

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Approve	24%	51%	5%	12%	15%	37%	26%	21%	14%	17%	27%	36%	15%	27%	27%	25%	14%	18%	21%	25%	26%	23%	20%
Disapprove	56%	28%	85%	75%	72%	41%	59%	53%	60%	60%	58%	46%	60%	54%	50%	55%	73%	58%	64%	53%	54%	53%	52%
Don't know	20%	21%	10%	13%	13%	22%	14%	26%	26%	23%	15%	19%	24%	20%	23%	19%	13%	24%	15%	22%	20%	24%	28%

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	1747	592	456	157	716	687	756	991	161	661	447	478	165	597	290	438	156	101	538	484	346	172	207
Base	1740	614	454	159	661	697	847	893	174	719	433	414	198	592	283	423	153	91	500	498	364	180	199
0 - Would never consider voting for them	38%	5%	64%	40%	48%	20%	37%	38%	46%	48%	33%	22%	41%	32%	32%	40%	60%	41%	37%	39%	35%	40%	40%
1	6%	2%	9%	14%	10%	3%	6%	6%	8%	6%	7%	5%	8%	7%	8%	5%	2%	6%	8%	5%	6%	7%	7%
2	5%	2%	9%	10%	6%	3%	5%	5%	9%	5%	5%	3%	8%	4%	2%	7%	4%	6%	5%	3%	4%	10%	5%
3	4%	4%	5%	5%	4%	4%	5%	4%	7%	4%	4%	4%	4%	4%	6%	5%	3%	3%	5%	4%	5%	5%	4%
4	4%	4%	4%	4%	3%	3%	4%	3%	6%	3%	4%	3%	3%	5%	3%	3%	4%	2%	4%	3%	4%	2%	4%
5	11%	13%	6%	16%	9%	15%	9%	13%	9%	12%	12%	10%	13%	12%	11%	11%	8%	10%	10%	13%	12%	9%	9%
6	4%	6%	2%	2%	3%	5%	4%	5%	3%	3%	3%	8%	4%	4%	6%	4%	4%	4%	4%	4%	4%	3%	5%
7	6%	12%	1%	2%	4%	8%	6%	6%	4%	5%	7%	7%	6%	8%	6%	5%	3%	4%	6%	6%	8%	7%	3%
8	6%	14%	1%	4%	3%	10%	7%	6%	4%	4%	6%	11%	3%	7%	11%	7%	1%	4%	7%	7%	4%	7%	6%
9	3%	8%	-	2%	2%	6%	4%	2%	1%	2%	4%	4%	2%	3%	4%	3%	3%	5%	3%	2%	4%	3%	4%
10 - Would definitely consider voting for them	12%	30%	1%	3%	6%	22%	12%	12%	2%	7%	14%	23%	8%	14%	12%	12%	8%	17%	12%	13%	13%	8%	14%

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Labour

Unweighted base	1738	590	455	157	711	683	754	984	161	659	442	476	166	593	290	434	155	100	534	480	345	172	207
Base	1733	613	453	159	659	693	846	888	174	718	428	413	199	588	283	421	152	90	497	494	364	180	199
0 - Would never consider voting for them	27%	44%	3%	8%	11%	41%	30%	25%	13%	26%	28%	35%	16%	29%	30%	29%	27%	33%	22%	27%	30%	30%	34%
1	5%	8%	1%	7%	4%	7%	6%	4%	2%	4%	5%	8%	3%	6%	6%	6%	4%	-	6%	4%	5%	9%	4%
2	6%	9%	1%	6%	5%	7%	6%	6%	4%	4%	8%	8%	5%	7%	7%	4%	7%	6%	7%	5%	6%	5%	8%
3	5%	7%	1%	5%	4%	6%	4%	5%	4%	4%	6%	6%	3%	6%	5%	4%	5%	3%	7%	5%	4%	5%	3%
4	5%	7%	3%	8%	6%	6%	7%	4%	4%	6%	5%	6%	5%	6%	4%	4%	10%	5%	6%	6%	6%	4%	4%
5	15%	12%	14%	17%	15%	13%	12%	18%	16%	18%	15%	11%	18%	15%	15%	13%	20%	17%	12%	16%	18%	17%	14%
6	7%	5%	6%	17%	9%	5%	8%	6%	12%	7%	6%	5%	9%	8%	7%	5%	4%	4%	8%	8%	7%	5%	3%
7	7%	2%	14%	6%	9%	5%	6%	8%	10%	7%	6%	6%	7%	6%	8%	8%	6%	6%	8%	6%	5%	8%	8%
8	6%	2%	15%	10%	10%	4%	6%	7%	8%	7%	6%	3%	10%	4%	6%	8%	5%	6%	7%	7%	4%	5%	8%
9	3%	1%	7%	4%	4%	1%	2%	3%	6%	2%	3%	2%	4%	2%	3%	4%	2%	4%	2%	3%	4%	2%	3%
10 - Would definitely consider voting for them	13%	2%	34%	13%	21%	6%	12%	14%	20%	14%	13%	8%	20%	11%	9%	15%	11%	16%	16%	13%	12%	10%	11%

Liberal Democrats

Unweighted base	1733	588	451	157	712	678	751	982	161	655	443	474	165	590	289	434	155	100	533	481	343	170	206
Base	1729	611	449	159	659	689	843	886	174	715	429	411	198	586	282	420	152	90	495	495	362	179	198
0 - Would never consider voting for them	30%	40%	12%	2%	13%	43%	34%	27%	23%	31%	29%	34%	21%	29%	31%	33%	35%	38%	24%	26%	37%	35%	39%
1	6%	10%	4%	1%	3%	8%	6%	6%	3%	5%	7%	7%	4%	6%	7%	6%	6%	3%	6%	6%	5%	7%	7%
2	7%	11%	5%	3%	6%	9%	7%	7%	7%	6%	6%	9%	9%	6%	7%	6%	12%	5%	7%	6%	9%	6%	7%
3	6%	7%	7%	1%	7%	6%	6%	6%	6%	6%	8%	6%	3%	5%	8%	7%	8%	11%	6%	6%	6%	7%	5%
4	7%	7%	8%	5%	8%	6%	7%	7%	7%	7%	8%	7%	7%	7%	8%	7%	9%	3%	6%	8%	9%	5%	6%
5	18%	15%	20%	18%	19%	16%	15%	20%	18%	21%	16%	14%	23%	18%	21%	15%	13%	16%	17%	20%	18%	15%	16%
6	8%	5%	13%	15%	13%	4%	8%	9%	14%	8%	7%	7%	9%	8%	8%	8%	6%	10%	10%	9%	6%	8%	5%
7	7%	3%	13%	15%	10%	4%	6%	7%	12%	7%	6%	5%	7%	6%	6%	7%	6%	5%	9%	6%	4%	10%	5%
8	4%	1%	9%	9%	7%	2%	4%	5%	6%	4%	5%	3%	7%	4%	3%	4%	4%	5%	5%	5%	3%	3%	4%
9	2%	0%	2%	12%	4%	1%	2%	2%	1%	1%	3%	2%	4%	3%	0%	1%	1%	2%	2%	2%	1%	2%	2%
10 - Would definitely consider voting for them	5%	1%	7%	20%	9%	1%	5%	4%	5%	5%	5%	4%	6%	6%	2%	6%	1%	3%	8%	5%	2%	1%	4%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Health	55%	53%	65%	66%	67%	50%	51%	59%	40%	54%	58%	60%	52%	54%	56%	52%	63%	62%	58%	58%	53%	44%	55%
Immigration & Asylum	27%	46%	10%	10%	10%	47%	27%	26%	13%	22%	31%	37%	20%	29%	33%	31%	13%	21%	24%	23%	31%	31%	35%
Crime	17%	23%	8%	12%	10%	24%	18%	17%	15%	18%	20%	14%	27%	14%	22%	18%	10%	11%	13%	17%	18%	24%	21%
The economy	46%	54%	44%	48%	51%	48%	49%	44%	28%	46%	49%	53%	42%	47%	43%	47%	53%	54%	50%	51%	45%	42%	35%
Tax	10%	9%	8%	6%	6%	11%	12%	7%	11%	13%	9%	5%	12%	10%	7%	9%	15%	11%	10%	10%	10%	14%	6%
Pensions	8%	14%	3%	4%	7%	12%	9%	8%	4%	4%	10%	19%	2%	9%	9%	9%	11%	11%	5%	9%	10%	6%	13%
Education	14%	12%	17%	19%	17%	11%	14%	15%	18%	14%	13%	13%	13%	15%	13%	14%	14%	17%	17%	16%	13%	11%	10%
Family life & childcare	6%	3%	9%	4%	6%	6%	5%	6%	3%	9%	4%	3%	4%	6%	6%	5%	6%	6%	6%	5%	7%	5%	3%
Housing	16%	10%	21%	18%	17%	13%	15%	17%	20%	17%	13%	14%	24%	17%	13%	15%	11%	13%	15%	15%	15%	19%	19%
The environment	27%	17%	39%	39%	38%	17%	25%	29%	37%	28%	30%	19%	27%	28%	32%	24%	29%	23%	34%	27%	24%	23%	23%
Britain leaving the EU	24%	16%	33%	35%	38%	14%	27%	22%	20%	25%	26%	23%	24%	23%	20%	26%	32%	27%	27%	24%	27%	19%	18%
Transport	3%	2%	3%	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	1%	3%	3%	1%	4%	2%	3%	2%	1%
Welfare benefits	10%	7%	14%	7%	12%	8%	9%	11%	6%	12%	10%	9%	11%	9%	9%	11%	11%	9%	8%	8%	8%	15%	18%
Defence and security	7%	15%	3%	5%	4%	13%	7%	8%	3%	4%	7%	15%	4%	7%	8%	8%	6%	5%	8%	6%	9%	5%	7%
None of these	1%	0%	1%	1%	-	1%	1%	1%	3%	1%	1%	-	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%
Don't know	4%	2%	2%	3%	1%	3%	4%	4%	13%	5%	1%	1%	7%	3%	5%	3%	2%	4%	2%	3%	5%	7%	5%

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

National Health Service

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	3%	7%	0%	-	1%	6%	4%	2%	4%	2%	4%	5%	1%	3%	5%	4%	1%	2%	3%	3%	4%	3%	2%
Fairly well	24%	45%	8%	17%	17%	36%	28%	21%	16%	20%	26%	34%	25%	26%	26%	24%	12%	23%	22%	25%	28%	20%	26%
Fairly badly	24%	25%	19%	29%	22%	25%	22%	27%	24%	23%	23%	27%	24%	25%	25%	23%	24%	25%	24%	23%	25%	26%	23%
Very badly	42%	19%	70%	51%	57%	29%	40%	43%	38%	47%	44%	32%	42%	40%	36%	44%	56%	41%	46%	42%	37%	42%	40%
Don't know	7%	3%	3%	3%	3%	4%	6%	7%	18%	8%	3%	3%	8%	6%	8%	6%	6%	8%	5%	7%	7%	8%	9%

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Immigration

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	1%	2%	1%	1%	1%	2%	2%	1%	4%	1%	2%	0%	3%	1%	2%	1%	2%	2%	3%	1%	0%	-	
Fairly well	14%	19%	8%	13%	13%	15%	15%	12%	13%	13%	13%	15%	15%	13%	13%	12%	17%	16%	14%	15%	15%	7%	14%
Fairly badly	29%	35%	27%	33%	29%	30%	28%	30%	30%	27%	28%	34%	34%	31%	33%	26%	21%	25%	30%	31%	29%	26%	28%
Very badly	44%	37%	54%	46%	47%	46%	46%	42%	31%	43%	51%	43%	41%	43%	40%	48%	51%	41%	47%	38%	44%	53%	44%
Don't know	12%	7%	10%	8%	10%	7%	9%	15%	21%	15%	6%	7%	7%	13%	13%	12%	11%	16%	8%	14%	12%	14%	14%

Crime

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	2%	3%	1%	1%	1%	2%	3%	2%	5%	1%	2%	2%	0%	1%	4%	3%	2%	2%	2%	3%	1%	0%	4%
Fairly well	23%	36%	12%	22%	20%	28%	24%	22%	22%	20%	24%	28%	14%	26%	26%	21%	21%	25%	23%	20%	27%	23%	21%
Fairly badly	35%	38%	37%	43%	42%	34%	37%	34%	25%	34%	37%	41%	40%	38%	32%	31%	39%	34%	39%	36%	29%	36%	34%
Very badly	25%	15%	36%	20%	25%	24%	27%	22%	24%	26%	29%	18%	34%	20%	23%	30%	25%	20%	24%	22%	27%	27%	26%
Don't know	15%	8%	14%	14%	12%	11%	9%	20%	24%	19%	8%	11%	11%	16%	15%	15%	13%	20%	11%	19%	15%	14%	14%

Education

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	2%	4%	2%	0%	1%	4%	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	3%	2%	-	4%
Fairly well	32%	56%	11%	22%	22%	46%	35%	29%	24%	28%	32%	44%	24%	35%	35%	31%	23%	36%	30%	29%	39%	33%	32%
Fairly badly	29%	23%	36%	35%	35%	24%	26%	31%	31%	28%	31%	28%	31%	27%	29%	28%	34%	31%	34%	29%	25%	29%	23%
Very badly	22%	7%	42%	34%	33%	13%	23%	21%	21%	26%	26%	14%	26%	21%	17%	23%	30%	19%	25%	23%	19%	22%	21%
Don't know	15%	11%	9%	9%	9%	13%	12%	17%	22%	16%	10%	13%	16%	14%	15%	16%	12%	12%	9%	17%	15%	16%	20%

Taxation

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	2%	3%	1%	1%	1%	3%	2%	1%	3%	1%	2%	2%	-	1%	2%	3%	2%	1%	2%	2%	1%	1%	2%
Fairly well	25%	46%	11%	24%	19%	35%	28%	21%	14%	17%	31%	38%	19%	28%	29%	22%	15%	32%	26%	25%	25%	20%	23%
Fairly badly	30%	27%	35%	34%	36%	27%	30%	31%	30%	31%	29%	30%	33%	29%	29%	31%	33%	26%	34%	29%	29%	33%	25%
Very badly	27%	13%	42%	29%	32%	22%	29%	26%	26%	34%	27%	16%	32%	25%	20%	31%	36%	29%	28%	26%	28%	32%	24%
Don't know	16%	11%	12%	12%	12%	13%	10%	21%	28%	17%	11%	14%	16%	16%	19%	14%	13%	13%	10%	18%	16%	14%	25%

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Unemployment

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	5%	11%	2%	3%	3%	9%	7%	4%	3%	3%	7%	8%	5%	6%	5%	3%	3%	7%	6%	3%	2%	4%	
Fairly well	34%	58%	18%	32%	28%	47%	38%	30%	19%	28%	38%	48%	23%	39%	41%	33%	22%	38%	38%	31%	39%	30%	30%
Fairly badly	24%	13%	32%	31%	28%	19%	21%	27%	24%	26%	24%	20%	26%	23%	24%	22%	32%	21%	23%	24%	21%	28%	28%
Very badly	18%	6%	34%	16%	26%	10%	19%	18%	25%	23%	16%	10%	24%	15%	13%	22%	29%	16%	19%	18%	18%	21%	17%
Don't know	18%	12%	14%	18%	15%	14%	15%	21%	28%	20%	14%	14%	22%	17%	17%	19%	15%	22%	14%	21%	19%	19%	21%

Inflation

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	2%	3%	1%	-	0%	3%	1%	2%	4%	1%	2%	2%	2%	1%	1%	2%	1%	1%	2%	2%	0%	1%	1%
Fairly well	23%	43%	8%	24%	18%	34%	26%	20%	9%	17%	27%	36%	19%	25%	25%	23%	13%	25%	23%	22%	28%	18%	20%
Fairly badly	29%	27%	30%	37%	33%	28%	28%	31%	27%	28%	32%	29%	30%	31%	28%	26%	29%	33%	33%	28%	26%	33%	26%
Very badly	29%	15%	46%	26%	36%	21%	32%	26%	25%	36%	28%	19%	33%	25%	25%	30%	43%	25%	31%	26%	29%	29%	29%
Don't know	18%	13%	16%	12%	13%	14%	13%	22%	35%	18%	11%	15%	17%	17%	21%	18%	14%	16%	12%	21%	16%	19%	24%

Britain's exit from the EU

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	4%	12%	0%	1%	1%	9%	5%	4%	3%	2%	7%	7%	1%	6%	5%	4%	3%	3%	5%	5%	4%	3%	3%
Fairly well	24%	48%	8%	6%	11%	41%	24%	24%	16%	17%	26%	38%	14%	27%	29%	25%	14%	30%	23%	23%	26%	27%	23%
Fairly badly	22%	22%	17%	26%	20%	22%	21%	22%	26%	23%	19%	20%	26%	23%	20%	20%	20%	16%	20%	19%	24%	21%	26%
Very badly	38%	9%	67%	63%	61%	18%	42%	35%	36%	43%	41%	27%	48%	34%	32%	37%	56%	38%	45%	40%	34%	34%	30%
Don't know	12%	9%	8%	5%	7%	10%	8%	15%	19%	14%	7%	9%	12%	11%	15%	13%	7%	12%	7%	13%	12%	15%	19%

Defence

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	4%	7%	2%	1%	3%	6%	5%	3%	6%	4%	4%	5%	5%	5%	5%	4%	3%	5%	5%	6%	4%	3%	4%
Fairly well	34%	52%	21%	33%	31%	42%	39%	30%	29%	31%	36%	42%	31%	38%	37%	32%	26%	36%	35%	32%	38%	35%	33%
Fairly badly	19%	18%	21%	26%	22%	20%	21%	17%	16%	17%	21%	23%	21%	19%	19%	19%	20%	14%	24%	18%	14%	21%	17%
Very badly	13%	5%	21%	15%	17%	10%	14%	12%	11%	14%	16%	8%	14%	11%	7%	16%	21%	12%	13%	11%	13%	14%	12%
Don't know	29%	18%	34%	26%	28%	22%	21%	37%	39%	34%	23%	23%	30%	27%	32%	30%	30%	33%	22%	34%	31%	27%	35%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

The economy

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	3%	5%	1%	1%	1%	4%	3%	2%	1%	2%	4%	3%	0%	3%	4%	2%	3%	2%	3%	3%	3%	1%	3%
Fairly well	32%	58%	12%	33%	24%	47%	34%	31%	22%	25%	35%	48%	27%	39%	34%	28%	20%	37%	34%	32%	34%	25%	31%
Fairly badly	29%	20%	39%	26%	33%	24%	28%	30%	33%	28%	30%	26%	29%	26%	30%	31%	32%	28%	27%	30%	29%	33%	24%
Very badly	25%	9%	41%	32%	34%	15%	26%	24%	23%	32%	25%	14%	32%	22%	18%	27%	37%	20%	28%	24%	24%	25%	22%
Don't know	11%	8%	6%	8%	8%	10%	8%	14%	21%	13%	7%	9%	12%	11%	15%	11%	8%	13%	8%	11%	10%	15%	20%

Terrorism

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	8%	12%	5%	4%	6%	10%	10%	5%	9%	5%	9%	10%	5%	8%	9%	9%	5%	8%	9%	8%	8%	3%	8%
Fairly well	44%	58%	34%	44%	41%	50%	47%	41%	36%	41%	45%	52%	48%	44%	47%	38%	41%	53%	47%	44%	45%	43%	34%
Fairly badly	14%	10%	19%	19%	18%	12%	14%	14%	12%	14%	14%	13%	16%	16%	13%	12%	10%	12%	17%	13%	12%	13%	12%
Very badly	13%	9%	17%	11%	14%	12%	13%	13%	12%	14%	14%	9%	13%	11%	9%	18%	17%	8%	11%	10%	13%	21%	16%
Don't know	22%	11%	25%	21%	21%	16%	16%	27%	30%	25%	17%	17%	19%	21%	22%	23%	26%	20%	17%	25%	22%	20%	30%

Transport

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	2%	3%	1%	1%	1%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	1%	1%	4%
Fairly well	29%	47%	12%	25%	23%	37%	30%	28%	24%	27%	27%	37%	26%	31%	30%	27%	26%	35%	29%	28%	33%	27%	26%
Fairly badly	31%	30%	37%	37%	33%	32%	32%	30%	29%	29%	33%	33%	36%	31%	31%	29%	28%	26%	35%	30%	29%	30%	27%
Very badly	20%	6%	36%	25%	31%	13%	24%	17%	18%	22%	26%	12%	22%	19%	15%	22%	28%	20%	23%	19%	19%	23%	17%
Don't know	18%	13%	14%	13%	13%	15%	12%	24%	26%	21%	12%	16%	13%	16%	22%	20%	17%	17%	11%	20%	18%	20%	26%

Housing

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	2%	4%	0%	-	0%	3%	2%	1%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	1%	3%	1%	1%	1%
Fairly well	20%	37%	7%	13%	13%	30%	23%	18%	13%	17%	20%	29%	13%	20%	28%	22%	14%	24%	19%	19%	27%	15%	21%
Fairly badly	31%	31%	31%	38%	33%	30%	30%	31%	32%	28%	33%	33%	24%	35%	32%	27%	36%	23%	34%	28%	29%	34%	31%
Very badly	31%	13%	52%	35%	42%	22%	32%	30%	29%	36%	32%	21%	46%	28%	22%	32%	34%	31%	34%	28%	28%	36%	30%
Don't know	16%	15%	10%	13%	11%	15%	13%	19%	24%	17%	13%	15%	15%	16%	17%	17%	14%	21%	12%	21%	16%	14%	17%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Environment

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	2%	4%	1%	-	1%	4%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	1%	3%	2%	3%	2%	1%	1%
Fairly well	32%	56%	13%	28%	23%	44%	35%	29%	16%	27%	34%	46%	26%	35%	36%	30%	23%	37%	28%	30%	38%	32%	34%
Fairly badly	29%	22%	37%	31%	34%	25%	28%	29%	33%	29%	29%	26%	27%	29%	27%	29%	35%	25%	30%	27%	30%	28%	28%
Very badly	23%	7%	40%	27%	32%	13%	23%	23%	27%	27%	22%	14%	28%	22%	18%	23%	29%	21%	30%	22%	18%	21%	18%
Don't know	14%	11%	9%	14%	10%	14%	11%	17%	20%	16%	12%	12%	17%	13%	17%	14%	13%	15%	10%	18%	12%	17%	19%

Welfare benefits

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very well	3%	5%	1%	0%	1%	4%	3%	2%	2%	2%	3%	2%	2%	2%	3%	3%	1%	5%	2%	3%	3%	-	3%
Fairly well	24%	43%	9%	17%	17%	35%	26%	21%	14%	19%	24%	36%	19%	24%	27%	24%	18%	26%	25%	23%	24%	23%	20%
Fairly badly	26%	24%	27%	33%	26%	26%	25%	27%	30%	25%	24%	27%	26%	26%	27%	26%	25%	21%	26%	24%	26%	27%	29%
Very badly	30%	11%	54%	37%	44%	19%	30%	30%	22%	35%	35%	20%	35%	29%	24%	29%	41%	32%	32%	29%	28%	32%	31%
Don't know	18%	17%	9%	13%	12%	15%	16%	20%	33%	18%	14%	14%	17%	18%	20%	17%	15%	17%	14%	20%	19%	18%	17%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very good	15%	20%	12%	12%	13%	18%	15%	14%	12%	11%	17%	20%	13%	15%	11%	17%	17%	11%	15%	14%	14%	11%	18%
Fairly good	49%	50%	46%	50%	52%	46%	50%	48%	44%	48%	49%	54%	48%	51%	49%	49%	47%	44%	50%	49%	50%	54%	41%
Fairly bad	20%	17%	25%	23%	21%	20%	17%	22%	17%	22%	20%	17%	18%	19%	23%	17%	22%	28%	24%	18%	19%	15%	20%
Very bad	6%	7%	6%	4%	5%	7%	6%	6%	6%	6%	7%	6%	3%	6%	7%	8%	3%	9%	4%	6%	8%	7%	8%
Don't know	10%	6%	10%	12%	9%	8%	12%	9%	22%	13%	7%	4%	17%	9%	10%	10%	11%	8%	7%	12%	9%	13%	13%

And how good or bad would you say the NHS services NATIONALLY are?

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very good	7%	9%	6%	7%	6%	8%	7%	7%	4%	6%	8%	8%	5%	7%	6%	9%	6%	6%	6%	6%	6%	6%	12%
Fairly good	41%	45%	37%	41%	41%	40%	44%	38%	44%	40%	39%	41%	46%	42%	42%	39%	28%	41%	42%	40%	43%	42%	34%
Fairly bad	29%	27%	32%	33%	34%	28%	29%	30%	24%	30%	30%	31%	23%	30%	30%	27%	41%	33%	34%	29%	28%	26%	26%
Very bad	10%	9%	13%	10%	9%	12%	9%	11%	10%	10%	12%	10%	8%	10%	10%	12%	10%	11%	9%	10%	10%	13%	13%
Don't know	13%	10%	12%	9%	10%	11%	12%	14%	18%	15%	11%	9%	17%	11%	12%	13%	15%	9%	9%	15%	13%	13%	16%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Get much better	3%	4%	1%	1%	1%	4%	3%	3%	4%	2%	3%	4%	3%	3%	3%	3%	2%	1%	4%	2%	2%	1%	5%
Get a little better	15%	23%	6%	11%	14%	18%	17%	13%	17%	11%	13%	23%	17%	17%	12%	12%	10%	22%	15%	16%	16%	14%	9%
Stay the same	23%	31%	17%	20%	18%	29%	28%	19%	21%	23%	25%	23%	18%	25%	24%	25%	20%	21%	20%	24%	25%	26%	25%
Get a little worse	29%	24%	33%	38%	35%	25%	27%	31%	28%	29%	31%	29%	28%	29%	30%	28%	35%	29%	32%	31%	26%	26%	29%
Get much worse	22%	13%	34%	26%	28%	18%	19%	25%	14%	25%	25%	18%	24%	20%	21%	23%	29%	21%	24%	19%	23%	24%	21%
Don't know	8%	5%	8%	4%	4%	6%	6%	9%	15%	10%	3%	4%	9%	6%	10%	8%	4%	6%	4%	8%	8%	9%	10%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
The NHS provides better quality healthcare than in other European countries	31%	34%	28%	27%	28%	35%	31%	31%	29%	32%	33%	27%	29%	29%	30%	37%	28%	28%	27%	32%	32%	31%	34%
The NHS provides about the same quality of healthcare as in other European countries	26%	25%	31%	28%	30%	23%	26%	27%	35%	27%	23%	26%	29%	28%	23%	25%	25%	29%	32%	25%	25%	22%	22%
The NHS provides worse quality healthcare than in other European countries	17%	17%	16%	23%	19%	17%	19%	15%	10%	15%	20%	21%	15%	17%	18%	16%	17%	22%	23%	14%	16%	12%	16%
Don't know	26%	24%	25%	22%	23%	25%	25%	27%	27%	26%	24%	27%	27%	26%	30%	22%	31%	21%	18%	29%	27%	34%	28%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Healthcare should be funded by general taxation from everyone	68%	66%	76%	80%	78%	63%	70%	67%	55%	70%	75%	66%	65%	70%	70%	66%	76%	69%	72%	71%	69%	60%	60%
Healthcare should be funded by compulsory health insurance for everyone, paid for from taxation for the least well off, and deducted from other people's wages	11%	13%	10%	10%	10%	12%	12%	10%	15%	7%	10%	15%	14%	10%	10%	11%	10%	10%	14%	10%	8%	8%	11%
Healthcare should only be funded by taxation for the least well off, with other people choosing to take out voluntary insurance if they wished	4%	5%	3%	3%	3%	6%	5%	4%	8%	3%	4%	5%	3%	4%	6%	5%	2%	5%	4%	4%	3%	7%	7%
None of these	3%	4%	2%	1%	2%	5%	2%	4%	3%	4%	2%	3%	2%	4%	3%	4%	1%	3%	3%	3%	3%	5%	3%
Don't know	13%	12%	8%	6%	7%	15%	11%	15%	19%	15%	9%	10%	17%	12%	11%	14%	11%	13%	7%	12%	16%	20%	19%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
The NHS should provide all its own treatment, there should be no role for private providers in the NHS	29%	17%	45%	24%	36%	23%	30%	28%	25%	33%	30%	22%	23%	23%	30%	33%	44%	30%	29%	28%	31%	30%	26%
The NHS should be able to use private companies to provide treatment alongside its own services if they can provide it at NHS prices	57%	74%	46%	70%	57%	65%	58%	57%	48%	50%	62%	71%	61%	64%	55%	56%	41%	51%	62%	58%	54%	52%	55%
All NHS provision should be privatised, with the NHS paying private companies to provide treatment	2%	2%	1%	0%	1%	2%	2%	1%	4%	2%	1%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%	1%	1%
None of these	2%	1%	1%	0%	1%	2%	1%	3%	3%	3%	1%	0%	1%	2%	2%	1%	1%	-	2%	1%	2%	3%	2%
Don't know	10%	6%	6%	5%	6%	8%	10%	11%	20%	13%	6%	5%	14%	9%	11%	8%	11%	16%	4%	11%	12%	15%	16%

Which of the following best reflects your view?

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Local health services should have the ability to set their own priorities and respond to local needs, even if this means different drugs and services are only available in certain areas	36%	33%	37%	36%	40%	32%	38%	34%	40%	41%	34%	26%	44%	35%	29%	34%	48%	27%	43%	35%	34%	28%	30%
The NHS should provide the same drugs and services across the whole country, even if this means local health services have less ability to set their own priorities or respond to local needs	47%	54%	50%	54%	47%	52%	47%	47%	32%	40%	54%	60%	36%	48%	52%	51%	37%	48%	46%	46%	49%	48%	45%
Don't know	17%	13%	13%	10%	13%	16%	15%	20%	28%	20%	12%	14%	20%	17%	19%	15%	15%	25%	11%	19%	17%	23%	25%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very good	9%	11%	9%	8%	8%	11%	8%	10%	9%	8%	9%	11%	10%	9%	8%	12%	7%	7%	11%	8%	10%	5%	11%
Fairly good	44%	48%	42%	50%	46%	46%	44%	45%	36%	45%	44%	47%	39%	46%	44%	44%	44%	50%	49%	41%	46%	44%	39%
Fairly bad	12%	11%	14%	8%	11%	12%	12%	11%	17%	12%	13%	7%	10%	11%	12%	11%	14%	19%	14%	10%	11%	12%	10%
Very bad	3%	2%	4%	3%	3%	2%	3%	4%	9%	3%	2%	2%	3%	2%	3%	5%	6%	2%	3%	4%	2%	3%	5%
Don't know	31%	28%	31%	31%	31%	29%	33%	30%	28%	31%	32%	33%	40%	32%	33%	28%	29%	22%	23%	36%	31%	36%	36%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very good	2%	3%	2%	1%	1%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	3%	1%	5%
Fairly good	41%	48%	38%	43%	43%	42%	42%	41%	43%	41%	39%	44%	39%	42%	41%	43%	33%	53%	46%	36%	47%	41%	32%
Fairly bad	22%	20%	25%	31%	23%	22%	21%	22%	19%	19%	26%	22%	22%	21%	20%	18%	34%	21%	27%	21%	16%	21%	22%
Very bad	4%	3%	6%	2%	4%	4%	5%	3%	8%	5%	4%	2%	3%	3%	3%	6%	8%	3%	4%	5%	5%	2%	5%
Don't know	31%	26%	29%	23%	29%	29%	29%	32%	27%	34%	29%	29%	33%	31%	33%	31%	25%	20%	21%	38%	29%	35%	36%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Get much better	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	0%	3%	-	2%	2%	1%	2%	-	4%
Get a little better	13%	18%	7%	10%	11%	14%	11%	14%	19%	10%	10%	17%	9%	11%	14%	13%	15%	19%	14%	10%	13%	13%	14%
Stay the same	35%	40%	33%	34%	34%	38%	37%	32%	34%	33%	37%	36%	26%	39%	32%	35%	28%	41%	36%	34%	36%	35%	29%
Get a little worse	22%	19%	27%	31%	28%	20%	24%	21%	15%	23%	26%	20%	30%	21%	22%	19%	29%	18%	26%	22%	20%	19%	21%
Get much worse	8%	4%	12%	11%	9%	7%	8%	9%	8%	10%	8%	6%	8%	7%	8%	10%	13%	6%	8%	7%	11%	8%	8%
Don't know	21%	18%	20%	14%	18%	19%	19%	22%	23%	23%	17%	19%	25%	20%	24%	20%	14%	14%	14%	25%	18%	26%	25%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
British schools provide better quality education than in other European countries	9%	11%	8%	5%	7%	11%	8%	11%	8%	11%	8%	9%	12%	7%	10%	11%	8%	11%	9%	7%	10%	7%	17%
British schools provide about the same quality of education as in other European countries	28%	31%	28%	32%	32%	27%	32%	24%	38%	27%	26%	27%	28%	32%	24%	27%	22%	27%	34%	24%	32%	21%	22%
British schools provide worse quality education than in other European countries	23%	18%	29%	29%	28%	19%	22%	24%	21%	22%	28%	21%	24%	20%	24%	21%	32%	29%	27%	22%	19%	24%	22%
Don't know	40%	40%	34%	34%	34%	44%	38%	41%	32%	40%	39%	43%	36%	41%	42%	41%	37%	33%	30%	47%	38%	49%	40%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base: All GB adults	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Local and central government have too much control over schools, and schools should have more freedom to make their own decisions	23%	21%	26%	27%	26%	23%	22%	25%	24%	25%	22%	21%	19%	26%	20%	26%	25%	16%	26%	23%	22%	18%	25%
Schools have too much freedom to make their own decisions, and local and central government should have more powers over them	18%	20%	20%	20%	19%	19%	20%	16%	19%	16%	19%	21%	12%	19%	19%	20%	16%	18%	21%	18%	16%	13%	19%
The current balance is about right	25%	29%	23%	26%	27%	25%	26%	24%	26%	21%	27%	29%	29%	24%	25%	22%	23%	32%	29%	19%	28%	25%	19%
Don't know	34%	29%	31%	26%	29%	34%	32%	36%	31%	38%	32%	29%	40%	31%	36%	32%	36%	35%	24%	40%	33%	44%	36%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
A positive impact	28%	43%	17%	23%	27%	33%	31%	25%	20%	26%	32%	31%	25%	28%	28%	29%	24%	30%	33%	27%	25%	28%	25%
A negative impact	18%	10%	26%	22%	22%	15%	21%	15%	20%	20%	18%	13%	19%	18%	16%	18%	24%	13%	18%	18%	17%	18%	17%
Both equally	38%	37%	43%	39%	39%	38%	36%	40%	36%	37%	39%	42%	36%	43%	38%	34%	36%	40%	38%	37%	42%	33%	39%
Don't know	16%	11%	14%	16%	12%	14%	12%	20%	25%	18%	11%	14%	20%	12%	19%	19%	15%	18%	11%	18%	17%	22%	18%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Too much regulation	14%	23%	4%	12%	10%	21%	19%	9%	8%	12%	16%	18%	12%	16%	12%	13%	15%	16%	17%	12%	17%	9%	11%
Too little regulation	25%	13%	41%	34%	33%	18%	27%	23%	38%	26%	24%	20%	34%	23%	29%	26%	23%	30%	30%	25%	20%	27%	23%
The balance is about right	30%	40%	25%	33%	30%	35%	30%	29%	20%	26%	35%	36%	21%	34%	33%	25%	29%	33%	31%	27%	31%	29%	30%
Don't know	31%	24%	29%	20%	26%	27%	23%	38%	34%	36%	25%	26%	33%	27%	36%	33%	30%	28%	22%	35%	32%	36%	35%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Businesses have to pay too much tax	7%	9%	4%	3%	5%	9%	7%	7%	6%	8%	7%	6%	7%	8%	5%	8%	7%	8%	6%	9%	7%	6%	8%
Businesses do not pay enough tax	45%	40%	58%	51%	52%	42%	53%	38%	45%	44%	46%	47%	49%	47%	37%	47%	46%	47%	53%	42%	42%	49%	39%
The balance is about right	20%	28%	16%	24%	20%	25%	21%	19%	17%	17%	25%	23%	15%	21%	24%	19%	20%	18%	24%	19%	20%	14%	19%
Don't know	27%	23%	22%	21%	24%	24%	19%	35%	32%	31%	22%	23%	28%	24%	34%	26%	27%	28%	18%	30%	30%	30%	34%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Shops should be allowed to open for as long as they want on Sundays	49%	46%	52%	42%	52%	44%	55%	44%	48%	58%	41%	42%	53%	46%	43%	48%	72%	52%	51%	49%	49%	47%	47%
Shops should only be allowed to open for six hours on Sundays	29%	29%	32%	46%	32%	29%	24%	34%	27%	23%	33%	36%	29%	31%	31%	31%	13%	27%	32%	30%	28%	25%	26%
Shops should not be allowed to open at all on Sundays	14%	22%	10%	8%	12%	21%	13%	16%	6%	10%	20%	20%	9%	17%	18%	14%	6%	15%	13%	11%	17%	17%	17%
Don't know	7%	3%	6%	3%	4%	6%	8%	7%	19%	9%	5%	2%	10%	6%	9%	7%	9%	6%	4%	9%	6%	11%	10%

On the subject of climate change do you think:

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
The world's climate is changing as a result of human activity	72%	63%	85%	85%	87%	62%	70%	74%	66%	73%	73%	73%	72%	74%	72%	69%	77%	66%	76%	75%	69%	68%	67%
The world's climate is changing but NOT because of human activity	13%	21%	6%	5%	4%	21%	14%	12%	9%	11%	16%	15%	7%	13%	12%	16%	10%	19%	14%	9%	16%	12%	15%
The world's climate is NOT changing	3%	4%	2%	4%	2%	4%	4%	3%	7%	3%	3%	3%	5%	3%	3%	3%	4%	5%	3%	4%	3%	4%	2%
Not sure	12%	12%	8%	6%	6%	13%	12%	12%	18%	14%	8%	9%	16%	10%	14%	12%	10%	11%	7%	12%	12%	16%	17%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Have been exaggerated - the threat is not as real as many scientists have said	17%	27%	9%	7%	9%	26%	22%	12%	12%	16%	21%	18%	9%	16%	18%	22%	16%	19%	19%	13%	20%	21%	14%
Have not been exaggerated - the threat is every bit as real as scientists have said	68%	58%	82%	84%	84%	57%	65%	71%	70%	68%	69%	67%	71%	70%	67%	65%	71%	66%	72%	72%	63%	61%	65%
Don't know	15%	15%	8%	9%	7%	17%	13%	16%	18%	16%	10%	15%	20%	14%	15%	13%	13%	15%	10%	14%	17%	18%	21%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Are doing and spending too much to try and reduce carbon emissions	18%	31%	6%	11%	8%	29%	23%	14%	13%	14%	21%	26%	12%	18%	19%	21%	17%	19%	19%	15%	24%	17%	16%
Are not doing or spending enough to try and reduce carbon emissions	47%	27%	72%	61%	65%	30%	46%	47%	60%	51%	45%	33%	55%	46%	43%	42%	59%	47%	57%	47%	39%	40%	41%
Are getting the balance about right	16%	25%	9%	14%	14%	21%	15%	16%	6%	12%	18%	22%	9%	20%	13%	17%	11%	16%	12%	16%	16%	17%	20%
Don't know	19%	18%	13%	14%	13%	20%	15%	23%	20%	22%	16%	18%	24%	16%	25%	21%	14%	18%	12%	22%	21%	26%	23%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Britain is doing more than most other countries to reduce carbon emissions	33%	56%	19%	28%	26%	49%	39%	29%	14%	24%	41%	52%	23%	37%	35%	35%	23%	38%	39%	30%	39%	25%	26%
Britain is doing less than most other countries to reduce carbon emissions	13%	3%	23%	17%	18%	7%	12%	14%	24%	16%	10%	5%	16%	13%	8%	14%	17%	10%	17%	12%	9%	17%	11%
Britain is doing about the same as most other countries to reduce carbon emissions	25%	21%	31%	36%	34%	20%	25%	26%	31%	27%	24%	22%	30%	25%	27%	24%	23%	22%	28%	26%	24%	21%	23%
Don't know	28%	20%	27%	19%	22%	24%	24%	32%	31%	33%	25%	21%	32%	24%	30%	27%	37%	29%	16%	32%	27%	38%	40%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	22%	32%	14%	14%	17%	31%	23%	21%	7%	18%	26%	33%	15%	22%	23%	26%	16%	29%	18%	19%	26%	25%	29%
Fairly important	40%	46%	41%	42%	40%	43%	41%	39%	30%	37%	42%	48%	36%	40%	37%	43%	44%	36%	43%	40%	40%	36%	34%
Not very important	18%	13%	20%	21%	21%	13%	20%	16%	29%	17%	20%	10%	23%	20%	16%	13%	19%	14%	23%	17%	15%	17%	12%
Not important at all	3%	2%	6%	4%	4%	2%	4%	3%	6%	4%	3%	1%	4%	3%	4%	3%	4%	2%	3%	5%	2%	3%	1%
Don't know	17%	7%	18%	20%	18%	10%	12%	21%	28%	23%	10%	8%	22%	15%	19%	15%	17%	19%	13%	19%	16%	18%	23%

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Sample Size: 1811 adults in GB



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

Oil and gas extraction

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	23%	34%	14%	14%	15%	34%	24%	21%	6%	17%	25%	37%	12%	22%	20%	27%	27%	32%	22%	17%	26%	24%	29%
Fairly important	36%	40%	30%	42%	38%	36%	37%	34%	28%	34%	38%	40%	31%	36%	35%	36%	45%	28%	39%	35%	34%	36%	29%
Not very important	17%	13%	25%	20%	21%	15%	19%	15%	26%	17%	19%	12%	22%	19%	18%	14%	8%	13%	21%	17%	15%	14%	12%
Not important at all	4%	1%	9%	5%	5%	2%	6%	3%	8%	6%	3%	1%	9%	4%	5%	3%	5%	3%	5%	5%	4%	3%	3%
Don't know	20%	11%	22%	20%	21%	13%	14%	26%	32%	27%	14%	10%	26%	19%	22%	20%	16%	25%	13%	25%	20%	23%	27%

Power generation

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	39%	52%	33%	32%	33%	53%	41%	37%	12%	30%	45%	60%	29%	37%	40%	43%	40%	45%	40%	32%	43%	43%	41%
Fairly important	35%	35%	38%	38%	40%	29%	36%	35%	41%	36%	38%	30%	35%	38%	34%	32%	41%	29%	39%	36%	35%	31%	28%
Not very important	7%	5%	8%	10%	7%	6%	8%	6%	12%	8%	7%	2%	14%	8%	5%	5%	4%	6%	9%	8%	5%	6%	5%
Not important at all	2%	1%	2%	2%	1%	1%	1%	2%	6%	2%	1%	-	2%	1%	2%	2%	2%	-	1%	3%	1%	2%	1%
Don't know	17%	8%	18%	18%	17%	11%	13%	21%	30%	24%	10%	8%	21%	17%	18%	17%	14%	20%	12%	21%	16%	18%	24%

Software development

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	32%	39%	31%	32%	33%	38%	35%	29%	16%	26%	34%	46%	32%	32%	30%	34%	25%	35%	36%	28%	35%	29%	29%
Fairly important	39%	44%	40%	34%	41%	39%	41%	37%	35%	37%	45%	38%	31%	42%	40%	38%	42%	32%	41%	37%	39%	40%	37%
Not very important	9%	7%	6%	13%	6%	9%	8%	9%	12%	10%	8%	6%	11%	9%	6%	8%	10%	10%	9%	10%	7%	7%	8%
Not important at all	2%	0%	3%	1%	1%	1%	2%	2%	6%	2%	1%	1%	2%	2%	1%	2%	3%	1%	1%	2%	1%	4%	3%
Don't know	19%	10%	20%	21%	19%	12%	14%	23%	31%	25%	12%	9%	23%	15%	22%	19%	19%	21%	13%	22%	18%	21%	23%

Arts and creative industries

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	19%	14%	27%	27%	26%	15%	19%	19%	13%	20%	22%	16%	27%	17%	16%	19%	14%	24%	25%	16%	19%	15%	14%
Fairly important	36%	41%	35%	33%	38%	38%	36%	36%	30%	33%	35%	45%	33%	41%	36%	34%	32%	27%	40%	37%	34%	29%	33%
Not very important	22%	29%	16%	19%	17%	26%	25%	20%	22%	19%	23%	26%	17%	21%	26%	21%	27%	24%	20%	21%	23%	27%	23%
Not important at all	7%	7%	6%	3%	3%	9%	8%	5%	10%	6%	7%	6%	2%	6%	5%	9%	10%	6%	6%	6%	7%	10%	8%
Don't know	17%	8%	16%	17%	16%	11%	12%	21%	26%	22%	12%	7%	21%	15%	17%	16%	16%	18%	9%	20%	18%	19%	23%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Online and internet companies

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	25%	30%	27%	22%	26%	28%	24%	26%	18%	24%	28%	27%	25%	26%	25%	27%	14%	26%	30%	23%	25%	22%	21%
Fairly important	46%	50%	47%	46%	48%	48%	48%	44%	41%	43%	45%	54%	44%	47%	43%	45%	52%	46%	48%	46%	46%	44%	43%
Not very important	11%	11%	9%	10%	9%	12%	13%	9%	9%	10%	12%	10%	8%	10%	13%	10%	12%	10%	10%	10%	10%	12%	10%
Not important at all	2%	1%	2%	2%	1%	3%	3%	2%	5%	2%	2%	1%	2%	2%	2%	3%	4%	1%	1%	3%	2%	4%	4%
Don't know	16%	8%	16%	19%	17%	11%	13%	20%	27%	21%	12%	7%	21%	15%	18%	15%	17%	17%	11%	18%	17%	18%	22%

Building and construction

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	37%	48%	32%	30%	32%	47%	38%	36%	21%	31%	42%	51%	27%	37%	39%	40%	34%	47%	39%	33%	40%	36%	40%
Fairly important	40%	41%	46%	40%	46%	37%	42%	39%	38%	40%	42%	42%	39%	42%	40%	39%	47%	30%	43%	40%	42%	39%	35%
Not very important	7%	5%	7%	12%	6%	7%	7%	7%	12%	8%	6%	3%	13%	7%	6%	5%	5%	6%	8%	8%	5%	9%	3%
Not important at all	1%	0%	2%	1%	1%	1%	2%	1%	6%	1%	1%	-	1%	1%	0%	3%	2%	-	1%	2%	-	1%	1%
Don't know	14%	6%	13%	17%	14%	9%	11%	17%	22%	20%	9%	5%	19%	13%	15%	13%	12%	17%	10%	16%	13%	15%	21%

Manufacturing

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	38%	52%	31%	28%	30%	53%	37%	38%	12%	29%	43%	59%	27%	35%	39%	45%	35%	47%	33%	34%	44%	40%	43%
Fairly important	32%	35%	32%	29%	33%	31%	34%	31%	38%	32%	34%	29%	27%	37%	33%	31%	30%	27%	34%	31%	33%	31%	31%
Not very important	12%	6%	17%	22%	18%	6%	14%	10%	15%	15%	10%	6%	20%	13%	9%	8%	15%	8%	19%	12%	8%	10%	3%
Not important at all	3%	1%	5%	6%	4%	2%	4%	3%	7%	3%	4%	1%	6%	3%	3%	3%	4%	2%	3%	5%	1%	4%	3%
Don't know	15%	6%	16%	15%	14%	9%	11%	19%	28%	21%	9%	5%	20%	13%	16%	13%	16%	17%	10%	18%	14%	15%	21%

Financial services

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	40%	49%	39%	47%	45%	43%	47%	34%	29%	37%	41%	51%	48%	41%	39%	39%	35%	44%	53%	37%	39%	30%	31%
Fairly important	35%	38%	33%	30%	34%	36%	32%	37%	29%	30%	40%	39%	21%	37%	35%	36%	40%	34%	31%	35%	38%	38%	35%
Not very important	7%	5%	8%	6%	5%	7%	7%	7%	10%	7%	7%	3%	7%	7%	7%	7%	5%	5%	5%	7%	7%	7%	8%
Not important at all	2%	1%	2%	1%	1%	2%	2%	2%	3%	2%	2%	1%	1%	1%	2%	2%	3%	-	1%	2%	1%	4%	2%
Don't know	17%	8%	17%	16%	16%	11%	13%	20%	28%	23%	10%	6%	23%	15%	18%	15%	17%	17%	10%	19%	16%	21%	24%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Retailing

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	34%	42%	33%	27%	32%	40%	34%	34%	22%	31%	38%	40%	32%	32%	33%	36%	34%	44%	36%	31%	38%	30%	32%
Fairly important	43%	47%	45%	45%	45%	44%	45%	41%	36%	40%	47%	48%	41%	45%	46%	41%	42%	33%	46%	42%	42%	42%	39%
Not very important	7%	5%	7%	12%	8%	6%	8%	6%	10%	8%	5%	6%	10%	8%	5%	6%	4%	7%	9%	8%	5%	8%	5%
Not important at all	2%	1%	2%	1%	1%	1%	2%	1%	5%	2%	1%	1%	1%	1%	2%	2%	3%	1%	1%	2%	0%	4%	2%
Don't know	14%	6%	14%	16%	13%	9%	11%	18%	26%	20%	9%	5%	16%	13%	14%	15%	17%	15%	9%	17%	14%	16%	22%

Transport

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	33%	41%	29%	25%	29%	42%	32%	33%	18%	28%	34%	46%	31%	31%	32%	36%	31%	39%	30%	33%	39%	25%	34%
Fairly important	41%	44%	45%	44%	44%	41%	43%	39%	39%	40%	44%	42%	37%	44%	42%	39%	43%	35%	47%	37%	40%	44%	38%
Not very important	9%	7%	10%	12%	10%	6%	11%	7%	13%	10%	10%	5%	13%	9%	10%	8%	6%	8%	12%	10%	5%	10%	7%
Not important at all	1%	0%	2%	1%	1%	1%	2%	1%	5%	1%	1%	1%	2%	1%	1%	2%	4%	1%	1%	3%	1%	2%	2%
Don't know	16%	8%	15%	18%	16%	10%	11%	20%	25%	22%	11%	6%	17%	14%	16%	16%	16%	17%	10%	18%	15%	20%	20%

Tourism

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	38%	45%	35%	36%	37%	46%	39%	38%	23%	35%	41%	50%	39%	38%	35%	36%	47%	44%	40%	36%	43%	34%	36%
Fairly important	39%	43%	42%	40%	43%	38%	41%	37%	33%	37%	43%	41%	35%	40%	44%	38%	33%	35%	42%	40%	37%	37%	34%
Not very important	8%	6%	8%	6%	6%	6%	9%	7%	19%	8%	6%	5%	7%	9%	6%	10%	5%	6%	9%	6%	7%	11%	8%
Not important at all	2%	1%	2%	3%	1%	2%	2%	2%	5%	2%	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	1%	4%	1%
Don't know	13%	5%	12%	15%	12%	9%	10%	16%	19%	19%	9%	4%	16%	12%	13%	12%	13%	14%	7%	15%	13%	15%	20%

Agriculture

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	42%	58%	36%	35%	37%	57%	43%	42%	16%	32%	52%	64%	26%	45%	48%	45%	35%	51%	43%	38%	48%	38%	44%
Fairly important	32%	32%	35%	35%	39%	27%	33%	32%	33%	35%	32%	28%	35%	34%	28%	31%	43%	24%	35%	33%	31%	33%	27%
Not very important	9%	4%	12%	12%	9%	6%	11%	7%	19%	10%	7%	3%	15%	8%	7%	8%	7%	7%	11%	10%	6%	7%	8%
Not important at all	2%	1%	2%	3%	2%	1%	2%	2%	9%	2%	1%	0%	4%	2%	2%	2%	2%	2%	3%	2%	1%	4%	1%
Don't know	14%	5%	14%	15%	13%	9%	11%	17%	22%	21%	9%	4%	19%	12%	15%	14%	14%	17%	8%	17%	14%	18%	20%

Fieldwork Dates: 8th - 10th January 2022

Sample Size: 1811 adults in GB



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

Recreation and leisure industries

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	20%	22%	20%	17%	21%	21%	20%	20%	12%	22%	22%	18%	18%	20%	20%	21%	25%	22%	19%	22%	18%	17%	17%
Fairly important	48%	54%	51%	51%	50%	51%	50%	45%	38%	43%	51%	56%	45%	50%	50%	47%	44%	39%	49%	48%	46%	48%	46%
Not very important	15%	17%	13%	14%	13%	17%	16%	14%	15%	13%	13%	20%	17%	15%	12%	15%	17%	16%	18%	14%	14%	12%	14%
Not important at all	2%	1%	3%	2%	1%	2%	2%	2%	8%	2%	2%	0%	1%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%
Don't know	15%	7%	14%	16%	15%	9%	12%	19%	28%	20%	11%	5%	19%	14%	15%	14%	16%	18%	9%	17%	16%	19%	21%

Legal services

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	20%	24%	17%	17%	17%	23%	18%	21%	17%	19%	19%	23%	22%	19%	16%	23%	15%	20%	21%	17%	22%	16%	21%
Fairly important	44%	49%	46%	45%	46%	46%	46%	42%	30%	43%	46%	50%	45%	44%	48%	41%	39%	46%	47%	42%	47%	41%	37%
Not very important	15%	16%	14%	17%	16%	15%	18%	12%	16%	12%	18%	16%	12%	17%	13%	14%	19%	11%	18%	15%	11%	15%	15%
Not important at all	3%	2%	3%	1%	1%	3%	4%	2%	7%	2%	2%	2%	1%	2%	3%	4%	4%	1%	3%	3%	1%	6%	3%
Don't know	19%	9%	20%	20%	19%	13%	15%	23%	30%	24%	15%	9%	20%	18%	20%	18%	22%	22%	12%	23%	19%	22%	24%

Telecommunications

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Very important	30%	39%	27%	29%	29%	37%	31%	29%	15%	24%	33%	46%	30%	30%	30%	30%	28%	39%	34%	26%	33%	25%	31%
Fairly important	42%	45%	44%	40%	44%	43%	46%	39%	35%	42%	45%	43%	40%	42%	44%	44%	42%	34%	43%	44%	42%	41%	37%
Not very important	8%	7%	10%	11%	8%	8%	8%	8%	17%	8%	8%	5%	10%	9%	5%	8%	12%	6%	10%	8%	7%	8%	7%
Not important at all	1%	1%	1%	1%	1%	1%	1%	1%	4%	2%	1%	0%	1%	1%	1%	2%	2%	1%	1%	1%	1%	4%	1%
Don't know	18%	8%	18%	19%	18%	11%	13%	22%	29%	25%	13%	6%	20%	17%	21%	17%	17%	20%	12%	20%	17%	22%	23%

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

Unweighted base	1811	598	465	160	728	705	780	1031	181	694	451	485	180	612	307	450	159	103	547	506	362	180	216
Base	1811	622	464	166	672	717	880	931	197	755	436	422	217	609	301	436	156	92	507	525	380	190	209
Much better	3%	5%	1%	1%	2%	5%	4%	2%	3%	2%	4%	3%	3%	3%	3%	3%	1%	1%	4%	3%	2%	3%	2%
A little better	20%	27%	18%	17%	21%	20%	20%	21%	26%	17%	20%	24%	21%	21%	21%	18%	19%	19%	22%	20%	20%	15%	19%
Exactly the same	23%	26%	21%	31%	23%	27%	26%	20%	10%	23%	27%	25%	18%	25%	21%	24%	23%	26%	24%	21%	24%	26%	22%
A little worse	21%	20%	25%	23%	21%	21%	22%	21%	21%	20%	22%	24%	19%	22%	20%	21%	27%	25%	24%	19%	24%	22%	18%
Much worse	10%	5%	17%	12%	13%	9%	11%	10%	9%	11%	13%	8%	12%	9%	10%	12%	11%	8%	11%	11%	8%	8%	12%
Don't know	22%	16%	18%	15%	19%	18%	18%	26%	31%	27%	14%	16%	27%	19%	25%	22%	19%	21%	14%	25%	22%	26%	28%

Cell Contents (Column Percentages)