

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Approve	20%	44%	3%	9%	11%	34%	22%	18%	13%	11%	27%	32%	16%	22%	23%	20%	8%	20%	19%	22%	21%	14%	20%
Disapprove	63%	40%	87%	81%	78%	52%	62%	64%	58%	70%	61%	56%	67%	59%	57%	66%	82%	61%	71%	61%	57%	62%	64%
Don't know	17%	16%	10%	10%	11%	14%	16%	18%	29%	19%	12%	12%	17%	19%	20%	14%	10%	18%	10%	18%	22%	24%	16%

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	1728	607	423	159	712	690	746	982	143	678	436	471	171	594	287	425	154	97	543	499	308	185	193
Base	1716	612	433	162	647	700	830	887	167	708	429	412	195	582	285	418	147	89	493	494	362	179	188
0 - Would never consider voting for them	41%	7%	71%	48%	53%	25%	40%	42%	42%	51%	38%	26%	46%	33%	36%	47%	58%	47%	41%	40%	39%	44%	44%
1	6%	3%	7%	13%	8%	3%	6%	6%	10%	7%	6%	3%	7%	6%	5%	5%	6%	9%	7%	6%	5%	4%	7%
2	5%	4%	5%	8%	5%	6%	6%	5%	10%	5%	5%	5%	6%	5%	5%	7%	4%	6%	5%	5%	5%	6%	7%
3	5%	5%	4%	10%	5%	5%	6%	5%	6%	7%	4%	4%	8%	6%	5%	5%	5%	5%	6%	5%	5%	8%	2%
4	3%	4%	2%	1%	3%	4%	3%	3%	2%	3%	2%	4%	3%	2%	3%	4%	6%	2%	2%	2%	4%	5%	4%
5	11%	14%	5%	9%	8%	12%	10%	12%	11%	11%	10%	12%	10%	11%	16%	10%	8%	6%	10%	11%	12%	16%	7%
6	3%	6%	0%	2%	2%	5%	3%	3%	3%	1%	5%	5%	2%	4%	4%	3%	2%	2%	2%	5%	3%	1%	3%
7	4%	8%	1%	2%	3%	6%	5%	4%	4%	3%	6%	5%	3%	5%	6%	4%	3%	4%	6%	5%	5%	1%	3%
8	7%	16%	1%	2%	4%	11%	7%	6%	3%	4%	9%	10%	3%	10%	7%	5%	2%	6%	8%	6%	6%	5%	6%
9	2%	5%	-	-	1%	3%	2%	1%	-	1%	1%	5%	1%	3%	1%	2%	2%	-	1%	2%	2%	3%	2%
10 - Would definitely consider voting for them	12%	29%	2%	3%	7%	21%	12%	12%	9%	5%	15%	22%	11%	16%	12%	9%	5%	14%	11%	13%	13%	8%	14%

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Labour

Unweighted base	1718	601	420	157	706	687	744	974	143	677	433	465	172	587	286	423	154	96	537	501	306	183	191
Base	1708	606	431	160	643	697	829	879	167	709	425	407	197	575	284	417	147	88	488	497	359	177	187
0 - Would never consider voting for them	28%	46%	3%	11%	13%	44%	30%	26%	15%	24%	28%	40%	23%	30%	36%	26%	20%	24%	22%	31%	29%	27%	37%
1	5%	8%	1%	4%	3%	7%	5%	5%	3%	4%	4%	7%	3%	5%	6%	4%	5%	9%	5%	5%	6%	3%	3%
2	5%	10%	1%	8%	5%	7%	6%	5%	4%	3%	9%	6%	6%	6%	5%	4%	4%	10%	5%	5%	7%	4%	6%
3	6%	7%	2%	4%	5%	5%	5%	6%	8%	5%	7%	4%	3%	6%	7%	4%	8%	4%	5%	6%	3%	8%	9%
4	6%	7%	3%	6%	5%	7%	6%	6%	6%	6%	6%	5%	2%	7%	5%	5%	10%	4%	5%	6%	8%	5%	5%
5	13%	11%	9%	13%	12%	11%	12%	13%	15%	14%	13%	10%	8%	14%	10%	16%	15%	9%	12%	14%	12%	15%	10%
6	7%	4%	8%	11%	9%	4%	7%	6%	10%	8%	5%	5%	8%	7%	4%	6%	9%	9%	8%	7%	5%	6%	7%
7	8%	4%	12%	14%	9%	5%	7%	8%	11%	8%	8%	6%	8%	8%	8%	8%	7%	6%	9%	7%	9%	8%	6%
8	7%	1%	16%	10%	12%	3%	7%	7%	7%	8%	5%	5%	11%	4%	5%	9%	7%	7%	8%	7%	5%	9%	5%
9	3%	0%	7%	3%	4%	2%	3%	3%	3%	3%	3%	2%	7%	2%	2%	3%	2%	2%	3%	2%	3%	3%	2%
10 - Would definitely consider voting for them	14%	1%	39%	15%	23%	6%	11%	16%	18%	16%	12%	10%	21%	12%	12%	14%	11%	16%	18%	11%	14%	10%	11%

Liberal Democrats

Unweighted base	1712	598	421	158	706	681	740	972	143	676	430	463	171	585	286	421	154	95	535	498	306	182	191
Base	1704	603	432	161	643	692	826	878	167	708	422	406	196	573	285	416	147	88	486	495	359	177	187
0 - Would never consider voting for them	29%	42%	13%	2%	13%	43%	32%	26%	20%	26%	30%	38%	33%	27%	30%	31%	25%	32%	21%	30%	33%	29%	41%
1	5%	7%	3%	3%	4%	6%	5%	4%	4%	5%	5%	6%	4%	5%	3%	5%	7%	7%	5%	5%	5%	4%	6%
2	6%	9%	6%	2%	5%	8%	7%	6%	3%	6%	7%	7%	6%	6%	8%	5%	5%	7%	6%	6%	6%	7%	6%
3	7%	8%	6%	1%	6%	7%	9%	5%	12%	8%	6%	5%	4%	8%	9%	6%	8%	8%	6%	9%	7%	8%	5%
4	7%	8%	6%	4%	7%	7%	5%	8%	7%	6%	7%	7%	5%	6%	8%	7%	6%	4%	7%	7%	6%	6%	6%
5	19%	14%	24%	15%	23%	15%	17%	21%	25%	20%	18%	16%	19%	17%	21%	22%	22%	13%	18%	20%	19%	24%	15%
6	7%	5%	10%	7%	9%	5%	6%	8%	8%	7%	7%	5%	4%	8%	4%	7%	6%	9%	8%	6%	8%	5%	5%
7	8%	3%	15%	18%	12%	5%	7%	9%	11%	10%	8%	5%	9%	9%	10%	8%	5%	7%	11%	8%	6%	7%	7%
8	5%	2%	7%	15%	8%	1%	4%	5%	5%	5%	4%	5%	6%	5%	3%	4%	7%	7%	6%	4%	5%	5%	4%
9	2%	0%	2%	6%	3%	1%	2%	1%	0%	2%	2%	2%	3%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%
10 - Would definitely consider voting for them	6%	2%	6%	27%	11%	2%	5%	6%	5%	6%	5%	7%	6%	8%	3%	4%	7%	5%	9%	5%	4%	3%	5%

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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	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Health	53%	53%	57%	63%	61%	51%	45%	60%	34%	53%	57%	56%	43%	54%	53%	48%	63%	67%	60%	49%	55%	50%	44%
Immigration & Asylum	28%	51%	10%	9%	14%	48%	30%	27%	12%	21%	32%	46%	25%	31%	35%	28%	17%	21%	25%	29%	30%	25%	38%
Crime	19%	26%	12%	13%	13%	24%	17%	20%	15%	17%	22%	20%	20%	19%	21%	20%	12%	11%	15%	18%	23%	19%	20%
The economy	42%	51%	35%	46%	44%	43%	44%	40%	36%	41%	44%	46%	39%	44%	42%	39%	51%	38%	47%	44%	38%	44%	32%
Tax	11%	12%	8%	8%	7%	13%	13%	9%	8%	15%	9%	7%	10%	10%	10%	13%	11%	14%	11%	10%	16%	12%	5%
Pensions	7%	10%	6%	5%	6%	10%	8%	7%	2%	3%	10%	14%	2%	6%	9%	10%	6%	6%	5%	7%	10%	6%	9%
Education	14%	11%	17%	24%	20%	11%	11%	17%	15%	16%	11%	13%	12%	14%	13%	14%	21%	15%	20%	12%	14%	10%	10%
Family life & childcare	6%	5%	6%	3%	5%	6%	4%	7%	6%	8%	3%	4%	8%	4%	7%	6%	6%	6%	5%	4%	7%	10%	5%
Housing	15%	7%	22%	15%	16%	10%	14%	15%	22%	16%	13%	10%	20%	15%	13%	12%	15%	16%	15%	14%	14%	18%	15%
The environment	29%	17%	42%	48%	42%	19%	26%	32%	33%	30%	30%	24%	30%	27%	22%	32%	36%	33%	35%	32%	22%	26%	21%
Britain leaving the EU	25%	17%	34%	35%	35%	16%	27%	23%	22%	25%	28%	21%	23%	25%	25%	23%	31%	17%	28%	26%	19%	24%	24%
Transport	3%	3%	3%	4%	3%	3%	4%	2%	3%	2%	4%	2%	3%	2%	2%	3%	3%	3%	3%	2%	2%	2%	3%
Welfare benefits	11%	6%	14%	9%	11%	8%	12%	10%	8%	12%	12%	8%	10%	9%	11%	12%	12%	11%	9%	9%	9%	15%	17%
Defence and security	9%	16%	4%	8%	6%	15%	11%	8%	2%	7%	9%	17%	7%	11%	8%	10%	6%	13%	8%	9%	10%	11%	11%
None of these	1%	0%	1%	1%	1%	1%	2%	0%	3%	2%	0%	-	2%	2%	1%	1%	-	-	1%	2%	1%	-	3%
Don't know	4%	1%	5%	-	2%	2%	4%	4%	15%	5%	2%	1%	9%	3%	4%	4%	1%	7%	1%	6%	5%	6%	7%

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

National Health Service

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	3%	6%	2%	1%	2%	5%	4%	3%	6%	2%	3%	5%	5%	5%	3%	3%	-	1%	3%	4%	4%	3%	3%
Fairly well	24%	40%	11%	17%	18%	33%	26%	22%	14%	18%	26%	37%	22%	28%	24%	21%	18%	18%	23%	25%	23%	25%	22%
Fairly badly	25%	26%	20%	27%	22%	24%	22%	28%	34%	23%	23%	24%	20%	24%	25%	27%	24%	25%	23%	26%	26%	24%	25%
Very badly	40%	20%	62%	51%	54%	32%	40%	40%	24%	47%	43%	32%	42%	36%	37%	41%	51%	49%	49%	34%	35%	43%	40%
Don't know	8%	7%	5%	4%	4%	6%	8%	9%	22%	10%	6%	2%	11%	7%	11%	7%	7%	7%	3%	11%	12%	5%	9%

Immigration

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	1%	1%	0%	-	1%	1%	1%	0%	2%	1%	1%	0%	2%	0%	1%	1%	-	-	1%	1%	-	-	1%
Fairly well	11%	15%	6%	11%	11%	11%	12%	10%	14%	11%	11%	10%	16%	11%	12%	11%	6%	9%	11%	12%	9%	13%	12%
Fairly badly	30%	36%	30%	28%	32%	30%	27%	32%	25%	27%	33%	34%	23%	30%	33%	29%	32%	37%	31%	32%	29%	26%	28%
Very badly	45%	41%	52%	47%	46%	50%	50%	42%	32%	45%	49%	50%	44%	46%	44%	47%	47%	42%	50%	42%	44%	47%	45%
Don't know	13%	7%	12%	14%	10%	8%	10%	16%	27%	16%	7%	6%	15%	13%	12%	12%	15%	11%	7%	14%	18%	15%	15%

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Crime

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	1%	1%	0%	-	0%	1%	1%	1%	1%	1%	0%	2%	1%	1%	-	-	1%	1%	0%	0%	1%	2%	
Fairly well	23%	35%	15%	21%	22%	26%	24%	23%	23%	17%	27%	31%	19%	27%	26%	20%	21%	25%	23%	27%	23%	21%	20%
Fairly badly	34%	37%	32%	39%	36%	35%	33%	35%	28%	33%	34%	39%	33%	35%	34%	35%	35%	32%	39%	34%	32%	34%	27%
Very badly	27%	17%	38%	27%	30%	25%	30%	25%	21%	32%	28%	20%	34%	25%	23%	30%	29%	25%	28%	22%	26%	31%	35%
Don't know	14%	10%	15%	14%	11%	12%	12%	17%	27%	17%	10%	9%	13%	13%	17%	15%	16%	16%	8%	16%	20%	13%	16%

Education

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	2%	3%	0%	1%	1%	3%	2%	2%	2%	1%	3%	2%	3%	2%	2%	2%	-	1%	1%	2%	2%	3%	3%
Fairly well	30%	49%	16%	19%	22%	41%	31%	29%	20%	24%	32%	44%	28%	34%	33%	28%	18%	32%	26%	31%	35%	29%	29%
Fairly badly	29%	25%	31%	35%	33%	27%	28%	30%	26%	30%	30%	28%	25%	29%	27%	30%	36%	27%	35%	26%	27%	29%	24%
Very badly	23%	9%	39%	32%	33%	15%	25%	21%	19%	28%	23%	16%	29%	21%	19%	23%	25%	25%	30%	20%	18%	23%	23%
Don't know	16%	14%	14%	13%	11%	14%	14%	18%	33%	17%	13%	11%	15%	14%	18%	17%	20%	15%	8%	22%	18%	16%	20%

Taxation

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	2%	2%	1%	2%	2%	2%	2%	1%	-	2%	2%	2%	3%	1%	2%	1%	1%	3%	2%	1%	1%	3%	2%
Fairly well	24%	43%	11%	23%	20%	33%	25%	24%	19%	14%	32%	37%	18%	30%	26%	24%	10%	20%	28%	25%	25%	17%	21%
Fairly badly	30%	29%	31%	35%	31%	30%	29%	30%	24%	30%	30%	32%	27%	30%	26%	32%	35%	29%	35%	32%	25%	31%	17%
Very badly	28%	14%	39%	30%	33%	23%	31%	25%	25%	35%	27%	18%	32%	24%	26%	29%	34%	33%	27%	25%	27%	33%	35%
Don't know	16%	11%	18%	10%	13%	13%	12%	20%	32%	19%	10%	11%	19%	15%	20%	14%	20%	15%	8%	17%	21%	16%	24%

Unemployment

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	5%	11%	1%	3%	4%	9%	6%	5%	2%	3%	9%	7%	5%	7%	5%	4%	2%	5%	7%	4%	4%	4%	5%
Fairly well	33%	55%	16%	33%	27%	45%	37%	30%	20%	26%	40%	47%	29%	39%	36%	32%	20%	30%	39%	33%	32%	28%	28%
Fairly badly	25%	14%	34%	34%	31%	18%	23%	26%	32%	27%	23%	19%	27%	24%	21%	26%	31%	24%	25%	24%	24%	29%	23%
Very badly	18%	7%	30%	16%	22%	14%	19%	17%	18%	23%	16%	11%	22%	15%	15%	20%	24%	22%	17%	16%	17%	19%	25%
Don't know	18%	13%	20%	14%	16%	14%	16%	21%	29%	22%	12%	15%	18%	16%	23%	17%	23%	19%	12%	22%	22%	20%	19%

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Inflation

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	2%	3%	1%	1%	2%	2%	2%	1%	1%	1%	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	1%	-	1%
Fairly well	24%	42%	11%	19%	20%	34%	23%	24%	8%	15%	32%	38%	23%	28%	26%	19%	15%	24%	28%	22%	25%	20%	20%
Fairly badly	28%	28%	28%	32%	27%	29%	28%	28%	35%	24%	27%	32%	23%	27%	27%	31%	35%	20%	26%	30%	29%	28%	22%
Very badly	29%	14%	39%	35%	37%	22%	32%	26%	18%	37%	27%	19%	31%	27%	24%	30%	34%	34%	31%	26%	25%	31%	34%
Don't know	18%	11%	22%	13%	15%	13%	15%	21%	37%	23%	12%	9%	22%	16%	21%	18%	14%	21%	13%	20%	20%	20%	22%

Britain's exit from the EU

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	5%	13%	1%	0%	2%	10%	5%	5%	3%	3%	6%	10%	4%	6%	7%	5%	1%	6%	6%	6%	4%	1%	7%
Fairly well	26%	51%	7%	11%	14%	41%	25%	26%	17%	18%	30%	39%	14%	31%	30%	25%	14%	26%	23%	27%	27%	24%	28%
Fairly badly	20%	18%	22%	19%	18%	23%	18%	22%	18%	21%	18%	21%	21%	19%	19%	21%	22%	16%	19%	20%	21%	24%	16%
Very badly	38%	10%	60%	63%	59%	17%	42%	34%	36%	44%	38%	26%	45%	34%	31%	37%	55%	42%	47%	34%	30%	40%	36%
Don't know	12%	7%	11%	7%	7%	9%	9%	14%	25%	15%	8%	5%	15%	11%	13%	12%	9%	10%	5%	13%	18%	11%	13%

Defence

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	4%	7%	2%	5%	3%	5%	4%	3%	3%	4%	4%	4%	6%	4%	3%	4%	3%	3%	4%	4%	4%	3%	4%
Fairly well	34%	47%	23%	33%	33%	39%	35%	33%	28%	29%	38%	42%	35%	36%	37%	31%	27%	33%	37%	35%	33%	33%	26%
Fairly badly	21%	21%	23%	29%	22%	22%	24%	19%	21%	17%	24%	24%	15%	21%	21%	22%	28%	18%	23%	20%	19%	28%	17%
Very badly	14%	8%	19%	14%	15%	13%	17%	11%	11%	16%	14%	11%	20%	11%	12%	15%	12%	17%	13%	11%	12%	15%	24%
Don't know	27%	18%	34%	20%	27%	21%	19%	35%	37%	33%	20%	19%	24%	28%	27%	28%	29%	29%	23%	30%	32%	21%	29%

The economy

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	4%	8%	0%	2%	2%	6%	4%	4%	1%	3%	5%	5%	5%	4%	4%	3%	2%	3%	5%	3%	3%	3%	4%
Fairly well	33%	56%	15%	28%	26%	46%	35%	31%	20%	23%	40%	47%	26%	39%	34%	32%	18%	26%	35%	34%	33%	29%	27%
Fairly badly	29%	21%	36%	34%	32%	23%	27%	30%	34%	30%	27%	27%	30%	28%	26%	28%	36%	32%	30%	28%	27%	30%	30%
Very badly	23%	8%	35%	27%	30%	15%	25%	21%	18%	30%	21%	14%	26%	18%	21%	25%	33%	28%	25%	21%	18%	29%	25%
Don't know	12%	7%	14%	8%	9%	9%	10%	14%	27%	14%	7%	7%	14%	11%	15%	12%	11%	10%	5%	15%	19%	9%	14%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

Terrorism

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	7%	13%	3%	6%	6%	10%	8%	6%	4%	6%	9%	9%	7%	9%	6%	6%	3%	9%	10%	6%	8%	5%	4%
Fairly well	44%	57%	35%	51%	45%	49%	44%	44%	36%	38%	50%	53%	43%	48%	47%	39%	43%	37%	50%	46%	42%	36%	36%
Fairly badly	16%	13%	18%	13%	16%	15%	16%	16%	18%	17%	16%	13%	11%	15%	15%	20%	17%	17%	13%	16%	14%	25%	19%
Very badly	12%	6%	18%	9%	12%	11%	14%	10%	12%	13%	12%	10%	18%	9%	11%	12%	15%	14%	10%	10%	12%	14%	20%
Don't know	21%	11%	27%	21%	21%	15%	18%	24%	30%	26%	13%	16%	22%	19%	21%	23%	21%	23%	17%	23%	24%	20%	21%

Transport

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	2%	3%	2%	1%	2%	2%	3%	1%	3%	3%	2%	2%	6%	2%	2%	2%	1%	2%	2%	2%	2%	3%	5%
Fairly well	27%	42%	16%	15%	21%	35%	26%	28%	21%	21%	31%	37%	22%	33%	29%	26%	16%	20%	25%	27%	31%	29%	24%
Fairly badly	31%	29%	31%	38%	33%	32%	32%	29%	28%	29%	31%	33%	28%	29%	30%	31%	37%	34%	34%	30%	28%	33%	27%
Very badly	21%	9%	36%	30%	30%	15%	25%	18%	15%	25%	24%	16%	27%	20%	18%	22%	24%	22%	26%	19%	16%	22%	26%
Don't know	18%	16%	16%	15%	14%	16%	14%	23%	32%	22%	12%	12%	16%	16%	21%	20%	21%	22%	12%	23%	24%	13%	19%

Housing

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	2%	2%	0%	1%	1%	2%	2%	1%	3%	2%	1%	1%	3%	1%	1%	2%	-	-	1%	2%	1%	2%	2%
Fairly well	19%	35%	7%	10%	13%	28%	20%	19%	12%	13%	24%	30%	17%	21%	26%	17%	11%	17%	18%	20%	19%	23%	17%
Fairly badly	30%	33%	27%	30%	31%	31%	28%	31%	24%	29%	30%	34%	25%	29%	31%	31%	32%	34%	32%	28%	32%	27%	25%
Very badly	31%	11%	51%	45%	42%	21%	35%	28%	33%	37%	30%	22%	42%	32%	24%	28%	38%	28%	36%	28%	24%	34%	40%
Don't know	18%	19%	15%	14%	13%	19%	15%	21%	28%	20%	15%	14%	13%	16%	19%	22%	20%	21%	12%	22%	25%	13%	16%

Environment

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	3%	2%	5%	2%	3%	1%	0%	2%	2%	2%	1%	4%	3%
Fairly well	29%	50%	12%	20%	21%	42%	29%	29%	18%	24%	30%	43%	21%	34%	34%	26%	20%	29%	30%	29%	30%	28%	27%
Fairly badly	28%	24%	32%	36%	31%	26%	27%	29%	34%	25%	32%	28%	23%	29%	26%	30%	35%	28%	31%	28%	28%	29%	24%
Very badly	25%	7%	44%	36%	37%	14%	26%	24%	21%	32%	22%	16%	34%	23%	19%	26%	29%	27%	29%	23%	20%	25%	28%
Don't know	15%	16%	10%	9%	9%	15%	15%	16%	24%	17%	13%	11%	17%	12%	18%	17%	16%	15%	8%	18%	20%	13%	19%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

Welfare benefits

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	2%	4%	1%	2%	1%	3%	2%	2%	-	2%	2%	3%	3%	2%	2%	1%	-	2%	2%	1%	2%	3%	2%
Fairly well	21%	40%	7%	13%	16%	31%	23%	20%	12%	16%	26%	31%	21%	25%	22%	21%	11%	16%	23%	24%	19%	20%	17%
Fairly badly	26%	24%	27%	35%	28%	25%	25%	28%	31%	24%	26%	29%	23%	26%	26%	26%	32%	30%	27%	26%	25%	31%	25%
Very badly	32%	13%	49%	40%	42%	24%	33%	30%	16%	39%	33%	24%	34%	28%	30%	32%	40%	36%	36%	26%	28%	31%	42%
Don't know	19%	19%	16%	10%	13%	17%	17%	21%	41%	19%	13%	14%	19%	19%	19%	19%	17%	17%	13%	22%	27%	16%	13%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	4%	8%	1%	-	2%	7%	4%	3%	4%	3%	5%	5%	3%	6%	2%	4%	1%	3%	2%	4%	4%	5%	4%
Fairly well	18%	38%	3%	6%	9%	30%	18%	19%	10%	12%	23%	30%	13%	22%	22%	18%	6%	17%	17%	16%	22%	20%	19%
Fairly badly	21%	28%	13%	17%	17%	25%	19%	24%	19%	21%	21%	23%	17%	24%	24%	19%	20%	20%	21%	22%	23%	19%	20%
Very badly	52%	22%	81%	74%	71%	34%	54%	50%	53%	58%	50%	40%	61%	44%	45%	54%	67%	60%	58%	50%	45%	54%	49%
Don't know	5%	4%	2%	3%	2%	4%	5%	5%	14%	6%	2%	2%	5%	4%	8%	5%	5%	1%	2%	7%	5%	2%	9%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	3%	1%	7%	9%	6%	2%	4%	3%	5%	3%	4%	3%	5%	4%	3%	3%	4%	1%	4%	3%	3%	1%	4%
Fairly well	26%	14%	42%	45%	40%	16%	26%	26%	19%	27%	27%	26%	28%	24%	22%	28%	29%	31%	36%	23%	20%	22%	23%
Fairly badly	28%	35%	26%	24%	26%	34%	28%	29%	25%	28%	28%	32%	23%	29%	32%	28%	30%	24%	32%	28%	26%	30%	23%
Very badly	23%	38%	10%	9%	15%	34%	27%	20%	17%	18%	30%	28%	19%	26%	25%	23%	18%	22%	19%	24%	25%	23%	27%
Don't know	19%	12%	15%	13%	12%	15%	17%	22%	34%	25%	12%	10%	25%	16%	19%	19%	19%	22%	8%	22%	25%	24%	22%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
He does look like a Prime Minster in waiting	24%	10%	41%	49%	39%	14%	25%	24%	23%	27%	25%	19%	32%	23%	22%	22%	33%	19%	33%	21%	21%	19%	23%
He does not look like a Prime Minster in waiting	54%	81%	36%	35%	45%	72%	55%	54%	35%	47%	63%	68%	40%	59%	57%	57%	48%	50%	58%	54%	54%	51%	49%
Not sure	21%	9%	23%	16%	16%	14%	20%	22%	41%	26%	12%	13%	28%	18%	21%	21%	20%	31%	9%	24%	25%	31%	28%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
They are ready for Government	24%	5%	50%	42%	39%	10%	25%	24%	35%	28%	22%	15%	33%	20%	20%	27%	30%	28%	30%	21%	20%	21%	28%
They are not ready for Government	53%	86%	26%	34%	41%	76%	55%	52%	31%	44%	64%	70%	38%	60%	60%	51%	45%	50%	55%	56%	52%	52%	47%
Not sure	22%	9%	24%	24%	20%	14%	20%	24%	33%	28%	14%	14%	29%	20%	20%	22%	25%	22%	15%	23%	27%	27%	25%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Strongly support	16%	10%	22%	20%	20%	13%	21%	12%	20%	18%	13%	15%	29%	13%	12%	14%	27%	15%	19%	15%	12%	17%	19%
Tend to support	34%	32%	36%	40%	41%	29%	34%	34%	28%	33%	37%	36%	33%	34%	34%	30%	43%	45%	37%	34%	31%	35%	32%
Tend to oppose	23%	31%	18%	24%	21%	29%	19%	26%	15%	22%	26%	25%	9%	26%	26%	27%	16%	14%	23%	23%	22%	22%	22%
Strongly oppose	12%	17%	7%	7%	8%	18%	12%	13%	8%	11%	16%	14%	10%	16%	14%	11%	6%	7%	14%	11%	14%	9%	13%
Don't know	14%	10%	17%	10%	10%	11%	13%	16%	30%	16%	9%	9%	19%	11%	15%	18%	7%	19%	6%	17%	21%	17%	14%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Strongly support	13%	8%	19%	13%	15%	10%	17%	9%	15%	15%	11%	11%	25%	10%	10%	11%	22%	12%	14%	12%	10%	16%	16%
Tend to support	30%	26%	34%	36%	37%	25%	32%	29%	24%	29%	32%	34%	26%	28%	32%	29%	38%	39%	33%	30%	27%	31%	30%
Tend to oppose	24%	29%	20%	30%	23%	27%	21%	27%	24%	24%	23%	24%	16%	24%	29%	26%	18%	21%	24%	24%	28%	22%	17%
Strongly oppose	21%	31%	14%	15%	16%	29%	19%	23%	14%	18%	26%	25%	15%	29%	18%	21%	10%	13%	25%	20%	20%	20%	20%
Don't know	12%	6%	13%	6%	8%	9%	12%	12%	22%	14%	8%	6%	17%	9%	10%	13%	11%	15%	4%	14%	16%	10%	18%

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	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Strongly support	19%	10%	24%	24%	21%	13%	24%	14%	27%	22%	16%	12%	29%	16%	16%	16%	25%	25%	17%	20%	14%	26%	22%
Tend to support	35%	34%	41%	36%	40%	31%	34%	36%	39%	32%	37%	37%	35%	35%	34%	37%	37%	34%	35%	34%	36%	40%	33%
Tend to oppose	19%	28%	13%	20%	18%	25%	18%	20%	8%	19%	21%	25%	11%	24%	21%	18%	14%	17%	25%	19%	20%	13%	12%
Strongly oppose	12%	17%	7%	11%	9%	17%	12%	12%	6%	13%	15%	11%	9%	14%	14%	12%	9%	7%	15%	12%	9%	9%	13%
Don't know	15%	11%	14%	9%	11%	14%	12%	17%	20%	14%	12%	15%	16%	11%	14%	18%	15%	16%	8%	15%	21%	12%	21%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Strongly support	8%	5%	13%	8%	11%	5%	11%	5%	8%	8%	8%	7%	10%	8%	7%	5%	12%	12%	8%	8%	6%	10%	9%
Tend to support	24%	18%	31%	37%	30%	19%	26%	21%	21%	21%	26%	26%	35%	19%	18%	23%	34%	24%	27%	22%	23%	21%	23%
Tend to oppose	29%	35%	23%	28%	26%	31%	26%	32%	34%	25%	29%	34%	20%	31%	35%	28%	24%	25%	29%	27%	31%	31%	25%
Strongly oppose	25%	34%	16%	19%	21%	33%	23%	26%	12%	27%	26%	24%	13%	28%	28%	26%	18%	18%	30%	24%	20%	23%	23%
Don't know	15%	8%	17%	8%	12%	11%	14%	16%	24%	19%	11%	9%	21%	13%	12%	17%	13%	20%	6%	19%	20%	16%	19%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Strongly support	5%	2%	9%	4%	6%	3%	6%	3%	8%	4%	5%	4%	8%	5%	3%	3%	7%	1%	5%	5%	3%	5%	5%
Tend to support	23%	20%	24%	33%	25%	18%	24%	21%	25%	23%	22%	22%	30%	22%	20%	19%	26%	30%	24%	22%	22%	24%	21%
Tend to oppose	32%	37%	30%	33%	34%	34%	31%	33%	31%	27%	34%	39%	28%	30%	38%	33%	32%	32%	33%	31%	34%	34%	29%
Strongly oppose	26%	34%	19%	17%	22%	35%	24%	28%	10%	29%	29%	26%	17%	31%	27%	26%	19%	21%	30%	25%	24%	21%	26%
Don't know	15%	7%	19%	13%	14%	10%	15%	14%	27%	17%	10%	10%	18%	11%	12%	19%	17%	16%	7%	18%	17%	16%	18%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Strongly support	4%	2%	6%	5%	5%	3%	7%	2%	8%	5%	4%	3%	9%	4%	3%	3%	6%	3%	4%	6%	2%	6%	6%
Tend to support	15%	13%	15%	13%	16%	13%	19%	12%	16%	15%	15%	15%	18%	13%	17%	12%	25%	13%	17%	10%	17%	15%	20%
Tend to oppose	29%	30%	33%	34%	32%	27%	29%	30%	34%	28%	28%	31%	31%	27%	28%	30%	31%	35%	28%	33%	31%	28%	21%
Strongly oppose	41%	51%	34%	41%	40%	50%	36%	45%	20%	41%	47%	44%	27%	47%	43%	44%	27%	30%	47%	39%	35%	40%	40%
Don't know	10%	4%	12%	7%	7%	7%	10%	11%	23%	12%	6%	6%	14%	8%	8%	11%	11%	18%	4%	11%	15%	11%	14%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Go up a lot	14%	10%	16%	13%	14%	10%	15%	12%	20%	14%	10%	12%	19%	13%	11%	13%	14%	15%	10%	14%	13%	15%	20%
Go up a little	43%	52%	41%	49%	47%	45%	44%	43%	40%	38%	49%	50%	36%	47%	47%	40%	44%	39%	53%	42%	42%	37%	32%
Stay about the same	22%	23%	21%	22%	22%	24%	20%	23%	9%	24%	25%	21%	20%	20%	21%	25%	22%	26%	24%	20%	23%	24%	18%
Go down a little	5%	5%	4%	3%	5%	6%	4%	6%	5%	6%	4%	4%	2%	4%	5%	6%	7%	5%	5%	4%	6%	4%	6%
Go down a lot	1%	1%	1%	1%	1%	0%	1%	1%	3%	1%	0%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	3%
Don't know	15%	10%	17%	13%	12%	14%	15%	16%	23%	17%	12%	13%	21%	15%	16%	15%	12%	14%	8%	18%	16%	21%	22%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
It would be better for Britain if house prices rose	6%	10%	3%	5%	5%	9%	7%	5%	2%	6%	8%	6%	9%	6%	6%	6%	6%	3%	8%	5%	8%	3%	4%
It would be better for Britain if house prices went down	45%	36%	52%	48%	49%	40%	47%	44%	61%	47%	44%	37%	47%	46%	43%	44%	47%	46%	44%	46%	43%	55%	41%
It would be better for Britain if house prices stayed about the same	28%	38%	24%	33%	29%	34%	27%	30%	16%	24%	32%	38%	19%	31%	29%	28%	29%	26%	35%	27%	28%	19%	23%
Don't know	20%	15%	21%	14%	17%	18%	19%	21%	22%	23%	16%	20%	25%	17%	22%	22%	18%	25%	13%	21%	20%	23%	32%

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	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base: All GB adults	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
I would be better off if house prices rose	20%	26%	18%	26%	26%	20%	20%	19%	4%	22%	24%	19%	17%	22%	20%	18%	19%	21%	31%	16%	19%	12%	10%
I would be better off if house prices fell	21%	12%	26%	16%	17%	13%	21%	20%	58%	28%	8%	3%	29%	18%	19%	23%	20%	16%	14%	26%	21%	30%	17%
It will make little difference to me personally if house prices rise or fall	49%	58%	45%	52%	51%	59%	49%	50%	20%	36%	62%	73%	35%	51%	53%	48%	55%	53%	51%	47%	48%	49%	55%
Don't know	10%	5%	11%	7%	6%	8%	10%	10%	18%	13%	6%	5%	19%	8%	8%	10%	6%	11%	5%	11%	12%	10%	18%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
United	25%	14%	41%	35%	34%	19%	23%	26%	22%	27%	26%	19%	28%	21%	22%	26%	36%	26%	32%	22%	23%	22%	16%
Divided	39%	56%	29%	33%	34%	51%	44%	35%	30%	30%	46%	52%	33%	43%	37%	43%	30%	35%	43%	41%	38%	30%	38%
Don't know	36%	29%	30%	32%	32%	30%	33%	39%	48%	42%	28%	28%	39%	36%	42%	31%	35%	39%	25%	37%	39%	48%	46%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
United	6%	8%	3%	5%	4%	7%	7%	4%	11%	4%	5%	6%	8%	7%	4%	4%	7%	-	5%	5%	6%	3%	9%
Divided	76%	83%	82%	87%	86%	81%	74%	78%	52%	71%	86%	87%	66%	78%	72%	79%	80%	78%	89%	76%	71%	65%	65%
Don't know	18%	9%	15%	8%	10%	12%	18%	18%	37%	25%	9%	7%	26%	15%	23%	17%	14%	22%	6%	18%	23%	32%	26%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

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

Labour Party

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very left-wing	13%	23%	7%	5%	7%	22%	14%	12%	15%	9%	16%	16%	15%	14%	14%	12%	12%	10%	11%	15%	11%	13%	15%
Fairly left-wing	25%	35%	19%	34%	28%	26%	26%	24%	23%	20%	27%	33%	23%	29%	26%	22%	21%	27%	31%	26%	23%	16%	22%
Slightly left-of-centre	22%	14%	37%	34%	33%	18%	24%	21%	16%	23%	25%	22%	26%	22%	22%	22%	22%	20%	32%	22%	17%	19%	15%
Centre	7%	4%	10%	8%	7%	6%	9%	5%	9%	8%	8%	5%	7%	7%	4%	7%	14%	8%	8%	6%	8%	10%	5%
Slightly right-of-centre	2%	1%	3%	2%	3%	2%	2%	2%	-	2%	3%	2%	1%	2%	2%	3%	4%	1%	3%	2%	2%	2%	3%
Fairly right-wing	2%	2%	3%	0%	3%	2%	2%	2%	0%	3%	1%	2%	4%	3%	1%	1%	1%	1%	2%	2%	1%	4%	4%
Very right-wing	0%	0%	0%	1%	1%	0%	1%	0%	1%	0%	-	1%	0%	0%	-	0%	1%	2%	0%	0%	1%	0%	1%
Don't know	28%	21%	21%	15%	18%	24%	21%	34%	36%	34%	20%	20%	24%	24%	31%	32%	25%	33%	13%	28%	38%	35%	36%

Conservative Party

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very left-wing	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	3%	1%	1%	2%	2%	-	1%	2%	2%	1%	3%
Fairly left-wing	2%	4%	0%	-	1%	4%	3%	1%	1%	3%	2%	1%	4%	2%	3%	1%	2%	-	2%	3%	1%	2%	3%
Slightly left-of-centre	3%	6%	1%	1%	1%	5%	5%	2%	5%	2%	4%	4%	5%	4%	4%	2%	4%	1%	4%	3%	3%	2%	3%
Centre	6%	7%	2%	3%	3%	7%	7%	4%	4%	5%	7%	7%	5%	7%	4%	5%	4%	8%	5%	5%	7%	6%	5%
Slightly right-of-centre	15%	27%	5%	14%	11%	23%	17%	13%	9%	12%	16%	21%	8%	18%	18%	12%	12%	17%	19%	15%	13%	11%	11%
Fairly right-wing	27%	28%	34%	37%	35%	26%	28%	27%	29%	26%	29%	27%	29%	29%	26%	27%	26%	25%	36%	28%	23%	22%	18%
Very right-wing	18%	7%	34%	30%	30%	11%	15%	21%	15%	17%	21%	20%	24%	17%	13%	18%	26%	17%	22%	17%	15%	18%	19%
Don't know	27%	20%	22%	14%	17%	24%	22%	32%	37%	33%	20%	19%	24%	23%	31%	32%	24%	33%	12%	27%	36%	38%	38%

Liberal Democrats

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very left-wing	6%	10%	2%	2%	2%	11%	9%	3%	7%	6%	5%	6%	7%	7%	5%	5%	6%	3%	6%	7%	5%	2%	10%
Fairly left-wing	9%	14%	6%	7%	8%	12%	11%	8%	9%	10%	9%	9%	8%	9%	11%	9%	7%	8%	12%	9%	8%	8%	7%
Slightly left-of-centre	15%	15%	17%	20%	21%	13%	17%	13%	9%	15%	17%	16%	18%	16%	15%	11%	15%	17%	20%	17%	8%	16%	8%
Centre	25%	21%	30%	47%	33%	21%	25%	24%	20%	21%	28%	28%	19%	27%	22%	25%	29%	17%	29%	23%	27%	20%	16%
Slightly right-of-centre	7%	5%	11%	6%	8%	6%	5%	8%	4%	6%	8%	7%	5%	7%	6%	6%	9%	7%	9%	6%	4%	7%	5%
Fairly right-wing	2%	1%	3%	-	2%	1%	2%	2%	4%	2%	2%	2%	1%	2%	2%	3%	2%	1%	1%	2%	1%	3%	5%
Very right-wing	1%	0%	1%	-	1%	1%	1%	1%	2%	1%	0%	1%	3%	0%	0%	1%	-	2%	1%	1%	1%	0%	2%
Don't know	36%	34%	29%	18%	25%	35%	30%	42%	44%	39%	31%	31%	38%	30%	39%	41%	30%	46%	21%	35%	45%	44%	48%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

Keir Starmer

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very left-wing	7%	13%	3%	2%	2%	14%	7%	7%	6%	4%	10%	10%	5%	7%	12%	5%	6%	6%	5%	9%	7%	6%	9%
Fairly left-wing	14%	23%	8%	13%	11%	19%	13%	14%	11%	11%	13%	20%	15%	14%	14%	11%	15%	13%	17%	16%	10%	8%	9%
Slightly left-of-centre	27%	25%	34%	44%	39%	22%	30%	24%	18%	25%	32%	29%	30%	31%	25%	24%	23%	23%	38%	25%	21%	23%	18%
Centre	12%	6%	19%	19%	17%	9%	14%	11%	10%	12%	13%	12%	9%	12%	10%	13%	17%	15%	15%	10%	13%	11%	8%
Slightly right-of-centre	4%	4%	5%	1%	4%	4%	4%	4%	6%	4%	6%	3%	3%	4%	3%	6%	6%	3%	5%	4%	4%	4%	7%
Fairly right-wing	2%	2%	3%	1%	2%	2%	3%	1%	2%	2%	2%	3%	1%	2%	1%	4%	1%	1%	3%	1%	2%	1%	4%
Very right-wing	1%	0%	2%	1%	1%	1%	2%	1%	1%	2%	0%	1%	3%	1%	0%	1%	2%	2%	1%	2%	0%	1%	2%
Don't know	33%	26%	26%	19%	23%	29%	27%	38%	46%	41%	23%	22%	33%	29%	35%	36%	30%	37%	17%	32%	43%	46%	43%

Boris Johnson

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very left-wing	2%	1%	1%	-	1%	2%	2%	1%	1%	3%	1%	0%	3%	1%	1%	2%	2%	-	1%	2%	1%	2%	3%
Fairly left-wing	2%	4%	1%	-	1%	3%	3%	1%	1%	2%	3%	2%	3%	2%	5%	2%	-	-	2%	3%	1%	2%	2%
Slightly left-of-centre	3%	6%	1%	3%	2%	5%	4%	2%	5%	2%	4%	4%	4%	4%	2%	3%	4%	3%	5%	4%	1%	2%	2%
Centre	6%	8%	2%	3%	2%	8%	8%	4%	4%	6%	8%	7%	3%	7%	6%	6%	3%	11%	6%	5%	8%	6%	3%
Slightly right-of-centre	13%	20%	7%	19%	14%	16%	16%	11%	9%	11%	16%	17%	12%	17%	15%	9%	10%	11%	19%	13%	9%	10%	11%
Fairly right-wing	21%	25%	24%	28%	25%	22%	22%	20%	21%	20%	21%	24%	22%	23%	21%	19%	20%	18%	27%	22%	18%	16%	16%
Very right-wing	23%	14%	41%	30%	35%	18%	20%	26%	19%	21%	26%	26%	26%	21%	18%	24%	34%	23%	27%	22%	22%	23%	20%
Don't know	29%	22%	23%	18%	20%	26%	24%	34%	40%	35%	21%	21%	26%	25%	32%	34%	28%	35%	14%	29%	38%	40%	43%

Ed Davey

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very left-wing	2%	5%	0%	-	0%	5%	4%	1%	2%	2%	2%	4%	5%	2%	2%	3%	1%	-	2%	3%	2%	1%	4%
Fairly left-wing	4%	9%	2%	2%	3%	7%	6%	3%	3%	3%	4%	8%	6%	4%	6%	4%	3%	4%	5%	5%	3%	4%	3%
Slightly left-of-centre	8%	8%	8%	15%	11%	7%	10%	6%	5%	5%	11%	11%	5%	9%	9%	7%	7%	10%	11%	7%	7%	5%	7%
Centre	16%	11%	18%	39%	23%	12%	18%	14%	10%	13%	21%	19%	11%	18%	14%	17%	19%	10%	24%	13%	12%	14%	11%
Slightly right-of-centre	3%	2%	4%	3%	3%	2%	3%	3%	5%	3%	2%	4%	3%	3%	2%	2%	7%	3%	5%	2%	1%	3%	5%
Fairly right-wing	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	2%	1%	-	1%	1%	1%	2%	2%
Very right-wing	0%	0%	1%	-	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	-	1%	-	0%	1%	-	1%
Don't know	65%	63%	66%	41%	58%	65%	58%	72%	73%	74%	57%	52%	69%	61%	66%	66%	64%	72%	52%	67%	74%	73%	67%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

Yourself

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very left-wing	3%	0%	10%	1%	5%	1%	4%	3%	9%	4%	3%	1%	6%	3%	1%	5%	3%	3%	4%	3%	4%	4%	2%
Fairly left-wing	11%	2%	27%	7%	21%	5%	10%	12%	11%	15%	9%	6%	16%	8%	9%	11%	19%	14%	14%	11%	8%	10%	9%
Slightly left-of-centre	13%	3%	23%	34%	23%	6%	14%	13%	13%	12%	17%	13%	18%	15%	13%	11%	13%	6%	22%	12%	8%	10%	8%
Centre	22%	23%	14%	32%	21%	23%	24%	20%	11%	21%	25%	26%	20%	23%	17%	24%	21%	28%	22%	20%	19%	27%	26%
Slightly right-of-centre	15%	31%	4%	10%	10%	24%	18%	12%	14%	10%	19%	19%	12%	19%	16%	13%	12%	11%	18%	16%	15%	11%	10%
Fairly right-wing	6%	15%	1%	1%	2%	13%	7%	6%	0%	2%	9%	13%	2%	8%	11%	4%	5%	4%	6%	7%	8%	3%	5%
Very right-wing	2%	5%	-	-	0%	4%	2%	2%	0%	2%	2%	3%	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%
Don't know	27%	20%	21%	15%	17%	24%	22%	32%	41%	34%	17%	19%	23%	24%	32%	30%	26%	32%	13%	28%	36%	34%	37%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very likely	3%	2%	5%	6%	4%	2%	4%	2%	4%	4%	2%	3%	6%	2%	2%	5%	4%	2%	3%	4%	3%	4%	4%
Fairly likely	25%	16%	38%	34%	32%	20%	22%	27%	24%	26%	25%	21%	29%	21%	25%	24%	32%	28%	31%	21%	22%	25%	21%
Fairly unlikely	32%	39%	28%	34%	34%	33%	30%	34%	29%	26%	38%	38%	29%	35%	32%	32%	29%	28%	36%	33%	31%	27%	27%
Very unlikely	18%	30%	7%	8%	12%	27%	21%	14%	7%	15%	21%	24%	13%	20%	21%	16%	17%	14%	17%	19%	17%	17%	18%
Don't know	22%	13%	22%	17%	18%	17%	22%	23%	36%	29%	13%	14%	23%	22%	19%	24%	19%	29%	13%	23%	27%	28%	30%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Should remain Conservative leader	20%	41%	5%	9%	11%	32%	20%	20%	8%	13%	25%	32%	16%	23%	22%	19%	9%	18%	18%	20%	23%	19%	18%
Should stand down and let someone else take over	64%	45%	84%	82%	79%	52%	64%	64%	64%	68%	64%	58%	63%	61%	57%	67%	81%	69%	75%	61%	57%	66%	59%
Don't know	16%	14%	11%	10%	11%	15%	16%	16%	28%	19%	11%	10%	20%	15%	20%	14%	10%	13%	8%	19%	19%	15%	23%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Should remain Labour leader	41%	38%	49%	68%	53%	37%	42%	41%	29%	40%	47%	44%	38%	43%	39%	39%	48%	49%	53%	40%	35%	33%	36%
Should stand down and let someone else take over	27%	30%	28%	14%	23%	32%	26%	27%	29%	24%	29%	28%	24%	27%	27%	29%	23%	19%	27%	25%	25%	28%	31%
Don't know	32%	32%	23%	18%	24%	31%	32%	32%	42%	36%	25%	28%	38%	30%	35%	32%	30%	33%	20%	35%	40%	39%	33%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

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	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Should - there should be an early general election, before 2024	41%	17%	67%	53%	53%	29%	40%	42%	44%	48%	37%	30%	52%	34%	36%	43%	57%	37%	45%	39%	36%	42%	40%
Should not - the next general election should take place in 2024 as planned	40%	73%	15%	27%	30%	59%	43%	38%	27%	29%	49%	59%	24%	48%	46%	37%	31%	39%	42%	41%	41%	36%	40%
Don't know	19%	9%	18%	20%	17%	12%	18%	20%	28%	23%	14%	11%	24%	18%	17%	20%	12%	25%	12%	20%	23%	22%	21%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	1%	3%	0%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	0%	4%
Fairly well	48%	61%	39%	52%	51%	52%	45%	51%	33%	42%	54%	61%	38%	53%	48%	49%	44%	47%	58%	47%	46%	48%	35%
Fairly badly	29%	21%	39%	29%	31%	27%	32%	27%	34%	32%	30%	21%	34%	26%	31%	28%	34%	33%	26%	29%	31%	34%	30%
Very badly	4%	3%	5%	2%	4%	4%	5%	4%	5%	6%	4%	2%	5%	5%	2%	6%	3%	4%	5%	3%	5%	6%	6%
Don't know	16%	13%	16%	15%	13%	15%	16%	17%	26%	18%	11%	14%	21%	14%	18%	15%	19%	15%	10%	20%	18%	12%	25%

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

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very well	3%	3%	3%	5%	2%	2%	3%	2%	5%	3%	2%	2%	5%	2%	2%	4%	1%	4%	3%	2%	3%	6%	2%
Fairly well	58%	66%	56%	61%	64%	59%	52%	63%	43%	57%	60%	63%	53%	60%	58%	57%	56%	57%	64%	60%	54%	57%	44%
Fairly badly	24%	23%	25%	22%	21%	27%	27%	21%	22%	21%	28%	26%	18%	25%	25%	24%	25%	22%	24%	21%	25%	24%	27%
Very badly	3%	1%	2%	2%	2%	3%	4%	2%	3%	4%	2%	2%	2%	3%	2%	3%	6%	1%	2%	2%	4%	2%	4%
Don't know	13%	7%	14%	10%	10%	9%	14%	12%	27%	15%	8%	7%	21%	10%	14%	12%	13%	16%	6%	14%	15%	11%	23%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

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

Car manufacturing

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	3%	1%	2%	2%	2%	1%	2%	1%	2%	0%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	3%
Fairly ethical	25%	32%	19%	22%	23%	28%	28%	22%	29%	20%	25%	31%	24%	25%	28%	23%	29%	21%	25%	26%	25%	21%	24%
Not very ethical	26%	24%	28%	33%	31%	24%	27%	24%	19%	25%	30%	24%	18%	31%	22%	26%	21%	29%	34%	22%	21%	28%	19%
Not ethical at all	7%	4%	8%	9%	9%	5%	7%	6%	3%	9%	6%	5%	9%	6%	6%	8%	6%	9%	9%	7%	5%	9%	3%
Don't know	41%	37%	44%	34%	35%	42%	36%	46%	47%	43%	38%	38%	48%	38%	42%	42%	44%	39%	30%	44%	47%	40%	51%

Oil and gas extraction

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	2%	1%	1%	2%	1%	3%	1%	5%	2%	0%	1%	4%	1%	1%	2%	1%	2%	1%	1%	2%	1%	5%
Fairly ethical	11%	16%	6%	9%	9%	15%	12%	10%	4%	9%	11%	17%	11%	9%	11%	11%	15%	12%	11%	10%	12%	11%	12%
Not very ethical	27%	33%	25%	30%	29%	28%	26%	28%	28%	22%	31%	31%	25%	29%	32%	20%	29%	23%	30%	26%	25%	27%	25%
Not ethical at all	29%	18%	38%	41%	38%	21%	31%	27%	27%	34%	28%	21%	26%	33%	23%	29%	26%	27%	38%	27%	24%	28%	19%
Don't know	32%	31%	30%	20%	23%	35%	29%	35%	36%	34%	29%	30%	34%	28%	33%	37%	28%	36%	21%	36%	37%	33%	41%

Power generation

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	2%	2%	1%	2%	2%	3%	1%	1%	3%	2%	1%	3%	1%	2%	3%	1%	2%	2%	1%	3%	2%	3%
Fairly ethical	20%	27%	14%	26%	21%	23%	22%	18%	12%	15%	24%	29%	18%	20%	20%	16%	29%	24%	22%	20%	20%	17%	19%
Not very ethical	29%	27%	32%	38%	36%	26%	28%	30%	29%	28%	33%	27%	26%	34%	32%	24%	25%	29%	36%	28%	25%	31%	24%
Not ethical at all	14%	10%	19%	11%	15%	13%	16%	11%	13%	16%	11%	12%	14%	14%	13%	14%	13%	10%	16%	14%	9%	18%	9%
Don't know	35%	33%	33%	24%	27%	36%	31%	39%	45%	38%	30%	31%	39%	31%	33%	43%	32%	35%	25%	37%	43%	33%	45%

Software development

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	4%	5%	3%	4%	4%	4%	5%	3%	4%	4%	2%	5%	4%	4%	2%	4%	5%	3%	4%	4%	3%	3%	5%
Fairly ethical	30%	34%	28%	33%	33%	30%	35%	25%	21%	31%	31%	31%	31%	30%	34%	26%	30%	33%	30%	32%	30%	27%	25%
Not very ethical	17%	16%	20%	22%	18%	17%	18%	16%	20%	16%	19%	14%	17%	20%	15%	17%	14%	12%	22%	15%	14%	17%	15%
Not ethical at all	5%	4%	6%	4%	5%	5%	5%	5%	5%	6%	5%	4%	7%	5%	6%	4%	4%	7%	6%	4%	5%	7%	6%
Don't know	44%	41%	42%	37%	40%	44%	38%	50%	49%	43%	43%	46%	40%	42%	44%	49%	48%	45%	38%	45%	49%	45%	49%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

Arts and creative industries

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	8%	7%	9%	13%	10%	7%	8%	7%	5%	8%	7%	8%	8%	8%	7%	8%	8%	11%	11%	7%	5%	7%	9%
Fairly ethical	42%	44%	44%	49%	50%	40%	40%	43%	32%	41%	48%	42%	38%	43%	47%	39%	45%	35%	50%	42%	35%	42%	32%
Not very ethical	8%	6%	9%	10%	8%	7%	10%	6%	12%	9%	8%	5%	10%	10%	4%	8%	10%	6%	9%	9%	7%	8%	6%
Not ethical at all	3%	2%	2%	1%	1%	2%	4%	1%	9%	2%	2%	1%	4%	2%	3%	3%	1%	3%	2%	2%	2%	2%	7%
Don't know	40%	40%	36%	27%	30%	44%	37%	42%	42%	40%	35%	43%	41%	38%	39%	43%	37%	45%	28%	40%	51%	40%	47%

Building and construction

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	3%	1%	2%	1%	2%	3%	1%	2%	3%	0%	2%	5%	1%	1%	2%	2%	2%	1%	2%	1%	3%	3%
Fairly ethical	23%	26%	22%	15%	22%	25%	23%	24%	20%	22%	24%	25%	22%	22%	28%	22%	26%	24%	22%	21%	27%	22%	27%
Not very ethical	29%	29%	32%	43%	37%	28%	31%	28%	25%	27%	35%	30%	24%	34%	26%	29%	29%	25%	40%	28%	25%	24%	20%
Not ethical at all	10%	9%	10%	10%	11%	10%	12%	8%	6%	10%	12%	10%	7%	12%	9%	10%	8%	9%	13%	9%	7%	12%	7%
Don't know	36%	33%	35%	29%	29%	36%	32%	39%	47%	38%	29%	33%	40%	32%	37%	38%	35%	39%	24%	40%	41%	39%	43%

Manufacturing

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	2%	1%	3%	2%	1%	2%	1%	1%	2%	1%	2%	3%	1%	1%	2%	4%	3%	1%	2%	2%	3%	2%
Fairly ethical	22%	31%	18%	20%	20%	27%	25%	18%	16%	20%	24%	27%	27%	21%	24%	18%	21%	25%	23%	21%	21%	23%	20%
Not very ethical	29%	26%	33%	41%	34%	27%	30%	28%	25%	27%	34%	28%	22%	32%	29%	28%	30%	24%	36%	27%	25%	22%	28%
Not ethical at all	8%	4%	10%	7%	9%	6%	8%	7%	8%	10%	7%	5%	9%	8%	6%	9%	7%	9%	9%	7%	6%	11%	7%
Don't know	40%	38%	39%	30%	34%	39%	35%	45%	50%	41%	35%	38%	40%	38%	39%	43%	39%	40%	31%	43%	46%	41%	43%

Financial services

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	4%	2%	1%	2%	3%	2%	3%	1%	3%	2%	3%	4%	2%	2%	3%	2%	5%	3%	2%	2%	3%	5%
Fairly ethical	19%	26%	12%	18%	18%	22%	18%	20%	15%	18%	18%	25%	18%	19%	20%	19%	21%	16%	22%	21%	17%	17%	14%
Not very ethical	23%	22%	29%	29%	28%	21%	25%	22%	30%	20%	29%	22%	22%	27%	23%	21%	20%	18%	28%	22%	22%	24%	17%
Not ethical at all	18%	12%	22%	32%	23%	15%	23%	13%	10%	21%	19%	15%	19%	18%	16%	16%	19%	21%	24%	14%	14%	17%	20%
Don't know	37%	37%	35%	21%	29%	39%	31%	42%	43%	39%	32%	36%	37%	33%	38%	40%	38%	40%	23%	41%	46%	39%	43%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

Retailing

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	3%	2%	3%	2%	3%	3%	2%	1%	3%	1%	3%	4%	2%	1%	3%	1%	2%	2%	1%	2%	4%	4%
Fairly ethical	30%	38%	24%	39%	33%	32%	33%	28%	19%	24%	34%	42%	31%	32%	32%	26%	29%	33%	33%	29%	30%	28%	28%
Not very ethical	26%	23%	33%	26%	29%	24%	26%	27%	30%	26%	31%	21%	21%	29%	28%	23%	33%	19%	34%	24%	22%	23%	25%
Not ethical at all	9%	4%	12%	11%	12%	7%	10%	8%	11%	12%	7%	5%	9%	9%	8%	11%	6%	9%	10%	9%	7%	11%	9%
Don't know	32%	31%	30%	21%	25%	34%	29%	36%	39%	35%	27%	30%	35%	29%	32%	36%	30%	37%	22%	36%	39%	34%	35%

Transport

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	2%	3%	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	6%	2%	2%	2%	2%	4%	2%	2%	3%	3%	3%
Fairly ethical	27%	31%	27%	31%	30%	28%	29%	26%	22%	24%	32%	32%	29%	26%	32%	25%	29%	30%	31%	27%	24%	27%	27%
Not very ethical	26%	26%	27%	39%	31%	24%	26%	25%	20%	26%	28%	27%	18%	31%	23%	27%	28%	16%	33%	24%	23%	23%	22%
Not ethical at all	8%	6%	8%	4%	8%	9%	9%	7%	8%	9%	8%	6%	8%	8%	8%	7%	9%	8%	8%	8%	6%	13%	6%
Don't know	36%	33%	36%	24%	29%	37%	32%	40%	47%	39%	31%	33%	40%	34%	36%	39%	33%	42%	25%	40%	44%	34%	42%

Tourism

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	4%	6%	2%	4%	4%	4%	5%	3%	3%	5%	2%	4%	4%	3%	2%	4%	6%	6%	5%	3%	2%	3%	6%
Fairly ethical	33%	39%	31%	33%	37%	34%	35%	30%	25%	30%	34%	40%	35%	32%	36%	28%	36%	32%	38%	33%	30%	30%	26%
Not very ethical	20%	17%	21%	32%	23%	17%	19%	20%	19%	18%	25%	17%	13%	24%	19%	20%	15%	15%	26%	17%	17%	19%	15%
Not ethical at all	7%	5%	8%	7%	6%	7%	8%	6%	10%	7%	7%	6%	9%	6%	7%	6%	8%	5%	7%	7%	5%	7%	9%
Don't know	37%	33%	38%	25%	30%	39%	33%	41%	43%	41%	33%	34%	39%	34%	36%	42%	36%	42%	25%	40%	47%	40%	43%

Agriculture

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	6%	9%	3%	4%	4%	8%	6%	5%	7%	4%	4%	9%	6%	5%	5%	6%	6%	10%	5%	6%	6%	6%	6%
Fairly ethical	36%	45%	33%	37%	39%	40%	36%	36%	24%	33%	41%	41%	36%	36%	40%	33%	33%	38%	44%	35%	34%	29%	30%
Not very ethical	17%	11%	22%	25%	23%	13%	18%	17%	22%	15%	20%	15%	14%	19%	16%	16%	20%	16%	23%	17%	11%	18%	16%
Not ethical at all	6%	3%	7%	9%	7%	5%	7%	5%	4%	7%	6%	5%	5%	7%	8%	5%	7%	3%	6%	5%	6%	9%	6%
Don't know	35%	32%	36%	26%	27%	35%	33%	38%	44%	39%	29%	31%	40%	32%	32%	40%	34%	33%	23%	38%	44%	39%	41%

Fieldwork Dates: 15th - 17th January 2022

Sample Size: 1785 adults in GB



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

Recreation and leisure industries

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	3%	5%	1%	2%	3%	3%	4%	2%	3%	4%	2%	3%	5%	2%	2%	3%	4%	6%	3%	3%	2%	4%	5%
Fairly ethical	35%	40%	32%	38%	38%	37%	38%	32%	28%	32%	40%	39%	34%	39%	37%	29%	38%	32%	43%	34%	32%	31%	30%
Not very ethical	18%	16%	22%	30%	22%	17%	19%	17%	20%	16%	21%	18%	15%	20%	18%	19%	16%	12%	22%	16%	17%	17%	17%
Not ethical at all	4%	3%	3%	2%	4%	4%	5%	3%	3%	5%	3%	3%	6%	4%	4%	3%	4%	7%	3%	5%	3%	6%	5%
Don't know	40%	36%	41%	28%	33%	39%	34%	45%	47%	43%	34%	37%	40%	35%	40%	46%	38%	43%	29%	43%	46%	43%	43%

Legal services

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	4%	6%	3%	4%	5%	3%	4%	3%	5%	4%	2%	4%	4%	4%	2%	4%	4%	4%	4%	4%	2%	2%	5%
Fairly ethical	24%	27%	24%	24%	26%	24%	25%	23%	22%	23%	26%	25%	28%	24%	24%	23%	23%	21%	27%	24%	22%	21%	23%
Not very ethical	20%	19%	22%	31%	23%	20%	21%	20%	20%	20%	21%	19%	16%	23%	22%	18%	19%	19%	25%	17%	20%	21%	15%
Not ethical at all	10%	9%	8%	13%	11%	11%	14%	6%	5%	11%	12%	9%	9%	11%	12%	9%	11%	12%	12%	9%	8%	13%	11%
Don't know	42%	40%	42%	29%	36%	42%	36%	47%	48%	42%	38%	42%	43%	39%	39%	46%	43%	43%	31%	45%	48%	43%	46%

Telecommunications

Unweighted base	1785	613	436	160	725	698	770	1015	162	710	438	475	184	608	298	436	161	98	552	518	320	194	201
Base	1785	617	453	164	662	707	868	917	195	744	430	416	214	600	296	430	154	91	500	518	375	190	202
Very ethical	3%	5%	1%	4%	3%	3%	4%	2%	5%	3%	0%	3%	6%	3%	1%	3%	2%	3%	3%	3%	2%	1%	5%
Fairly ethical	24%	27%	23%	23%	25%	26%	29%	20%	22%	22%	26%	28%	30%	23%	25%	22%	26%	25%	27%	23%	23%	22%	24%
Not very ethical	22%	22%	24%	28%	25%	21%	21%	22%	15%	21%	25%	23%	15%	26%	23%	19%	22%	18%	29%	21%	15%	25%	16%
Not ethical at all	6%	4%	5%	8%	6%	7%	8%	5%	6%	8%	7%	4%	5%	7%	8%	6%	5%	4%	7%	5%	7%	7%	7%
Don't know	45%	41%	45%	37%	41%	43%	38%	52%	52%	46%	41%	42%	44%	41%	44%	50%	45%	50%	34%	48%	52%	45%	48%

Cell Contents (Column Percentages)