

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	7%	11%	3%	7%	9%	5%	8%	8%	7%	5%	5%	7%	8%	7%	7%	7%	5%	8%	8%	7%	7%	7%	5%
Fairly ethical	39%	45%	39%	39%	39%	40%	33%	37%	42%	42%	41%	39%	37%	39%	42%	38%	42%	41%	42%	39%	41%	34%	31%
Not very ethical	15%	11%	20%	22%	17%	13%	16%	14%	16%	16%	15%	16%	15%	13%	17%	13%	18%	12%	18%	16%	12%	12%	15%
Not ethical at all	7%	4%	10%	6%	7%	7%	9%	7%	7%	6%	9%	7%	4%	6%	3%	11%	9%	5%	8%	6%	5%	3%	10%
Don't know	32%	30%	29%	25%	29%	36%	35%	34%	28%	32%	30%	31%	36%	34%	30%	30%	26%	34%	23%	32%	34%	44%	39%

Recreation and leisure industries

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	3%	3%	3%	3%	3%	3%	1%	4%	3%	2%	2%	2%	5%	3%	2%	3%	3%	3%	4%	2%	4%	2%	3%
Fairly ethical	37%	42%	37%	40%	39%	36%	32%	36%	41%	39%	40%	38%	32%	36%	42%	41%	40%	39%	42%	38%	37%	32%	31%
Not very ethical	16%	13%	19%	22%	17%	15%	17%	16%	15%	16%	14%	16%	18%	16%	16%	12%	19%	14%	18%	17%	13%	14%	15%
Not ethical at all	5%	4%	8%	3%	6%	5%	7%	4%	7%	5%	8%	5%	4%	5%	3%	7%	6%	5%	4%	7%	6%	3%	6%
Don't know	38%	38%	34%	31%	34%	42%	43%	39%	34%	38%	35%	38%	40%	39%	37%	37%	32%	39%	31%	36%	41%	49%	45%

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

Legal services

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	3%	5%	2%	4%	4%	3%	3%	4%	3%	3%	4%	3%	3%	4%	3%	2%	3%	4%	5%	3%	3%	3%	4%
Fairly ethical	27%	27%	29%	32%	28%	26%	29%	26%	29%	25%	25%	30%	25%	26%	25%	27%	30%	26%	30%	28%	25%	27%	19%
Not very ethical	19%	18%	22%	22%	20%	18%	17%	19%	18%	19%	20%	19%	20%	15%	21%	20%	22%	19%	20%	20%	20%	10%	16%
Not ethical at all	11%	8%	14%	12%	14%	8%	9%	11%	11%	10%	10%	10%	9%	12%	10%	14%	11%	10%	12%	12%	6%	8%	14%
Don't know	41%	42%	33%	30%	35%	46%	42%	40%	39%	43%	42%	38%	42%	43%	42%	37%	34%	42%	33%	37%	46%	51%	48%

Telecommunications

Unweighted base	1781	608	458	154	778	1003	177	733	428	443	215	605	296	431	154	80	733	690	531	524	339	190	197
Base	1781	610	447	163	866	915	194	743	429	415	214	598	296	429	153	91	661	705	499	516	374	199	193
Very ethical	2%	2%	1%	1%	2%	1%	1%	3%	1%	1%	3%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	3%	2%
Fairly ethical	25%	29%	22%	27%	27%	22%	22%	24%	26%	26%	24%	26%	24%	24%	25%	27%	25%	26%	29%	22%	25%	27%	20%
Not very ethical	21%	17%	28%	31%	23%	20%	19%	21%	22%	22%	24%	22%	20%	19%	21%	19%	26%	20%	22%	24%	20%	13%	20%
Not ethical at all	9%	7%	10%	10%	10%	7%	8%	10%	10%	5%	9%	9%	8%	8%	8%	10%	9%	9%	10%	10%	6%	3%	12%
Don't know	43%	44%	39%	32%	37%	49%	51%	42%	41%	46%	39%	41%	46%	47%	46%	42%	38%	43%	37%	43%	46%	53%	46%

Cell Contents (Column Percentages)