

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Approve	19%	42%	5%	6%	11%	33%	21%	18%	13%	12%	23%	32%	19%	20%	25%	20%	8%	13%	18%	20%	23%	16%	20%
Disapprove	62%	37%	85%	85%	78%	48%	65%	59%	63%	67%	61%	55%	61%	61%	51%	64%	82%	62%	69%	60%	56%	62%	59%
Don't know	18%	20%	9%	9%	11%	19%	14%	23%	24%	21%	16%	13%	20%	18%	24%	16%	10%	25%	13%	20%	21%	22%	21%

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	1758	596	462	167	734	682	779	979	156	725	423	454	209	600	293	417	147	92	524	512	326	197	199
Base	1755	613	456	168	664	702	847	908	173	734	430	418	211	595	288	419	153	89	496	511	372	184	192
0 - Would never consider voting for them	41%	6%	71%	48%	53%	23%	40%	41%	43%	50%	36%	28%	40%	33%	34%	48%	57%	53%	40%	40%	37%	48%	44%
1	6%	2%	10%	10%	9%	3%	6%	6%	6%	7%	4%	5%	8%	5%	4%	5%	9%	6%	7%	6%	6%	4%	5%
2	6%	4%	6%	10%	8%	5%	7%	5%	8%	6%	6%	5%	7%	7%	7%	3%	4%	7%	7%	4%	6%	5%	7%
3	4%	3%	4%	7%	3%	4%	5%	4%	7%	4%	5%	3%	4%	5%	6%	3%	3%	3%	4%	5%	4%	7%	3%
4	3%	4%	2%	2%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	1%	4%	3%	2%	2%	3%
5	9%	12%	4%	9%	7%	11%	7%	11%	8%	9%	9%	10%	9%	9%	11%	10%	5%	9%	7%	10%	10%	10%	9%
6	6%	10%	2%	5%	5%	6%	7%	5%	7%	5%	5%	7%	3%	7%	6%	4%	6%	4%	5%	6%	7%	4%	4%
7	6%	13%	1%	4%	3%	10%	8%	4%	8%	5%	7%	6%	4%	8%	7%	6%	4%	1%	7%	6%	5%	4%	5%
8	6%	13%	1%	2%	4%	9%	6%	6%	4%	4%	9%	8%	7%	7%	6%	7%	1%	4%	5%	7%	7%	5%	5%
9	2%	6%	0%	1%	2%	5%	2%	3%	2%	1%	2%	5%	2%	2%	4%	2%	2%	3%	2%	2%	3%	4%	3%
10 - Would definitely consider voting for them	11%	28%	0%	2%	4%	21%	10%	12%	4%	5%	14%	21%	13%	13%	13%	9%	7%	9%	11%	11%	12%	8%	13%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Labour

Unweighted base	1754	593	463	165	732	680	779	975	155	725	423	451	209	595	292	418	148	92	524	512	324	196	198
Base	1752	610	458	167	662	701	847	905	172	735	430	415	211	591	287	420	154	89	497	511	370	183	191
0 - Would never consider voting for them	26%	45%	3%	12%	11%	42%	25%	27%	9%	22%	30%	38%	16%	28%	32%	28%	20%	28%	19%	26%	35%	29%	28%
1	4%	6%	1%	4%	3%	7%	5%	3%	-	4%	4%	6%	4%	5%	4%	3%	2%	2%	4%	4%	5%	2%	4%
2	6%	11%	1%	6%	4%	8%	6%	5%	7%	3%	8%	7%	5%	6%	6%	6%	8%	4%	6%	6%	5%	7%	5%
3	6%	8%	1%	3%	4%	7%	6%	5%	6%	4%	6%	8%	5%	5%	7%	5%	7%	4%	5%	6%	5%	6%	6%
4	6%	6%	3%	6%	5%	5%	7%	5%	8%	4%	6%	8%	4%	8%	4%	4%	6%	5%	6%	8%	4%	4%	6%
5	14%	12%	10%	21%	13%	13%	13%	15%	17%	18%	11%	11%	13%	13%	16%	13%	23%	17%	14%	14%	15%	15%	14%
6	6%	5%	6%	15%	10%	4%	7%	6%	8%	7%	6%	5%	5%	9%	4%	5%	5%	7%	7%	7%	6%	7%	4%
7	7%	4%	11%	8%	9%	4%	8%	6%	11%	8%	7%	4%	6%	6%	7%	9%	7%	6%	9%	5%	6%	8%	8%
8	7%	2%	16%	6%	10%	3%	6%	7%	12%	8%	5%	4%	13%	5%	5%	7%	6%	6%	9%	6%	6%	5%	5%
9	3%	1%	6%	5%	5%	2%	3%	3%	4%	4%	4%	1%	6%	2%	3%	3%	5%	1%	4%	3%	1%	5%	4%
10 - Would definitely consider voting for them	15%	1%	42%	15%	26%	5%	13%	16%	17%	19%	12%	8%	24%	12%	12%	17%	10%	20%	17%	15%	11%	11%	16%

Liberal Democrats

Unweighted base	1746	590	462	164	728	679	775	971	153	723	422	448	209	594	292	414	145	92	520	511	321	195	199
Base	1745	607	457	166	659	700	843	902	170	733	429	412	211	590	287	416	152	89	493	511	367	182	192
0 - Would never consider voting for them	27%	36%	11%	5%	12%	40%	29%	25%	17%	25%	27%	34%	25%	23%	28%	30%	30%	33%	21%	24%	34%	33%	30%
1	5%	8%	2%	1%	3%	8%	5%	5%	4%	4%	6%	6%	6%	5%	8%	3%	6%	4%	4%	6%	6%	3%	5%
2	6%	8%	7%	4%	5%	8%	7%	6%	7%	4%	8%	9%	3%	8%	7%	7%	5%	6%	6%	7%	6%	6%	8%
3	7%	9%	8%	2%	5%	8%	8%	7%	15%	7%	6%	5%	10%	6%	9%	8%	6%	6%	8%	9%	5%	7%	6%
4	7%	8%	6%	3%	7%	7%	7%	7%	3%	8%	7%	7%	6%	7%	5%	7%	7%	9%	6%	6%	6%	9%	9%
5	18%	17%	22%	11%	21%	15%	16%	21%	17%	21%	18%	15%	16%	17%	21%	19%	20%	17%	19%	19%	17%	19%	20%
6	8%	5%	11%	16%	10%	5%	7%	9%	13%	8%	7%	7%	9%	9%	6%	7%	9%	8%	9%	10%	7%	4%	7%
7	7%	4%	10%	13%	11%	3%	8%	6%	12%	7%	6%	5%	6%	8%	7%	7%	5%	4%	10%	5%	6%	7%	6%
8	5%	2%	10%	12%	10%	2%	4%	6%	1%	7%	6%	4%	8%	6%	3%	5%	7%	6%	6%	6%	5%	5%	4%
9	2%	1%	2%	8%	3%	1%	2%	2%	3%	2%	3%	2%	4%	2%	0%	2%	2%	3%	4%	1%	1%	2%	2%
10 - Would definitely consider voting for them	7%	2%	11%	24%	12%	3%	7%	6%	6%	8%	6%	6%	7%	8%	6%	6%	4%	4%	8%	7%	6%	6%	4%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Health	39%	37%	47%	37%	44%	37%	34%	43%	31%	36%	45%	42%	31%	40%	41%	35%	51%	40%	38%	39%	41%	37%	38%
Immigration & Asylum	25%	45%	9%	9%	9%	45%	26%	24%	8%	18%	30%	39%	18%	26%	28%	26%	20%	30%	22%	24%	31%	25%	24%
Crime	14%	17%	8%	5%	8%	19%	15%	13%	9%	12%	16%	16%	17%	11%	17%	16%	9%	12%	11%	13%	15%	16%	18%
The economy	64%	71%	63%	68%	70%	65%	62%	66%	48%	63%	72%	66%	58%	65%	66%	64%	62%	70%	65%	68%	65%	57%	57%
Tax	15%	15%	13%	4%	10%	16%	15%	15%	16%	22%	10%	5%	16%	13%	14%	16%	15%	16%	14%	15%	15%	19%	11%
Pensions	7%	8%	4%	6%	5%	10%	7%	7%	3%	3%	7%	15%	4%	6%	7%	7%	8%	14%	6%	5%	9%	9%	9%
Education	9%	9%	11%	13%	11%	7%	8%	11%	14%	11%	8%	7%	8%	11%	12%	8%	6%	3%	14%	9%	7%	6%	6%
Family life & childcare	6%	4%	7%	4%	7%	5%	4%	8%	8%	9%	3%	4%	3%	6%	6%	7%	6%	6%	6%	6%	7%	7%	4%
Housing	18%	9%	23%	19%	20%	12%	16%	19%	30%	21%	13%	12%	25%	20%	16%	14%	18%	7%	18%	19%	16%	19%	17%
The environment	25%	16%	35%	43%	35%	15%	26%	24%	35%	28%	19%	21%	29%	28%	22%	22%	27%	22%	31%	24%	23%	24%	19%
Britain leaving the EU	23%	12%	33%	40%	36%	13%	27%	20%	15%	22%	29%	22%	27%	20%	19%	24%	33%	25%	28%	20%	24%	19%	19%
Transport	3%	2%	4%	4%	5%	2%	4%	2%	1%	5%	2%	3%	3%	3%	3%	3%	5%	3%	3%	4%	3%	1%	2%
Welfare benefits	10%	5%	12%	7%	11%	7%	9%	11%	12%	11%	11%	6%	10%	8%	8%	11%	16%	11%	6%	11%	7%	12%	19%
Defence and security	15%	26%	8%	14%	11%	23%	17%	13%	3%	10%	15%	29%	12%	17%	16%	15%	9%	12%	15%	15%	16%	11%	16%
None of these	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	-	1%	-	-	0%	0%	-	1%	1%
Don't know	4%	3%	3%	5%	2%	3%	4%	4%	13%	4%	2%	1%	7%	3%	3%	4%	1%	4%	2%	4%	3%	8%	6%

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

National Health Service

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	3%	4%	2%	1%	2%	3%	3%	2%	5%	2%	2%	3%	4%	2%	3%	3%	5%	2%	4%	3%	2%	2%	1%
Fairly well	18%	33%	6%	12%	12%	26%	19%	18%	11%	15%	21%	26%	18%	20%	22%	18%	12%	15%	19%	18%	18%	17%	19%
Fairly badly	29%	33%	22%	27%	27%	32%	29%	30%	32%	27%	31%	30%	28%	30%	32%	28%	29%	29%	27%	30%	34%	28%	28%
Very badly	44%	24%	65%	58%	55%	34%	43%	44%	41%	48%	43%	37%	41%	43%	37%	47%	51%	49%	48%	42%	42%	45%	41%
Don't know	6%	5%	4%	1%	3%	5%	5%	6%	11%	8%	3%	3%	9%	5%	7%	5%	3%	5%	3%	7%	4%	8%	10%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Immigration

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	1%	3%	1%	-	1%	3%	2%	1%	3%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	1%	2%	1%	0%
Fairly well	13%	22%	6%	6%	10%	16%	12%	14%	14%	12%	14%	13%	10%	14%	16%	13%	10%	12%	15%	13%	14%	8%	11%
Fairly badly	29%	34%	23%	33%	28%	31%	28%	30%	26%	27%	33%	31%	27%	29%	29%	30%	31%	30%	29%	29%	29%	29%	32%
Very badly	46%	35%	59%	56%	53%	43%	50%	42%	37%	46%	47%	49%	45%	47%	43%	47%	47%	46%	46%	45%	45%	50%	45%
Don't know	10%	6%	10%	5%	7%	7%	8%	12%	19%	14%	4%	5%	16%	8%	11%	10%	9%	11%	7%	11%	10%	12%	12%

Crime

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	1%	2%	1%	-	1%	2%	1%	1%	3%	1%	0%	1%	0%	1%	1%	0%	4%	2%	1%	2%	2%	1%	0%
Fairly well	23%	35%	15%	19%	20%	28%	22%	25%	23%	21%	26%	23%	21%	24%	26%	21%	23%	25%	23%	25%	25%	17%	21%
Fairly badly	34%	36%	34%	41%	38%	31%	35%	34%	38%	30%	35%	39%	34%	36%	37%	35%	29%	25%	36%	35%	36%	34%	26%
Very badly	27%	18%	35%	31%	28%	28%	30%	24%	16%	29%	29%	27%	28%	25%	24%	31%	27%	27%	29%	24%	23%	31%	33%
Don't know	14%	9%	15%	9%	13%	12%	12%	16%	20%	18%	9%	10%	17%	14%	12%	12%	18%	20%	11%	15%	14%	17%	19%

Education

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	3%	4%	2%	-	2%	4%	3%	3%	7%	3%	2%	2%	3%	3%	2%	3%	5%	3%	4%	3%	3%	3%	2%
Fairly well	29%	49%	13%	21%	18%	41%	28%	31%	27%	22%	35%	39%	26%	31%	39%	25%	20%	32%	27%	33%	32%	28%	25%
Fairly badly	30%	24%	32%	44%	37%	25%	31%	28%	30%	32%	29%	26%	31%	29%	30%	30%	32%	28%	32%	27%	34%	27%	27%
Very badly	23%	8%	41%	28%	32%	16%	24%	22%	19%	27%	23%	19%	22%	21%	18%	29%	29%	19%	30%	20%	17%	24%	26%
Don't know	15%	14%	12%	7%	11%	14%	13%	16%	17%	17%	11%	13%	18%	15%	11%	14%	13%	18%	9%	17%	14%	18%	20%

Taxation

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	1%	2%	-	-	1%	2%	1%	1%	2%	0%	0%	2%	1%	2%	0%	-	1%	2%	0%	1%	1%	1%	1%
Fairly well	20%	38%	8%	13%	14%	28%	22%	18%	15%	12%	25%	31%	18%	21%	24%	21%	13%	17%	20%	21%	22%	16%	19%
Fairly badly	33%	32%	32%	42%	35%	31%	32%	34%	31%	32%	35%	33%	32%	34%	36%	28%	34%	35%	31%	33%	38%	31%	26%
Very badly	34%	18%	50%	37%	42%	26%	35%	33%	31%	43%	29%	23%	34%	30%	29%	40%	40%	35%	39%	32%	26%	39%	35%
Don't know	13%	10%	10%	9%	8%	12%	10%	15%	21%	12%	11%	11%	15%	14%	11%	11%	12%	12%	9%	13%	12%	14%	19%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Unemployment

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	6%	13%	1%	2%	3%	10%	8%	5%	4%	4%	8%	8%	8%	7%	6%	5%	5%	7%	7%	5%	7%	5%	6%
Fairly well	33%	52%	20%	27%	29%	43%	35%	32%	22%	27%	41%	43%	27%	36%	42%	30%	26%	26%	35%	34%	36%	27%	27%
Fairly badly	24%	13%	31%	34%	31%	17%	25%	24%	27%	28%	22%	18%	25%	21%	23%	24%	35%	32%	26%	23%	22%	27%	23%
Very badly	18%	6%	30%	18%	21%	13%	18%	18%	20%	23%	15%	13%	18%	17%	14%	24%	20%	18%	19%	18%	14%	22%	24%
Don't know	18%	16%	18%	19%	16%	17%	15%	21%	27%	18%	14%	18%	22%	20%	15%	18%	15%	16%	13%	20%	21%	20%	20%

Inflation

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	1%	2%	0%	-	0%	1%	1%	0%	2%	1%	0%	1%	1%	1%	1%	-	-	2%	1%	1%	0%	1%	0%
Fairly well	12%	25%	3%	5%	7%	19%	11%	12%	5%	5%	15%	21%	7%	12%	14%	13%	8%	9%	12%	12%	12%	10%	10%
Fairly badly	29%	36%	24%	32%	27%	31%	29%	29%	34%	24%	30%	33%	31%	32%	29%	25%	24%	25%	30%	28%	31%	27%	26%
Very badly	50%	29%	66%	57%	59%	41%	52%	47%	42%	60%	47%	38%	49%	45%	46%	55%	60%	56%	50%	50%	48%	50%	51%
Don't know	9%	8%	6%	5%	6%	8%	7%	12%	17%	10%	7%	6%	13%	9%	11%	7%	8%	9%	7%	9%	9%	11%	13%

Britain's exit from the EU

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	4%	11%	0%	0%	1%	9%	4%	4%	4%	2%	4%	9%	3%	6%	4%	4%	1%	3%	5%	4%	4%	5%	4%
Fairly well	24%	49%	7%	7%	11%	40%	22%	26%	18%	17%	30%	32%	21%	24%	31%	23%	13%	26%	22%	24%	29%	18%	26%
Fairly badly	19%	20%	13%	21%	16%	21%	18%	21%	22%	20%	17%	18%	15%	23%	19%	15%	23%	16%	18%	20%	18%	25%	16%
Very badly	44%	13%	72%	69%	67%	21%	49%	38%	42%	49%	43%	36%	47%	39%	36%	48%	59%	46%	50%	42%	39%	42%	41%
Don't know	9%	7%	7%	2%	5%	9%	7%	11%	14%	12%	6%	5%	15%	9%	9%	10%	3%	8%	5%	10%	11%	11%	13%

Defence

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	5%	10%	2%	1%	4%	7%	5%	5%	6%	5%	5%	5%	4%	6%	4%	5%	6%	4%	6%	4%	6%	4%	4%
Fairly well	39%	53%	29%	44%	36%	44%	43%	36%	37%	35%	43%	43%	34%	42%	48%	37%	30%	32%	42%	39%	40%	35%	36%
Fairly badly	21%	19%	24%	21%	23%	20%	23%	19%	21%	20%	21%	24%	25%	20%	17%	21%	26%	23%	22%	23%	23%	18%	17%
Very badly	13%	6%	18%	13%	14%	12%	15%	11%	7%	14%	14%	12%	11%	11%	10%	16%	16%	14%	12%	12%	9%	16%	19%
Don't know	22%	13%	27%	21%	23%	17%	15%	29%	29%	26%	17%	16%	27%	21%	20%	21%	23%	27%	18%	23%	22%	27%	25%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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 economy

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	1%	2%	0%	-	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	2%	0%	1%	1%	1%	2%	1%	1%	-
Fairly well	16%	34%	4%	7%	9%	27%	17%	16%	9%	9%	21%	29%	13%	17%	22%	16%	11%	13%	16%	16%	17%	14%	18%
Fairly badly	31%	34%	26%	38%	30%	32%	31%	32%	37%	29%	31%	33%	33%	33%	31%	27%	33%	34%	32%	33%	34%	26%	26%
Very badly	43%	22%	64%	51%	55%	33%	45%	42%	37%	52%	41%	32%	41%	38%	38%	50%	50%	47%	46%	41%	40%	49%	43%
Don't know	8%	7%	5%	4%	5%	7%	6%	9%	13%	9%	6%	5%	11%	9%	7%	6%	4%	6%	5%	8%	9%	10%	13%

Terrorism

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	10%	17%	5%	8%	10%	11%	12%	8%	11%	9%	10%	9%	11%	11%	12%	8%	5%	8%	10%	9%	11%	10%	8%
Fairly well	44%	55%	35%	46%	40%	48%	43%	44%	44%	38%	50%	47%	43%	46%	47%	41%	35%	46%	47%	46%	46%	34%	35%
Fairly badly	14%	9%	19%	18%	16%	12%	15%	13%	14%	15%	11%	17%	13%	14%	10%	16%	23%	14%	14%	14%	14%	16%	15%
Very badly	10%	4%	15%	8%	11%	9%	12%	9%	8%	13%	9%	7%	12%	9%	8%	14%	11%	8%	11%	9%	6%	15%	17%
Don't know	22%	15%	25%	19%	23%	19%	18%	26%	22%	24%	20%	20%	21%	20%	23%	22%	27%	24%	18%	23%	23%	25%	25%

Transport

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	2%	3%	1%	-	2%	2%	3%	1%	5%	2%	1%	2%	3%	3%	1%	1%	3%	2%	3%	1%	2%	1%	1%
Fairly well	23%	39%	9%	16%	15%	32%	22%	24%	19%	19%	25%	29%	17%	24%	32%	21%	16%	23%	21%	23%	25%	24%	22%
Fairly badly	33%	32%	34%	43%	36%	30%	33%	33%	35%	32%	34%	33%	35%	33%	30%	35%	30%	36%	33%	34%	35%	30%	29%
Very badly	29%	11%	45%	36%	39%	21%	31%	26%	22%	33%	29%	24%	28%	27%	24%	32%	38%	26%	33%	30%	22%	26%	30%
Don't know	14%	14%	11%	5%	9%	15%	11%	16%	19%	14%	12%	12%	16%	14%	14%	12%	13%	13%	11%	12%	16%	18%	17%

Housing

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	2%	4%	1%	-	1%	3%	2%	2%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%
Fairly well	18%	32%	6%	14%	12%	25%	17%	18%	12%	15%	21%	24%	16%	17%	26%	20%	9%	9%	17%	17%	22%	19%	14%
Fairly badly	32%	34%	30%	32%	32%	33%	33%	31%	33%	30%	34%	34%	24%	31%	33%	34%	33%	43%	32%	29%	38%	30%	30%
Very badly	34%	16%	52%	44%	44%	23%	36%	32%	34%	39%	31%	27%	43%	36%	25%	32%	39%	28%	40%	34%	24%	33%	36%
Don't know	14%	15%	11%	10%	11%	15%	12%	17%	17%	16%	12%	13%	16%	13%	14%	14%	17%	19%	10%	17%	14%	16%	18%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Environment

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	3%	5%	1%	-	1%	4%	3%	2%	3%	2%	3%	3%	5%	2%	4%	2%	2%	2%	3%	2%	3%	2%	0%
Fairly well	30%	50%	14%	19%	21%	42%	28%	31%	18%	23%	33%	42%	25%	29%	38%	29%	23%	29%	28%	29%	34%	26%	31%
Fairly badly	30%	23%	36%	42%	36%	24%	31%	29%	39%	31%	30%	26%	27%	33%	25%	30%	34%	34%	34%	31%	28%	28%	27%
Very badly	23%	7%	40%	32%	32%	13%	25%	20%	25%	26%	23%	16%	26%	21%	18%	25%	31%	20%	26%	22%	18%	24%	23%
Don't know	15%	15%	9%	7%	9%	17%	12%	17%	15%	18%	11%	13%	18%	14%	16%	15%	10%	16%	8%	16%	17%	20%	18%

Welfare benefits

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	3%	7%	1%	1%	2%	5%	3%	3%	3%	2%	4%	4%	2%	4%	3%	2%	3%	4%	2%	3%	4%	5%	2%
Fairly well	22%	42%	8%	12%	14%	34%	22%	22%	15%	16%	25%	32%	18%	22%	27%	22%	18%	24%	21%	22%	27%	14%	23%
Fairly badly	28%	23%	31%	32%	32%	24%	29%	27%	30%	30%	27%	25%	24%	29%	31%	27%	29%	30%	30%	28%	28%	31%	21%
Very badly	29%	11%	46%	39%	38%	21%	30%	28%	28%	31%	29%	25%	34%	24%	24%	34%	36%	26%	31%	28%	24%	30%	35%
Don't know	18%	18%	14%	16%	15%	17%	17%	19%	24%	20%	16%	14%	22%	21%	15%	16%	14%	16%	15%	20%	17%	20%	19%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	4%	10%	1%	-	2%	8%	4%	4%	4%	2%	4%	9%	4%	5%	5%	4%	1%	2%	3%	3%	7%	4%	4%
Fairly well	19%	40%	3%	6%	9%	32%	18%	19%	10%	13%	24%	27%	13%	18%	27%	20%	11%	15%	17%	19%	22%	14%	19%
Fairly badly	22%	27%	12%	18%	15%	24%	21%	22%	28%	21%	20%	22%	18%	25%	22%	20%	16%	24%	17%	24%	24%	23%	21%
Very badly	49%	18%	80%	75%	71%	29%	52%	46%	49%	56%	47%	40%	54%	46%	38%	50%	69%	54%	59%	47%	40%	49%	46%
Don't know	7%	5%	4%	1%	4%	6%	6%	7%	9%	9%	5%	3%	10%	6%	7%	6%	3%	5%	3%	7%	7%	10%	10%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	3%	1%	7%	3%	4%	2%	3%	3%	4%	4%	2%	2%	5%	3%	3%	2%	2%	1%	4%	2%	1%	3%	5%
Fairly well	25%	14%	43%	45%	40%	14%	26%	24%	22%	26%	27%	23%	31%	24%	21%	24%	30%	29%	31%	23%	25%	21%	20%
Fairly badly	30%	31%	29%	34%	30%	30%	32%	28%	32%	28%	33%	29%	29%	30%	32%	27%	35%	26%	34%	34%	25%	23%	26%
Very badly	24%	39%	8%	8%	13%	38%	26%	22%	13%	18%	27%	36%	18%	24%	24%	28%	18%	21%	20%	24%	26%	24%	28%
Don't know	18%	14%	13%	10%	13%	16%	13%	24%	29%	24%	11%	11%	17%	18%	20%	18%	15%	23%	11%	17%	23%	29%	21%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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 that at the moment Keir Starmer does or does not look like a Prime Minister in waiting?

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
He does look like a Prime Minster in waiting	22%	9%	41%	35%	35%	10%	23%	20%	24%	25%	22%	14%	24%	21%	20%	21%	23%	27%	29%	19%	19%	18%	21%
He does not look like a Prime Minster in waiting	58%	81%	39%	44%	46%	77%	61%	55%	44%	50%	64%	71%	50%	60%	63%	58%	55%	54%	56%	63%	59%	53%	53%
Not sure	20%	10%	20%	20%	19%	14%	16%	25%	32%	24%	14%	14%	25%	19%	17%	21%	22%	19%	15%	19%	22%	29%	26%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
They are ready for Government	26%	7%	55%	41%	43%	10%	28%	25%	38%	32%	22%	16%	35%	26%	21%	27%	25%	29%	33%	25%	23%	21%	25%
They are not ready for Government	53%	83%	24%	40%	39%	74%	56%	49%	32%	42%	62%	72%	44%	57%	55%	53%	48%	46%	49%	58%	54%	51%	48%
Not sure	21%	10%	22%	19%	19%	16%	16%	25%	29%	27%	16%	12%	22%	18%	24%	20%	27%	25%	17%	18%	23%	27%	27%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Strongly support	17%	12%	21%	21%	21%	13%	21%	14%	19%	19%	15%	16%	26%	16%	16%	15%	21%	13%	20%	16%	14%	18%	19%
Tend to support	37%	37%	44%	35%	43%	36%	38%	36%	32%	37%	36%	39%	35%	36%	35%	37%	48%	35%	40%	39%	33%	32%	33%
Tend to oppose	23%	27%	19%	28%	22%	23%	22%	24%	24%	21%	27%	23%	17%	26%	25%	24%	13%	29%	23%	20%	29%	22%	22%
Strongly oppose	10%	15%	4%	7%	5%	16%	9%	10%	5%	8%	11%	14%	5%	13%	12%	9%	4%	5%	8%	11%	12%	9%	8%
Don't know	13%	9%	11%	9%	8%	11%	10%	16%	21%	15%	11%	7%	17%	9%	12%	16%	14%	17%	9%	14%	12%	18%	18%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Strongly support	13%	9%	16%	15%	16%	10%	16%	10%	17%	14%	11%	12%	17%	12%	11%	12%	17%	10%	14%	12%	12%	13%	15%
Tend to support	33%	31%	42%	32%	40%	31%	33%	32%	23%	35%	31%	35%	37%	30%	29%	33%	45%	33%	39%	33%	26%	33%	29%
Tend to oppose	21%	21%	21%	27%	22%	18%	19%	23%	26%	20%	23%	20%	17%	23%	23%	23%	12%	25%	22%	22%	24%	16%	19%
Strongly oppose	22%	30%	12%	17%	15%	30%	21%	22%	15%	18%	25%	27%	12%	28%	25%	19%	10%	21%	19%	21%	28%	20%	19%
Don't know	11%	8%	9%	9%	7%	11%	11%	12%	20%	13%	10%	7%	16%	7%	12%	13%	16%	12%	6%	12%	10%	18%	18%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Strongly support	21%	14%	28%	22%	24%	16%	22%	20%	33%	23%	17%	16%	26%	21%	20%	18%	25%	14%	22%	23%	16%	21%	19%
Tend to support	34%	34%	39%	36%	38%	33%	34%	34%	34%	35%	31%	38%	33%	34%	35%	34%	37%	34%	37%	33%	36%	33%	31%
Tend to oppose	19%	23%	16%	23%	19%	20%	19%	20%	17%	17%	21%	23%	13%	22%	20%	21%	14%	22%	20%	21%	20%	16%	18%
Strongly oppose	11%	18%	5%	5%	7%	18%	11%	12%	1%	11%	15%	12%	9%	13%	11%	11%	5%	14%	11%	11%	15%	11%	8%
Don't know	14%	11%	12%	13%	12%	13%	13%	15%	15%	14%	16%	12%	18%	10%	13%	15%	19%	16%	10%	12%	14%	19%	24%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Strongly support	8%	5%	12%	11%	10%	5%	10%	6%	11%	8%	7%	6%	10%	7%	8%	7%	10%	10%	9%	8%	6%	7%	8%
Tend to support	23%	19%	32%	26%	29%	19%	26%	19%	18%	22%	24%	24%	31%	23%	18%	22%	24%	10%	28%	21%	18%	23%	22%
Tend to oppose	29%	34%	26%	27%	28%	30%	28%	31%	34%	28%	28%	31%	24%	28%	34%	31%	32%	29%	31%	30%	33%	24%	22%
Strongly oppose	26%	33%	16%	25%	20%	34%	26%	26%	17%	25%	30%	28%	18%	28%	28%	26%	18%	32%	24%	27%	30%	25%	20%
Don't know	14%	9%	14%	11%	12%	11%	10%	18%	20%	17%	11%	11%	17%	13%	12%	14%	17%	19%	8%	13%	13%	21%	28%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Strongly support	6%	5%	6%	7%	6%	4%	7%	4%	13%	5%	5%	4%	9%	7%	5%	2%	7%	4%	7%	6%	3%	5%	6%
Tend to support	24%	23%	28%	29%	27%	20%	27%	21%	27%	24%	21%	24%	27%	21%	25%	23%	24%	26%	27%	25%	22%	21%	16%
Tend to oppose	31%	31%	31%	35%	33%	30%	29%	32%	31%	30%	31%	32%	27%	32%	32%	30%	32%	29%	31%	30%	33%	26%	32%
Strongly oppose	26%	32%	23%	19%	22%	35%	24%	28%	14%	24%	31%	29%	19%	29%	23%	29%	17%	27%	25%	25%	31%	27%	21%
Don't know	14%	9%	12%	11%	13%	11%	13%	15%	16%	17%	11%	10%	17%	11%	14%	15%	19%	14%	10%	13%	12%	21%	25%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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 building more housing on green field sites?

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Strongly support	5%	5%	5%	4%	4%	5%	6%	3%	9%	4%	4%	4%	6%	5%	6%	4%	3%	3%	5%	6%	4%	5%	3%
Tend to support	17%	17%	19%	19%	20%	16%	18%	16%	17%	18%	18%	15%	18%	18%	15%	19%	16%	20%	22%	15%	15%	18%	17%
Tend to oppose	27%	27%	26%	29%	28%	28%	27%	27%	31%	25%	27%	29%	30%	28%	25%	22%	38%	25%	28%	30%	25%	21%	27%
Strongly oppose	41%	47%	40%	41%	39%	47%	40%	42%	28%	40%	46%	46%	34%	42%	47%	45%	29%	42%	40%	41%	48%	37%	36%
Don't know	10%	5%	9%	6%	9%	5%	8%	11%	15%	13%	5%	6%	13%	8%	8%	10%	13%	10%	5%	9%	8%	19%	16%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Go up a lot	16%	11%	19%	11%	13%	15%	15%	16%	33%	17%	11%	12%	14%	15%	18%	17%	16%	10%	17%	15%	15%	16%	17%
Go up a little	34%	36%	33%	35%	37%	33%	38%	30%	27%	32%	34%	39%	32%	34%	34%	35%	34%	32%	34%	35%	34%	33%	29%
Stay about the same	23%	25%	22%	28%	23%	25%	20%	25%	16%	23%	25%	24%	24%	24%	24%	19%	17%	28%	25%	22%	23%	20%	19%
Go down a little	12%	15%	11%	16%	14%	13%	12%	13%	8%	12%	15%	12%	12%	13%	11%	11%	14%	17%	14%	13%	12%	11%	11%
Go down a lot	2%	1%	2%	2%	2%	2%	2%	2%	0%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%
Don't know	13%	11%	13%	9%	11%	12%	13%	14%	17%	14%	13%	12%	17%	12%	11%	14%	16%	12%	8%	13%	13%	18%	22%

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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
It would be better for Britain if house prices rose	4%	8%	3%	3%	4%	6%	6%	3%	5%	5%	5%	4%	6%	4%	5%	4%	2%	5%	6%	5%	3%	4%	3%
It would be better for Britain if house prices went down	50%	42%	58%	55%	55%	45%	52%	49%	62%	54%	45%	44%	48%	52%	45%	52%	50%	51%	50%	52%	51%	48%	46%
It would be better for Britain if house prices stayed about the same	26%	32%	23%	28%	27%	30%	24%	28%	9%	21%	34%	34%	22%	27%	29%	25%	26%	19%	29%	25%	29%	19%	20%
Don't know	20%	18%	16%	14%	14%	18%	19%	20%	24%	21%	17%	18%	24%	17%	20%	19%	21%	25%	15%	18%	18%	29%	31%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base: All GB adults	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
I would be better off if house prices rose	19%	25%	19%	25%	22%	21%	20%	19%	7%	20%	24%	19%	29%	18%	20%	19%	14%	19%	27%	18%	19%	13%	10%
I would be better off if house prices fell	21%	11%	25%	19%	21%	12%	20%	21%	57%	28%	10%	3%	23%	22%	20%	19%	22%	18%	22%	24%	19%	23%	13%
It will make little difference to me personally if house prices rise or fall	50%	58%	48%	51%	50%	60%	51%	49%	22%	39%	60%	74%	34%	52%	53%	53%	52%	55%	45%	48%	55%	52%	61%
Don't know	9%	7%	8%	5%	7%	7%	8%	10%	15%	12%	6%	4%	14%	8%	7%	9%	12%	8%	6%	10%	7%	13%	17%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
United	27%	15%	47%	41%	42%	17%	29%	26%	32%	28%	29%	23%	33%	26%	25%	27%	32%	28%	32%	26%	27%	26%	22%
Divided	36%	53%	25%	30%	29%	48%	41%	32%	24%	30%	40%	50%	32%	37%	35%	41%	33%	30%	37%	39%	34%	33%	37%
Don't know	36%	32%	28%	28%	29%	34%	30%	42%	44%	42%	31%	27%	35%	37%	40%	32%	35%	43%	31%	35%	40%	41%	42%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
United	5%	9%	3%	3%	3%	7%	6%	5%	9%	5%	5%	5%	8%	5%	7%	4%	6%	3%	5%	5%	6%	5%	3%
Divided	78%	80%	86%	88%	88%	78%	82%	75%	63%	74%	84%	88%	72%	80%	73%	79%	85%	84%	84%	79%	76%	71%	74%
Don't know	16%	11%	11%	8%	9%	14%	13%	20%	28%	22%	11%	7%	20%	16%	20%	17%	10%	13%	11%	15%	18%	24%	24%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very left-wing	12%	21%	5%	3%	6%	19%	12%	11%	11%	9%	11%	17%	11%	12%	14%	10%	10%	11%	10%	12%	12%	11%	14%
Fairly left-wing	27%	34%	26%	30%	29%	29%	27%	27%	28%	22%	31%	31%	28%	31%	26%	25%	19%	21%	27%	30%	31%	19%	20%
Slightly left-of-centre	23%	15%	36%	39%	36%	14%	27%	19%	21%	24%	22%	24%	31%	22%	20%	21%	27%	26%	31%	23%	16%	20%	19%
Centre	7%	4%	11%	6%	9%	5%	8%	6%	7%	7%	9%	5%	7%	6%	5%	10%	9%	8%	9%	6%	7%	5%	8%
Slightly right-of-centre	2%	1%	3%	3%	3%	1%	3%	1%	1%	2%	2%	2%	2%	2%	1%	2%	6%	1%	3%	2%	2%	2%	3%
Fairly right-wing	1%	1%	2%	3%	2%	2%	1%	2%	-	1%	2%	2%	-	1%	2%	2%	1%	1%	0%	2%	1%	3%	1%
Very right-wing	1%	1%	1%	-	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	2%	1%	0%	0%	1%	1%
Don't know	27%	24%	16%	16%	15%	29%	21%	33%	32%	34%	22%	18%	19%	26%	32%	29%	27%	29%	19%	25%	31%	39%	36%

Conservative Party

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very left-wing	1%	1%	1%	-	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%
Fairly left-wing	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	3%	1%	3%	2%	2%	3%	1%	2%	3%	2%	3%
Slightly left-of-centre	3%	5%	1%	1%	1%	5%	5%	1%	6%	3%	2%	3%	2%	3%	4%	4%	1%	1%	3%	3%	3%	1%	3%
Centre	6%	9%	1%	2%	3%	8%	6%	5%	-	5%	6%	9%	5%	6%	6%	6%	6%	3%	6%	4%	8%	4%	7%
Slightly right-of-centre	13%	25%	5%	14%	9%	19%	17%	10%	15%	10%	16%	16%	13%	15%	15%	13%	8%	8%	14%	16%	11%	10%	12%
Fairly right-wing	27%	27%	32%	35%	36%	23%	28%	26%	31%	26%	26%	29%	34%	26%	25%	26%	28%	29%	31%	29%	23%	26%	21%
Very right-wing	21%	9%	40%	30%	34%	13%	21%	21%	15%	21%	23%	23%	23%	22%	14%	22%	26%	27%	26%	20%	20%	18%	20%
Don't know	27%	23%	17%	16%	15%	29%	20%	34%	32%	34%	22%	17%	20%	26%	33%	27%	28%	29%	18%	25%	31%	39%	34%

Liberal Democrats

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very left-wing	5%	10%	3%	2%	2%	9%	7%	4%	6%	4%	6%	7%	7%	6%	6%	4%	3%	6%	4%	6%	7%	4%	5%
Fairly left-wing	9%	11%	9%	8%	8%	11%	11%	7%	8%	10%	8%	8%	11%	9%	7%	9%	7%	10%	11%	9%	9%	5%	6%
Slightly left-of-centre	16%	14%	20%	26%	23%	11%	18%	14%	16%	16%	18%	15%	19%	17%	17%	13%	16%	16%	19%	17%	16%	9%	13%
Centre	24%	22%	28%	37%	31%	19%	25%	23%	24%	19%	27%	29%	23%	24%	18%	27%	25%	23%	27%	25%	21%	22%	19%
Slightly right-of-centre	8%	6%	13%	7%	10%	6%	7%	8%	7%	7%	8%	9%	10%	7%	7%	6%	10%	8%	11%	7%	5%	7%	7%
Fairly right-wing	2%	1%	4%	2%	2%	2%	3%	2%	3%	2%	1%	2%	2%	2%	2%	2%	4%	3%	3%	2%	1%	3%	2%
Very right-wing	1%	1%	2%	-	0%	1%	2%	1%	2%	1%	0%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Don't know	35%	36%	23%	19%	23%	40%	27%	43%	35%	41%	31%	29%	27%	34%	42%	38%	36%	32%	25%	33%	39%	50%	47%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very left-wing	8%	15%	1%	1%	3%	14%	7%	8%	6%	5%	9%	11%	6%	11%	7%	5%	6%	5%	5%	7%	11%	7%	9%
Fairly left-wing	15%	22%	10%	15%	14%	18%	16%	14%	13%	12%	18%	18%	11%	16%	19%	13%	16%	11%	16%	16%	15%	14%	11%
Slightly left-of-centre	24%	22%	33%	38%	35%	19%	27%	22%	25%	20%	26%	29%	32%	22%	20%	24%	24%	30%	30%	27%	18%	17%	21%
Centre	14%	9%	20%	21%	20%	9%	17%	11%	9%	15%	15%	13%	16%	14%	11%	14%	15%	14%	19%	13%	12%	10%	12%
Slightly right-of-centre	4%	3%	7%	2%	6%	3%	5%	3%	5%	5%	3%	4%	6%	3%	3%	5%	6%	3%	5%	4%	3%	3%	3%
Fairly right-wing	3%	1%	4%	3%	2%	3%	3%	2%	5%	2%	2%	2%	3%	1%	2%	5%	3%	3%	3%	3%	2%	3%	3%
Very right-wing	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%	1%	1%	2%
Don't know	31%	27%	22%	21%	19%	33%	23%	39%	36%	39%	26%	22%	25%	31%	37%	33%	30%	30%	21%	29%	38%	45%	39%

Boris Johnson

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very left-wing	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	3%	2%	1%	1%	1%	3%	3%
Fairly left-wing	2%	2%	1%	0%	1%	3%	2%	1%	0%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	3%
Slightly left-of-centre	3%	3%	1%	2%	1%	4%	4%	1%	5%	2%	2%	4%	2%	2%	4%	4%	1%	2%	2%	2%	2%	2%	6%
Centre	7%	13%	1%	3%	3%	10%	8%	6%	3%	7%	8%	9%	6%	8%	8%	8%	4%	6%	7%	6%	10%	6%	5%
Slightly right-of-centre	11%	17%	7%	15%	9%	14%	14%	8%	15%	8%	13%	12%	18%	12%	10%	9%	6%	9%	12%	14%	10%	8%	8%
Fairly right-wing	21%	26%	19%	27%	24%	21%	22%	21%	20%	20%	24%	22%	24%	23%	21%	19%	20%	20%	24%	23%	18%	22%	16%
Very right-wing	26%	13%	48%	32%	41%	14%	25%	26%	25%	24%	24%	30%	24%	26%	19%	27%	33%	29%	31%	26%	23%	19%	25%
Don't know	29%	25%	21%	20%	19%	32%	23%	36%	30%	36%	26%	20%	22%	29%	34%	29%	32%	30%	22%	26%	34%	41%	36%

Ed Davey

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very left-wing	3%	6%	1%	-	1%	5%	4%	2%	3%	1%	4%	4%	5%	3%	3%	2%	3%	2%	3%	2%	4%	1%	4%
Fairly left-wing	5%	7%	4%	5%	5%	6%	8%	2%	6%	4%	5%	6%	5%	5%	6%	5%	5%	-	5%	5%	6%	2%	5%
Slightly left-of-centre	9%	9%	12%	15%	12%	8%	12%	6%	4%	8%	11%	11%	12%	8%	10%	7%	6%	13%	11%	9%	8%	6%	6%
Centre	15%	14%	17%	25%	21%	12%	16%	14%	11%	11%	18%	19%	16%	16%	11%	17%	12%	16%	18%	16%	12%	11%	14%
Slightly right-of-centre	3%	3%	4%	5%	5%	3%	5%	2%	1%	2%	3%	6%	5%	2%	2%	4%	5%	5%	5%	2%	2%	1%	6%
Fairly right-wing	2%	0%	4%	-	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	0%	2%	3%	4%	2%	1%	1%	3%	2%
Very right-wing	1%	0%	1%	-	0%	2%	1%	1%	2%	1%	1%	1%	0%	1%	-	2%	1%	2%	1%	0%	1%	1%	2%
Don't know	63%	61%	58%	50%	55%	63%	53%	72%	71%	72%	57%	51%	54%	65%	69%	62%	65%	59%	54%	64%	68%	76%	62%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very left-wing	4%	0%	9%	1%	5%	2%	4%	4%	10%	4%	2%	3%	6%	3%	3%	5%	4%	7%	6%	3%	2%	3%	6%
Fairly left-wing	12%	1%	30%	11%	22%	4%	11%	12%	18%	14%	10%	6%	18%	10%	10%	12%	14%	9%	13%	13%	10%	14%	5%
Slightly left-of-centre	13%	5%	25%	27%	24%	5%	14%	12%	12%	14%	12%	13%	16%	14%	9%	13%	13%	17%	17%	13%	10%	8%	13%
Centre	22%	24%	14%	36%	22%	22%	22%	21%	15%	19%	23%	28%	20%	21%	20%	25%	23%	18%	24%	20%	22%	19%	23%
Slightly right-of-centre	13%	26%	2%	11%	9%	20%	15%	10%	5%	8%	17%	19%	11%	15%	12%	11%	15%	10%	12%	15%	13%	9%	9%
Fairly right-wing	8%	19%	1%	-	3%	17%	10%	7%	4%	6%	10%	13%	6%	10%	12%	7%	4%	6%	7%	9%	11%	7%	8%
Very right-wing	2%	3%	1%	1%	1%	3%	2%	2%	1%	2%	2%	2%	4%	2%	3%	1%	-	3%	3%	1%	3%	1%	2%
Don't know	26%	22%	17%	14%	15%	28%	20%	32%	35%	32%	23%	15%	19%	26%	31%	27%	27%	30%	18%	25%	29%	38%	34%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very likely	3%	1%	5%	3%	4%	2%	3%	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%	9%	4%	3%	1%	3%	2%
Fairly likely	24%	13%	40%	36%	35%	14%	26%	22%	37%	25%	22%	19%	26%	25%	22%	24%	27%	20%	31%	25%	18%	19%	19%
Fairly unlikely	33%	38%	29%	38%	33%	35%	34%	33%	28%	33%	37%	34%	34%	34%	34%	33%	33%	31%	31%	36%	33%	31%	35%
Very unlikely	19%	33%	7%	6%	10%	32%	19%	19%	12%	13%	21%	31%	12%	20%	23%	19%	14%	18%	19%	18%	22%	20%	17%
Don't know	21%	14%	18%	17%	18%	18%	17%	24%	22%	26%	17%	15%	26%	19%	18%	22%	22%	22%	15%	18%	25%	27%	27%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Should remain Conservative leader	24%	48%	5%	9%	12%	39%	24%	24%	15%	15%	29%	38%	16%	25%	30%	25%	14%	21%	21%	23%	29%	19%	27%
Should stand down and let someone else take over	62%	38%	86%	81%	78%	46%	63%	60%	63%	69%	58%	52%	64%	60%	54%	61%	77%	66%	69%	61%	55%	64%	53%
Don't know	15%	14%	8%	10%	10%	15%	14%	16%	23%	17%	13%	10%	20%	15%	17%	14%	8%	13%	10%	16%	16%	18%	21%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Should remain Labour leader	37%	31%	51%	59%	51%	28%	41%	32%	33%	36%	39%	37%	41%	36%	36%	36%	42%	25%	44%	39%	32%	26%	32%
Should stand down and let someone else take over	32%	38%	29%	21%	27%	39%	32%	33%	32%	29%	34%	37%	28%	32%	30%	37%	28%	31%	32%	33%	30%	32%	33%
Don't know	31%	31%	20%	20%	22%	33%	27%	35%	35%	35%	27%	27%	31%	32%	34%	27%	29%	43%	24%	28%	38%	42%	34%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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, how well or badly do you think most businesses in Britain treat their employees?

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	2%	4%	1%	2%	1%	3%	2%	1%	1%	2%	3%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%
Fairly well	48%	61%	42%	45%	48%	54%	47%	49%	39%	42%	55%	54%	44%	47%	52%	48%	48%	44%	49%	51%	52%	41%	35%
Fairly badly	30%	22%	35%	40%	33%	26%	32%	28%	30%	33%	27%	27%	29%	31%	26%	30%	34%	30%	32%	29%	28%	27%	33%
Very badly	6%	4%	7%	4%	6%	7%	7%	6%	8%	8%	6%	5%	6%	6%	7%	7%	5%	7%	7%	6%	3%	9%	10%
Don't know	14%	10%	15%	10%	12%	11%	13%	15%	22%	16%	9%	13%	18%	15%	12%	13%	10%	18%	10%	12%	14%	22%	22%

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

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very well	3%	3%	2%	1%	2%	3%	3%	3%	5%	3%	2%	2%	4%	2%	5%	3%	5%	2%	3%	2%	4%	4%	3%
Fairly well	55%	61%	55%	59%	60%	56%	50%	60%	53%	54%	59%	56%	55%	55%	60%	52%	59%	52%	57%	58%	59%	50%	41%
Fairly badly	26%	26%	27%	31%	26%	28%	31%	22%	19%	24%	28%	32%	22%	27%	23%	30%	21%	36%	28%	26%	24%	21%	33%
Very badly	4%	3%	4%	1%	3%	4%	5%	3%	2%	5%	3%	4%	4%	4%	4%	6%	2%	2%	4%	3%	3%	5%	6%
Don't know	11%	7%	11%	8%	8%	9%	11%	12%	21%	14%	8%	6%	15%	12%	8%	10%	13%	9%	7%	11%	10%	20%	18%

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

Car manufacturing

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	2%	3%	2%	-	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	4%	1%	3%	1%	2%	1%	1%
Fairly ethical	24%	29%	19%	21%	22%	27%	25%	23%	27%	22%	22%	27%	23%	23%	26%	23%	25%	20%	25%	22%	28%	19%	20%
Not very ethical	27%	23%	34%	37%	33%	23%	30%	25%	28%	27%	28%	28%	26%	28%	27%	27%	23%	32%	31%	29%	24%	23%	23%
Not ethical at all	8%	7%	8%	7%	7%	8%	10%	6%	3%	9%	9%	6%	10%	8%	5%	9%	7%	3%	8%	7%	8%	7%	9%
Don't know	39%	38%	37%	35%	36%	40%	34%	45%	40%	40%	39%	38%	39%	39%	39%	38%	41%	44%	32%	40%	38%	50%	47%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Oil and gas extraction

Unweighted base	1807	602	469	168		743	693	805	1002	177	744	428	458	216		610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169		670	716	878	929	197	754	435	421	217		607	300	435	155	92	506	524	379	201	197
Very ethical	1%	2%	0%	2%		1%	1%	2%	1%	1%	1%	1%	1%	1%		1%	1%	1%	2%	1%	1%	1%	1%	1%	0%
Fairly ethical	12%	20%	5%	9%		7%	17%	13%	10%	7%	9%	12%	19%	16%		11%	14%	10%	10%	6%	13%	10%	13%	10%	10%
Not very ethical	29%	31%	31%	24%		32%	29%	27%	31%	35%	28%	29%	29%	21%		31%	31%	29%	31%	29%	32%	29%	30%	24%	26%
Not ethical at all	31%	20%	43%	40%		38%	22%	34%	27%	31%	35%	32%	22%	35%		30%	26%	33%	29%	29%	34%	32%	26%	29%	27%
Don't know	28%	27%	20%	25%		21%	31%	24%	31%	26%	28%	26%	29%	27%		27%	27%	27%	27%	36%	20%	27%	29%	36%	37%

Power generation

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%
Fairly ethical	21%	30%	15%	22%	19%	25%	23%	19%	21%	16%	23%	30%	24%	21%	22%	21%	27%	10%	25%	19%	24%	19%	16%
Not very ethical	30%	27%	37%	33%	35%	27%	31%	30%	35%	30%	33%	27%	25%	31%	31%	31%	27%	37%	32%	34%	28%	25%	28%
Not ethical at all	14%	10%	18%	17%	17%	12%	15%	13%	10%	17%	15%	11%	15%	13%	13%	15%	17%	14%	16%	14%	13%	15%	13%
Don't know	33%	31%	29%	27%	27%	34%	29%	36%	33%	36%	27%	31%	33%	32%	33%	32%	28%	38%	25%	33%	32%	40%	42%

Software development

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	3%	3%	3%	5%	4%	3%	4%	3%	5%	4%	3%	3%	5%	3%	4%	3%	6%	2%	4%	3%	4%	3%	1%
Fairly ethical	32%	34%	34%	33%	34%	30%	37%	27%	39%	33%	29%	29%	29%	32%	34%	32%	31%	28%	37%	33%	31%	23%	23%
Not very ethical	16%	14%	19%	18%	18%	15%	17%	16%	17%	16%	18%	15%	18%	16%	12%	19%	16%	17%	19%	14%	17%	16%	17%
Not ethical at all	6%	5%	5%	6%	5%	6%	6%	5%	4%	6%	5%	7%	6%	7%	5%	6%	3%	6%	6%	6%	5%	6%	7%
Don't know	43%	44%	39%	38%	39%	46%	36%	49%	35%	42%	45%	46%	43%	43%	44%	40%	44%	46%	33%	44%	44%	52%	52%

Arts and creative industries

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	10%	9%	12%	9%	14%	8%	11%	8%	9%	11%	11%	7%	8%	7%	11%	13%	14%	8%	12%	10%	9%	10%	6%
Fairly ethical	42%	44%	47%	50%	46%	39%	40%	43%	45%	41%	43%	40%	45%	42%	43%	40%	41%	37%	49%	43%	44%	29%	29%
Not very ethical	9%	7%	8%	11%	8%	9%	11%	7%	11%	9%	7%	8%	8%	10%	7%	9%	7%	10%	8%	8%	8%	10%	11%
Not ethical at all	3%	3%	2%	2%	2%	4%	4%	3%	1%	4%	3%	4%	4%	4%	3%	3%	1%	6%	4%	3%	4%	2%	4%
Don't know	37%	37%	31%	28%	30%	41%	35%	38%	33%	36%	35%	41%	35%	37%	37%	36%	37%	39%	27%	37%	35%	49%	50%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Building and construction

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	2%	2%	1%	0%	1%	2%	2%	1%	3%	1%	2%	1%	1%	1%	2%	2%	4%	1%	2%	2%	2%	1%	1%
Fairly ethical	26%	33%	23%	21%	24%	29%	25%	27%	25%	24%	28%	26%	20%	25%	31%	25%	24%	26%	28%	24%	29%	23%	18%
Not very ethical	31%	28%	34%	45%	39%	27%	33%	28%	29%	30%	32%	31%	35%	31%	26%	31%	32%	28%	35%	31%	30%	28%	23%
Not ethical at all	10%	9%	11%	9%	10%	10%	13%	8%	6%	10%	10%	12%	8%	11%	8%	12%	9%	11%	10%	10%	9%	8%	13%
Don't know	32%	28%	31%	25%	27%	32%	28%	36%	37%	35%	27%	30%	36%	31%	33%	30%	31%	35%	25%	33%	29%	40%	45%

Manufacturing

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	1%	3%	1%	-	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%
Fairly ethical	24%	29%	21%	26%	23%	26%	22%	21%	21%	20%	27%	27%	20%	25%	23%	25%	23%	23%	25%	24%	27%	22%	13%
Not very ethical	30%	28%	34%	36%	34%	28%	32%	28%	33%	30%	32%	28%	29%	28%	33%	32%	29%	28%	35%	29%	29%	26%	29%
Not ethical at all	9%	7%	10%	8%	9%	8%	10%	8%	8%	10%	9%	8%	10%	9%	7%	10%	10%	7%	9%	10%	9%	6%	11%
Don't know	36%	34%	35%	29%	31%	36%	30%	41%	36%	39%	31%	35%	39%	37%	36%	33%	37%	39%	30%	36%	34%	44%	46%

Financial services

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	2%	3%	2%	1%	3%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	5%	1%	2%	3%	3%	2%	1%
Fairly ethical	22%	31%	17%	17%	20%	23%	20%	23%	27%	18%	26%	23%	19%	21%	23%	23%	23%	25%	24%	21%	24%	19%	17%
Not very ethical	24%	20%	26%	40%	28%	20%	27%	21%	27%	24%	22%	23%	22%	24%	27%	23%	19%	28%	29%	24%	20%	19%	20%
Not ethical at all	18%	12%	26%	18%	22%	17%	22%	15%	9%	21%	18%	18%	22%	18%	15%	19%	21%	12%	20%	19%	18%	15%	17%
Don't know	34%	33%	29%	24%	27%	38%	29%	38%	35%	35%	31%	35%	35%	36%	33%	32%	32%	34%	25%	33%	36%	45%	45%

Retailing

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	2%	2%	2%	0%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	4%	2%	0%	2%	3%	3%	3%
Fairly ethical	30%	38%	25%	33%	30%	34%	31%	29%	28%	24%	35%	37%	29%	29%	34%	31%	29%	29%	34%	29%	37%	23%	19%
Not very ethical	28%	23%	36%	32%	35%	22%	28%	27%	25%	32%	26%	23%	26%	28%	26%	29%	25%	27%	31%	26%	26%	28%	26%
Not ethical at all	10%	8%	11%	12%	9%	10%	12%	9%	11%	12%	10%	8%	12%	11%	9%	10%	9%	12%	13%	10%	8%	8%	11%
Don't know	30%	29%	26%	23%	24%	33%	27%	33%	34%	30%	28%	31%	32%	31%	30%	27%	33%	31%	22%	34%	26%	38%	42%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Transport

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	1%	2%	1%	1%	1%	2%	2%	1%	3%	1%	1%	2%	2%	1%	1%	1%	3%	1%	2%	1%	1%	3%	1%
Fairly ethical	28%	31%	27%	30%	29%	28%	31%	25%	32%	26%	28%	29%	30%	26%	34%	27%	27%	23%	27%	31%	30%	25%	21%
Not very ethical	26%	25%	29%	32%	31%	22%	27%	25%	23%	25%	30%	25%	23%	27%	25%	28%	23%	25%	33%	23%	24%	22%	23%
Not ethical at all	11%	8%	12%	9%	10%	12%	11%	11%	7%	12%	10%	12%	8%	12%	8%	13%	9%	11%	12%	9%	12%	9%	11%
Don't know	34%	33%	31%	28%	29%	35%	30%	38%	35%	36%	31%	32%	37%	34%	32%	30%	37%	40%	26%	36%	33%	41%	45%

Tourism

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	4%	4%	3%	2%	4%	3%	4%	3%	6%	3%	4%	3%	5%	2%	4%	4%	6%	5%	4%	3%	4%	4%	3%
Fairly ethical	32%	38%	30%	36%	35%	33%	34%	31%	30%	31%	33%	35%	32%	32%	36%	30%	34%	30%	38%	32%	36%	23%	22%
Not very ethical	20%	16%	24%	21%	24%	17%	21%	18%	20%	20%	21%	18%	19%	19%	17%	23%	21%	17%	21%	20%	19%	18%	17%
Not ethical at all	8%	7%	9%	9%	7%	8%	8%	8%	6%	8%	8%	9%	10%	9%	7%	8%	3%	5%	8%	8%	8%	6%	10%
Don't know	36%	35%	34%	33%	30%	39%	32%	40%	37%	38%	33%	36%	34%	37%	36%	35%	36%	42%	29%	37%	33%	49%	47%

Agriculture

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	5%	8%	5%	2%	5%	6%	6%	4%	3%	5%	7%	5%	2%	6%	5%	5%	7%	3%	5%	4%	5%	7%	4%
Fairly ethical	37%	46%	32%	41%	37%	39%	36%	37%	33%	33%	43%	39%	36%	36%	41%	35%	41%	36%	43%	38%	38%	25%	27%
Not very ethical	20%	13%	27%	24%	25%	15%	22%	18%	25%	19%	17%	20%	19%	21%	17%	21%	19%	18%	22%	21%	18%	16%	16%
Not ethical at all	6%	5%	8%	7%	6%	7%	7%	6%	4%	7%	5%	8%	7%	7%	7%	6%	5%	7%	5%	6%	7%	5%	10%
Don't know	32%	29%	29%	27%	26%	33%	29%	35%	35%	36%	28%	28%	37%	32%	31%	32%	29%	36%	24%	31%	31%	48%	42%

Recreation and leisure industries

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	3%	4%	3%	3%	3%	3%	4%	2%	5%	2%	3%	3%	3%	2%	3%	3%	5%	3%	3%	3%	3%	2%	3%
Fairly ethical	36%	41%	34%	40%	40%	35%	39%	33%	37%	35%	37%	35%	33%	37%	37%	37%	38%	23%	44%	35%	37%	27%	22%
Not very ethical	17%	15%	19%	18%	19%	16%	18%	16%	15%	15%	19%	18%	20%	16%	18%	17%	15%	18%	17%	17%	18%	16%	16%
Not ethical at all	5%	4%	6%	4%	5%	6%	6%	5%	2%	6%	5%	7%	6%	6%	5%	6%	3%	9%	4%	5%	6%	4%	9%
Don't know	39%	36%	38%	35%	34%	40%	34%	44%	41%	42%	35%	36%	38%	40%	37%	37%	40%	47%	31%	40%	37%	51%	50%

Fieldwork Dates: 2nd - 4th July 2022

Sample size: 1807 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

Legal services

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	3%	4%	4%	4%	5%	6%	2%	5%	4%	4%	4%	2%
Fairly ethical	27%	28%	29%	35%	32%	24%	27%	27%	28%	27%	28%	25%	27%	27%	28%	27%	29%	26%	31%	27%	29%	23%	19%
Not very ethical	20%	17%	24%	20%	23%	17%	23%	17%	22%	20%	20%	19%	22%	18%	20%	21%	18%	19%	23%	19%	20%	16%	18%
Not ethical at all	9%	11%	7%	6%	7%	12%	11%	8%	3%	9%	10%	13%	7%	10%	9%	10%	7%	10%	8%	9%	10%	9%	12%
Don't know	40%	40%	36%	35%	34%	43%	35%	44%	43%	40%	37%	41%	41%	42%	39%	37%	40%	43%	33%	41%	38%	48%	49%

Telecommunications

Unweighted base	1807	602	469	168	743	693	805	1002	177	744	428	458	216	610	306	431	149	95	534	525	333	211	204
Base	1807	622	465	169	670	716	878	929	197	754	435	421	217	607	300	435	155	92	506	524	379	201	197
Very ethical	3%	2%	3%	1%	3%	3%	3%	2%	4%	3%	2%	1%	2%	2%	4%	3%	3%	2%	3%	3%	4%	1%	2%
Fairly ethical	26%	33%	23%	29%	27%	26%	30%	22%	28%	24%	27%	28%	25%	27%	27%	25%	27%	25%	30%	25%	27%	23%	18%
Not very ethical	21%	17%	26%	23%	26%	18%	22%	20%	20%	21%	22%	19%	20%	19%	20%	24%	22%	22%	22%	23%	20%	14%	20%
Not ethical at all	10%	9%	9%	9%	9%	11%	11%	9%	4%	10%	10%	11%	11%	9%	9%	11%	10%	8%	9%	9%	10%	11%	11%
Don't know	41%	39%	38%	38%	36%	42%	35%	47%	44%	42%	39%	40%	42%	43%	41%	38%	39%	42%	36%	40%	39%	50%	49%

Cell Contents (Column Percentages)