

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Approve	16%	29%	5%	9%	11%	22%	19%	13%	17%	11%	14%	25%	14%	17%	17%	15%	11%	12%	15%	16%	18%	14%	13%
Disapprove	64%	48%	85%	81%	79%	57%	65%	64%	55%	67%	69%	59%	64%	62%	62%	66%	75%	59%	69%	63%	64%	60%	60%
Don't know	20%	23%	10%	9%	10%	21%	16%	24%	28%	22%	17%	16%	21%	21%	21%	18%	14%	28%	17%	21%	18%	26%	27%

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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
0 - Would never consider voting for them	41%	8%	71%	50%	56%	24%	39%	43%	35%	50%	42%	28%	39%	34%	39%	47%	54%	49%	37%	41%	44%	43%	42%
1	5%	2%	8%	10%	8%	3%	6%	4%	6%	4%	6%	4%	6%	5%	4%	5%	7%	2%	8%	4%	2%	4%	5%
2	7%	4%	7%	13%	6%	7%	7%	6%	14%	7%	6%	5%	11%	6%	5%	7%	6%	7%	8%	7%	6%	3%	6%
3	5%	6%	4%	5%	4%	5%	5%	5%	9%	5%	5%	4%	5%	6%	6%	4%	4%	6%	7%	4%	5%	5%	5%
4	3%	5%	1%	4%	2%	5%	4%	3%	3%	3%	3%	3%	5%	4%	3%	1%	4%	2%	4%	3%	4%	3%	2%
5	9%	15%	3%	4%	6%	12%	9%	9%	6%	8%	10%	12%	7%	10%	11%	9%	2%	12%	7%	9%	8%	12%	12%
6	4%	7%	1%	6%	3%	5%	4%	4%	3%	3%	5%	5%	3%	6%	4%	3%	3%	-	5%	4%	4%	4%	2%
7	5%	10%	1%	2%	3%	8%	5%	5%	3%	4%	5%	7%	3%	6%	6%	4%	5%	3%	4%	5%	5%	6%	4%
8	5%	11%	0%	2%	3%	8%	5%	5%	3%	4%	6%	7%	3%	5%	9%	4%	5%	5%	7%	6%	4%	3%	3%
9	2%	6%	0%	1%	2%	4%	3%	2%	2%	2%	2%	4%	3%	2%	2%	2%	3%	3%	3%	3%	1%	1%	3%
10 - Would definitely consider voting for them	8%	22%	1%	2%	5%	16%	8%	9%	3%	4%	9%	18%	8%	11%	6%	8%	6%	6%	7%	8%	9%	11%	8%
Don't know	5%	4%	3%	1%	2%	4%	5%	5%	13%	6%	2%	2%	7%	5%	6%	5%	0%	6%	3%	5%	6%	4%	8%

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	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

**Labour**

	Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
	Base	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
0 - Would never consider voting for them		24%	39%	1%	9%	10%	37%	22%	25%	7%	20%	27%	35%	17%	28%	25%	20%	23%	27%	19%	21%	29%	26%	31%
1		4%	7%	1%	2%	2%	6%	3%	4%	2%	2%	4%	6%	2%	4%	5%	3%	2%	2%	4%	4%	2%	5%	3%
2		4%	6%	1%	4%	3%	6%	5%	4%	4%	3%	6%	5%	4%	5%	5%	4%	3%	5%	5%	5%	4%	2%	4%
3		5%	7%	1%	7%	4%	6%	5%	5%	5%	5%	3%	6%	2%	4%	4%	6%	7%	6%	5%	6%	3%	3%	5%
4		5%	7%	2%	8%	4%	5%	5%	5%	5%	4%	6%	6%	4%	5%	7%	4%	6%	1%	4%	5%	4%	7%	6%
5		14%	15%	8%	14%	12%	14%	15%	13%	15%	16%	12%	11%	15%	13%	13%	15%	13%	14%	14%	13%	12%	16%	16%
6		7%	7%	6%	15%	10%	6%	7%	8%	7%	8%	8%	6%	8%	7%	8%	6%	8%	9%	9%	8%	6%	6%	4%
7		7%	3%	12%	12%	11%	4%	8%	7%	10%	8%	7%	5%	7%	8%	6%	7%	9%	10%	9%	8%	6%	8%	5%
8		8%	1%	17%	10%	12%	3%	9%	6%	10%	9%	6%	5%	7%	5%	5%	9%	17%	6%	11%	7%	7%	7%	2%
9		4%	1%	10%	4%	6%	2%	5%	4%	7%	3%	5%	3%	9%	3%	5%	4%	2%	1%	4%	3%	4%	6%	4%
10 - Would definitely consider voting for them		14%	3%	36%	13%	23%	7%	12%	15%	17%	15%	14%	9%	18%	12%	12%	17%	10%	12%	14%	15%	16%	10%	11%
Don't know		5%	4%	3%	1%	2%	4%	5%	5%	13%	6%	2%	2%	7%	5%	6%	5%	0%	6%	3%	5%	6%	4%	8%

**Liberal Democrats**

	Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
	Base	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
0 - Would never consider voting for them		29%	40%	14%	2%	13%	42%	30%	27%	15%	26%	31%	37%	24%	28%	31%	29%	28%	32%	22%	27%	30%	34%	40%
1		6%	7%	6%	3%	6%	7%	6%	6%	6%	4%	6%	9%	7%	6%	3%	7%	5%	3%	5%	6%	7%	4%	7%
2		6%	7%	7%	1%	5%	7%	7%	5%	6%	5%	8%	5%	4%	6%	8%	5%	9%	9%	5%	6%	7%	7%	5%
3		7%	9%	7%	3%	7%	7%	5%	8%	7%	6%	6%	8%	6%	5%	8%	7%	9%	11%	6%	7%	7%	8%	5%
4		7%	7%	10%	3%	8%	6%	7%	7%	9%	6%	8%	7%	10%	7%	6%	7%	7%	6%	7%	6%	8%	9%	6%
5		16%	16%	17%	15%	18%	13%	14%	17%	16%	17%	15%	13%	12%	13%	18%	17%	13%	25%	16%	15%	15%	15%	16%
6		8%	5%	11%	12%	11%	5%	7%	8%	7%	9%	7%	5%	12%	9%	6%	5%	9%	3%	11%	9%	7%	3%	3%
7		7%	2%	10%	16%	11%	3%	7%	6%	7%	8%	7%	4%	6%	7%	5%	7%	7%	4%	9%	7%	5%	5%	4%
8		5%	2%	8%	13%	7%	3%	5%	4%	6%	6%	4%	3%	5%	5%	4%	4%	9%	1%	7%	4%	4%	4%	1%
9		2%	1%	3%	10%	3%	1%	2%	2%	4%	2%	1%	3%	2%	3%	2%	2%	1%	-	2%	2%	2%	3%	2%
10 - Would definitely consider voting for them		4%	1%	5%	21%	7%	2%	4%	5%	5%	4%	4%	5%	5%	6%	3%	4%	3%	1%	5%	6%	2%	4%	2%
Don't know		5%	4%	3%	1%	2%	4%	5%	5%	13%	6%	2%	2%	7%	5%	6%	5%	0%	6%	3%	5%	6%	4%	8%

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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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>	
Health	49%	49%	57%	52%	59%	44%	42%	55%	36%	47%	54%	51%	38%	49%	50%	49%	56%	49%	51%	47%	50%	50%	42%	
Immigration & Asylum	33%	55%	14%	18%	16%	56%	33%	32%	13%	22%	38%	55%	25%	35%	38%	34%	22%	27%	26%	33%	35%	37%	40%	
Crime	13%	19%	8%	7%	9%	20%	13%	13%	8%	12%	12%	18%	20%	13%	12%	14%	7%	11%	9%	15%	14%	14%	16%	
The economy	67%	72%	67%	72%	72%	67%	69%	66%	59%	68%	71%	67%	66%	68%	65%	67%	72%	70%	73%	69%	67%	60%	54%	
Tax	11%	9%	8%	9%	9%	11%	14%	8%	17%	14%	7%	5%	11%	8%	12%	12%	15%	10%	14%	7%	11%	14%	5%	
Pensions	8%	12%	4%	5%	5%	12%	8%	8%	2%	3%	9%	16%	6%	7%	7%	10%	8%	8%	6%	7%	8%	7%	12%	
Education	9%	5%	12%	13%	12%	5%	8%	10%	15%	11%	6%	7%	9%	9%	7%	10%	11%	6%	13%	9%	8%	8%	4%	
Family life & childcare	6%	5%	7%	5%	5%	5%	5%	8%	7%	9%	3%	3%	4%	7%	7%	5%	7%	4%	5%	5%	7%	12%	5%	
Housing	15%	8%	22%	17%	15%	12%	14%	16%	27%	15%	11%	13%	25%	14%	12%	14%	12%	14%	14%	15%	12%	19%	19%	
The environment	24%	13%	33%	37%	31%	14%	23%	25%	41%	27%	22%	14%	22%	25%	27%	20%	29%	28%	29%	25%	24%	16%	19%	
Britain leaving the EU	18%	13%	23%	31%	28%	11%	21%	14%	9%	19%	23%	15%	20%	18%	15%	16%	20%	20%	21%	21%	13%	13%	13%	
Transport	4%	3%	5%	2%	5%	3%	4%	4%	6%	4%	3%	3%	5%	3%	4%	4%	2%	5%	5%	3%	4%	2%	4%	
Welfare benefits	8%	6%	11%	6%	10%	7%	7%	9%	7%	8%	11%	6%	9%	7%	6%	9%	12%	10%	6%	6%	8%	8%	20%	
Defence and security	9%	17%	4%	7%	7%	14%	12%	7%	3%	7%	12%	14%	7%	10%	11%	10%	6%	8%	8%	10%	12%	8%	8%	
None of these	0%	-	-	1%	0%	0%	0%	0%	1%	0%	-	0%	-	1%	0%	-	-	1%	0%	0%	-	-	1%	
Don't know	3%	1%	3%	1%	2%	1%	2%	4%	6%	5%	1%	2%	3%	2%	2%	5%	5%	2%	4%	1%	4%	4%	5%	6%

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

National Health Service

	Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>	
Very well	1%	2%	1%	1%	1%	2%	2%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	-	2%	1%	1%	1%	2%	
Fairly well	10%	17%	3%	6%	6%	14%	12%	8%	11%	8%	9%	13%	10%	12%	8%	10%	8%	6%	10%	10%	12%	6%	10%	
Fairly badly	24%	34%	14%	18%	18%	30%	26%	22%	26%	23%	21%	29%	22%	24%	31%	22%	27%	17%	24%	25%	23%	24%	23%	
Very badly	58%	42%	78%	73%	72%	49%	55%	61%	51%	59%	65%	52%	60%	56%	54%	61%	61%	65%	61%	59%	57%	56%	50%	
Don't know	7%	6%	4%	3%	3%	5%	5%	8%	10%	9%	4%	5%	7%	7%	7%	6%	4%	12%	3%	5%	6%	12%	15%	

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**Immigration**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	1%	2%	0%	-	0%	2%	1%	1%	2%	1%	0%	1%	2%	2%	-	0%	1%	-	1%	1%	1%	1%	0%
Fairly well	8%	10%	5%	8%	6%	8%	8%	7%	13%	7%	7%	8%	13%	8%	9%	6%	5%	4%	10%	7%	7%	7%	6%
Fairly badly	25%	27%	21%	34%	26%	24%	24%	26%	32%	25%	24%	24%	22%	26%	27%	22%	32%	22%	26%	27%	26%	20%	18%
Very badly	55%	55%	66%	51%	60%	60%	59%	52%	33%	53%	63%	62%	52%	54%	54%	60%	54%	59%	55%	54%	56%	57%	56%
Don't know	11%	6%	8%	7%	7%	7%	7%	15%	21%	15%	7%	5%	10%	11%	11%	12%	8%	16%	7%	11%	10%	15%	19%

**Crime**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	-	3%	-	1%	1%	1%	2%	0%
Fairly well	21%	33%	13%	20%	18%	25%	22%	21%	22%	18%	24%	24%	16%	21%	25%	22%	21%	20%	24%	22%	22%	18%	16%
Fairly badly	35%	36%	37%	41%	37%	35%	37%	34%	34%	34%	35%	39%	37%	38%	33%	36%	33%	23%	39%	35%	38%	30%	28%
Very badly	28%	21%	37%	26%	33%	28%	31%	25%	20%	30%	30%	28%	32%	26%	26%	29%	27%	33%	27%	27%	27%	33%	32%
Don't know	14%	9%	13%	13%	12%	10%	9%	19%	22%	18%	11%	8%	14%	14%	16%	13%	14%	23%	10%	16%	12%	18%	23%

**Education**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	2%	3%	1%	2%	1%	3%	3%	2%	6%	2%	2%	2%	3%	3%	2%	2%	4%	-	2%	2%	3%	2%	2%
Fairly well	26%	43%	14%	17%	19%	36%	30%	23%	27%	22%	28%	33%	18%	29%	27%	27%	23%	31%	25%	27%	31%	24%	23%
Fairly badly	30%	27%	29%	42%	32%	29%	28%	31%	24%	29%	32%	30%	31%	29%	29%	30%	32%	27%	35%	28%	30%	23%	24%
Very badly	25%	10%	44%	30%	37%	15%	27%	23%	25%	28%	24%	18%	29%	24%	22%	26%	25%	22%	27%	24%	21%	27%	23%
Don't know	17%	17%	11%	10%	11%	17%	13%	20%	18%	19%	13%	16%	18%	16%	20%	16%	16%	20%	10%	18%	15%	24%	27%

**Taxation**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	2%	4%	1%	2%	1%	4%	3%	2%	4%	2%	1%	4%	4%	3%	2%	2%	2%	3%	2%	3%	2%	4%	2%
Fairly well	20%	35%	9%	17%	16%	27%	20%	21%	14%	13%	24%	32%	20%	23%	19%	18%	20%	14%	22%	18%	23%	19%	16%
Fairly badly	31%	30%	30%	43%	32%	32%	33%	29%	32%	31%	31%	30%	28%	32%	31%	33%	29%	26%	34%	34%	31%	25%	23%
Very badly	34%	21%	54%	31%	44%	26%	36%	32%	32%	40%	34%	24%	35%	30%	35%	35%	40%	39%	35%	33%	33%	36%	33%
Don't know	12%	10%	7%	8%	7%	10%	8%	16%	17%	14%	10%	11%	13%	12%	13%	12%	9%	18%	7%	12%	10%	17%	26%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

**Unemployment**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	5%	9%	1%	5%	3%	8%	6%	3%	2%	4%	5%	7%	4%	4%	4%	5%	5%	6%	5%	4%	5%	3%	5%
Fairly well	31%	48%	17%	29%	27%	41%	35%	27%	19%	26%	36%	38%	28%	32%	34%	30%	26%	24%	35%	30%	34%	24%	22%
Fairly badly	26%	21%	29%	32%	26%	25%	25%	27%	32%	26%	22%	28%	24%	27%	24%	27%	30%	26%	30%	25%	27%	22%	22%
Very badly	20%	8%	37%	19%	29%	11%	21%	19%	25%	23%	21%	12%	24%	18%	19%	20%	24%	26%	17%	20%	17%	27%	26%
Don't know	18%	14%	16%	14%	16%	16%	13%	24%	22%	21%	16%	14%	19%	19%	20%	18%	15%	18%	13%	20%	17%	24%	25%

**Inflation**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	1%	2%	0%	2%	1%	2%	1%	1%	2%	1%	-	2%	2%	2%	0%	1%	2%	-	1%	1%	1%	1%	2%
Fairly well	14%	26%	5%	9%	9%	20%	14%	13%	10%	9%	14%	22%	13%	17%	13%	12%	10%	9%	15%	14%	16%	10%	7%
Fairly badly	26%	32%	20%	26%	24%	28%	28%	25%	31%	23%	28%	29%	24%	25%	29%	29%	25%	23%	29%	27%	25%	22%	24%
Very badly	50%	32%	70%	60%	61%	42%	51%	50%	45%	56%	53%	40%	52%	48%	49%	51%	57%	54%	50%	49%	49%	54%	50%
Don't know	9%	8%	5%	3%	4%	8%	6%	11%	13%	11%	5%	7%	10%	9%	9%	8%	6%	14%	5%	8%	8%	13%	17%

**Britain's exit from the EU**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	3%	6%	1%	1%	1%	6%	4%	3%	5%	2%	3%	6%	4%	5%	3%	2%	3%	1%	3%	4%	3%	3%	5%
Fairly well	19%	39%	5%	6%	9%	34%	19%	20%	12%	15%	21%	29%	14%	24%	19%	18%	15%	19%	16%	19%	25%	21%	15%
Fairly badly	23%	26%	20%	18%	17%	27%	23%	23%	34%	22%	21%	24%	22%	23%	27%	24%	18%	20%	24%	25%	23%	20%	21%
Very badly	42%	19%	66%	72%	67%	23%	45%	39%	34%	46%	47%	34%	45%	38%	38%	44%	57%	42%	49%	43%	37%	38%	35%
Don't know	12%	9%	8%	3%	5%	11%	9%	15%	14%	16%	8%	7%	15%	10%	14%	12%	7%	19%	8%	10%	11%	18%	23%

**Defence**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	5%	8%	3%	3%	4%	6%	7%	3%	11%	5%	4%	5%	6%	6%	5%	5%	7%	4%	7%	5%	4%	5%	4%
Fairly well	36%	46%	26%	39%	33%	42%	40%	33%	32%	34%	37%	40%	33%	39%	35%	36%	32%	31%	41%	35%	40%	24%	30%
Fairly badly	20%	20%	22%	26%	22%	22%	22%	19%	18%	17%	23%	24%	18%	20%	20%	21%	25%	19%	21%	20%	20%	23%	15%
Very badly	12%	7%	19%	11%	16%	11%	14%	10%	11%	15%	11%	9%	13%	11%	12%	13%	14%	16%	11%	12%	12%	15%	14%
Don't know	26%	18%	29%	20%	25%	20%	17%	35%	28%	29%	24%	22%	30%	24%	28%	26%	23%	30%	20%	27%	24%	32%	37%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

The economy

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	1%	2%	0%	3%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	-	1%	1%	-	1%	1%	1%	1%	0%
Fairly well	15%	29%	4%	9%	10%	22%	16%	14%	15%	10%	13%	25%	11%	18%	15%	14%	13%	9%	14%	16%	17%	11%	14%
Fairly badly	27%	34%	20%	28%	23%	31%	28%	26%	24%	25%	27%	32%	28%	28%	28%	26%	28%	22%	29%	26%	29%	24%	24%
Very badly	50%	29%	72%	60%	63%	40%	49%	50%	48%	55%	54%	37%	51%	45%	50%	53%	54%	56%	52%	50%	46%	53%	48%
Don't know	7%	7%	4%	0%	4%	6%	6%	9%	10%	9%	6%	6%	8%	9%	7%	6%	4%	13%	4%	7%	8%	12%	15%

Terrorism

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	10%	18%	5%	8%	9%	13%	13%	7%	12%	10%	10%	10%	13%	11%	9%	10%	9%	9%	12%	10%	11%	9%	7%
Fairly well	42%	49%	36%	47%	41%	44%	47%	37%	43%	36%	47%	48%	35%	44%	44%	42%	43%	32%	46%	44%	42%	34%	33%
Fairly badly	12%	10%	13%	17%	13%	13%	11%	14%	8%	12%	12%	15%	10%	13%	12%	13%	12%	13%	14%	12%	12%	10%	11%
Very badly	12%	6%	19%	10%	15%	10%	14%	10%	13%	13%	10%	11%	17%	9%	10%	12%	15%	17%	8%	10%	14%	16%	17%
Don't know	24%	16%	27%	18%	23%	19%	15%	32%	24%	29%	21%	17%	26%	23%	25%	23%	21%	29%	20%	23%	21%	31%	31%

Transport

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	2%	3%	0%	-	1%	2%	2%	2%	5%	2%	1%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	3%
Fairly well	18%	27%	8%	12%	12%	23%	21%	14%	23%	14%	18%	21%	20%	18%	18%	17%	14%	16%	16%	15%	21%	23%	16%
Fairly badly	32%	37%	27%	38%	33%	35%	31%	33%	26%	31%	35%	35%	33%	35%	33%	29%	34%	27%	36%	37%	30%	24%	25%
Very badly	35%	20%	55%	43%	46%	27%	37%	33%	32%	37%	36%	31%	34%	30%	31%	42%	39%	36%	39%	33%	33%	32%	34%
Don't know	14%	13%	9%	7%	9%	13%	9%	18%	14%	16%	10%	12%	11%	14%	17%	11%	12%	20%	7%	13%	15%	21%	22%

Housing

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	2%	2%	1%	1%	1%	2%	2%	1%	3%	2%	1%	1%	3%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%
Fairly well	16%	26%	5%	12%	10%	23%	17%	15%	10%	12%	18%	22%	11%	16%	16%	18%	13%	15%	15%	15%	22%	9%	12%
Fairly badly	31%	34%	29%	38%	32%	32%	30%	32%	33%	28%	33%	33%	26%	33%	32%	32%	31%	22%	33%	32%	31%	29%	24%
Very badly	36%	20%	56%	41%	46%	28%	37%	36%	37%	40%	35%	30%	44%	35%	30%	36%	40%	41%	37%	35%	33%	38%	38%
Don't know	16%	17%	10%	9%	11%	15%	14%	17%	17%	18%	13%	14%	16%	14%	21%	13%	14%	20%	12%	15%	13%	24%	25%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

**Environment**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	3%	5%	1%	1%	1%	5%	4%	3%	7%	3%	2%	3%	5%	4%	3%	3%	2%	1%	3%	4%	4%	3%	4%
Fairly well	26%	46%	11%	17%	18%	38%	29%	23%	21%	19%	30%	36%	22%	27%	25%	26%	27%	27%	26%	25%	31%	24%	22%
Fairly badly	27%	22%	30%	37%	30%	24%	26%	29%	27%	28%	26%	28%	25%	29%	30%	27%	24%	21%	31%	27%	27%	24%	24%
Very badly	28%	12%	48%	39%	43%	17%	30%	27%	28%	32%	30%	20%	35%	26%	24%	27%	35%	30%	30%	29%	23%	28%	29%
Don't know	15%	15%	10%	6%	8%	15%	12%	19%	17%	17%	13%	13%	13%	14%	17%	17%	12%	20%	10%	15%	16%	21%	22%

**Welfare benefits**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	2%	5%	1%	2%	2%	4%	3%	2%	2%	2%	3%	4%	2%	3%	2%	2%	4%	2%	2%	2%	4%	2%	2%
Fairly well	20%	33%	9%	16%	15%	28%	23%	18%	14%	16%	22%	28%	21%	24%	18%	18%	20%	15%	22%	19%	23%	18%	18%
Fairly badly	28%	27%	26%	37%	28%	29%	27%	29%	30%	29%	27%	28%	30%	24%	30%	33%	27%	29%	31%	30%	28%	23%	23%
Very badly	31%	15%	53%	31%	43%	21%	32%	29%	28%	34%	34%	22%	29%	31%	29%	30%	33%	37%	33%	28%	29%	31%	34%
Don't know	18%	20%	10%	14%	12%	17%	15%	22%	27%	19%	14%	19%	18%	19%	22%	17%	16%	17%	14%	20%	16%	26%	23%

**Do you think that Rishi Sunak is doing well or badly as Prime Minister?**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	3%	7%	0%	2%	3%	5%	3%	3%	2%	2%	3%	6%	3%	4%	2%	4%	2%	3%	3%	3%	2%	4%	5%
Fairly well	26%	42%	14%	28%	22%	33%	27%	25%	28%	20%	26%	36%	20%	27%	25%	26%	28%	30%	28%	27%	27%	20%	20%
Fairly badly	27%	23%	34%	35%	33%	24%	26%	27%	24%	28%	28%	26%	34%	27%	30%	23%	27%	17%	31%	26%	28%	23%	21%
Very badly	23%	12%	36%	26%	30%	18%	27%	20%	21%	24%	26%	20%	22%	22%	20%	27%	25%	26%	23%	21%	24%	24%	24%
Don't know	21%	16%	16%	10%	12%	21%	17%	25%	27%	26%	18%	12%	21%	21%	23%	21%	19%	23%	14%	23%	19%	29%	30%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	5%	2%	11%	10%	10%	2%	7%	4%	5%	6%	5%	4%	6%	6%	3%	6%	6%	3%	8%	5%	5%	1%	3%
Fairly well	31%	22%	50%	47%	42%	24%	34%	29%	34%	29%	35%	30%	33%	28%	33%	33%	37%	24%	36%	32%	30%	25%	25%
Fairly badly	22%	26%	18%	25%	24%	24%	22%	22%	19%	21%	22%	25%	21%	23%	24%	19%	23%	23%	25%	23%	19%	21%	19%
Very badly	19%	32%	7%	9%	11%	30%	21%	17%	8%	15%	23%	26%	12%	22%	16%	18%	18%	24%	18%	16%	22%	16%	23%
Don't know	23%	18%	14%	9%	14%	20%	17%	29%	33%	29%	15%	15%	29%	21%	24%	24%	16%	25%	13%	24%	24%	37%	31%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
He does look like a Prime Minister in waiting	32%	17%	58%	51%	48%	20%	34%	31%	36%	34%	33%	26%	38%	31%	32%	32%	35%	27%	39%	35%	28%	27%	22%
He does not look like a Prime Minister in waiting	46%	70%	24%	36%	35%	65%	49%	44%	32%	40%	50%	61%	33%	51%	46%	44%	52%	52%	46%	45%	52%	42%	45%
Not sure	21%	12%	18%	12%	18%	15%	17%	26%	33%	26%	16%	14%	28%	19%	22%	24%	14%	21%	15%	20%	20%	31%	34%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
They are ready for Government	33%	12%	65%	51%	51%	17%	35%	31%	41%	35%	34%	23%	37%	30%	30%	34%	43%	22%	39%	33%	32%	26%	23%
They are not ready for Government	47%	75%	21%	37%	34%	66%	49%	45%	30%	39%	52%	63%	41%	50%	48%	43%	44%	57%	46%	48%	47%	40%	49%
Not sure	21%	14%	15%	13%	14%	16%	17%	24%	29%	26%	15%	14%	22%	20%	22%	23%	13%	22%	15%	19%	20%	33%	28%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Strongly support	19%	13%	29%	18%	23%	15%	23%	14%	20%	20%	19%	15%	26%	16%	13%	19%	25%	27%	18%	18%	19%	20%	19%
Tend to support	37%	40%	39%	36%	42%	37%	38%	35%	32%	34%	39%	42%	41%	33%	34%	40%	49%	24%	42%	36%	39%	36%	23%
Tend to oppose	22%	26%	16%	28%	20%	25%	20%	23%	19%	19%	23%	26%	15%	26%	27%	18%	11%	22%	23%	23%	20%	16%	24%
Strongly oppose	10%	13%	5%	8%	5%	14%	9%	11%	9%	9%	11%	10%	6%	12%	13%	9%	5%	5%	9%	9%	12%	8%	12%
Don't know	13%	9%	11%	10%	10%	9%	10%	16%	20%	17%	9%	7%	12%	12%	13%	15%	10%	22%	8%	14%	11%	20%	22%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Strongly support	14%	9%	23%	14%	17%	10%	18%	10%	16%	17%	14%	8%	22%	10%	10%	14%	20%	21%	14%	13%	14%	16%	13%
Tend to support	31%	31%	36%	31%	36%	30%	32%	30%	30%	30%	32%	34%	26%	29%	30%	35%	43%	24%	33%	32%	33%	29%	22%
Tend to oppose	24%	28%	20%	29%	23%	25%	21%	26%	25%	22%	22%	28%	28%	25%	28%	20%	14%	25%	26%	25%	22%	18%	23%
Strongly oppose	20%	26%	12%	20%	15%	26%	19%	21%	14%	18%	23%	24%	12%	26%	22%	20%	11%	18%	21%	18%	21%	19%	23%
Don't know	11%	6%	9%	7%	8%	8%	10%	12%	16%	14%	8%	6%	12%	10%	10%	12%	12%	13%	6%	11%	10%	18%	19%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Strongly support	19%	13%	27%	15%	21%	13%	24%	15%	37%	22%	16%	10%	27%	18%	15%	19%	22%	24%	20%	18%	16%	26%	21%
Tend to support	36%	33%	40%	44%	40%	33%	37%	35%	39%	33%	37%	39%	39%	35%	37%	36%	42%	24%	37%	39%	38%	31%	27%
Tend to oppose	20%	25%	15%	26%	20%	22%	20%	20%	11%	19%	22%	22%	13%	21%	20%	22%	17%	22%	22%	21%	19%	15%	17%
Strongly oppose	10%	16%	6%	5%	8%	17%	10%	11%	1%	11%	13%	12%	7%	12%	12%	9%	8%	12%	11%	8%	11%	11%	13%
Don't know	15%	13%	13%	10%	12%	14%	11%	19%	13%	16%	11%	17%	14%	14%	16%	15%	11%	18%	10%	14%	16%	18%	22%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Strongly support	7%	4%	13%	4%	10%	4%	9%	5%	7%	9%	8%	2%	13%	6%	6%	7%	3%	10%	7%	7%	5%	9%	8%
Tend to support	22%	18%	31%	29%	28%	19%	26%	19%	24%	20%	26%	21%	24%	21%	19%	23%	29%	21%	24%	22%	23%	22%	16%
Tend to oppose	29%	33%	27%	35%	29%	30%	28%	30%	29%	25%	30%	34%	24%	31%	29%	26%	35%	26%	31%	30%	32%	24%	19%
Strongly oppose	28%	36%	17%	28%	24%	36%	27%	29%	19%	29%	28%	31%	23%	30%	31%	29%	20%	26%	29%	27%	27%	25%	31%
Don't know	14%	9%	12%	5%	10%	11%	11%	17%	20%	17%	9%	11%	15%	12%	15%	15%	12%	18%	9%	14%	13%	20%	25%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Strongly support	5%	3%	10%	5%	6%	3%	7%	3%	9%	6%	4%	2%	10%	4%	4%	4%	3%	5%	4%	6%	3%	5%	8%
Tend to support	25%	24%	31%	22%	28%	23%	28%	22%	31%	23%	25%	25%	22%	26%	22%	26%	31%	23%	25%	24%	30%	22%	22%
Tend to oppose	28%	31%	25%	36%	31%	29%	28%	28%	24%	26%	28%	33%	30%	25%	29%	28%	32%	26%	33%	28%	27%	27%	18%
Strongly oppose	27%	31%	19%	28%	23%	33%	25%	28%	16%	28%	30%	26%	20%	31%	28%	25%	19%	29%	27%	26%	26%	26%	27%
Don't know	16%	11%	15%	9%	12%	13%	12%	19%	20%	17%	13%	14%	17%	14%	17%	16%	15%	17%	11%	16%	14%	21%	25%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Strongly support	5%	4%	7%	2%	4%	3%	7%	3%	11%	5%	3%	2%	10%	4%	4%	4%	4%	5%	5%	4%	4%	6%	4%
Tend to support	17%	16%	16%	18%	16%	17%	21%	13%	14%	17%	17%	17%	18%	18%	13%	15%	20%	18%	16%	16%	18%	20%	12%
Tend to oppose	27%	27%	31%	30%	32%	25%	27%	27%	32%	26%	28%	27%	29%	26%	25%	29%	37%	18%	31%	31%	24%	21%	22%
Strongly oppose	41%	46%	35%	47%	41%	46%	37%	45%	25%	40%	44%	47%	31%	43%	47%	41%	29%	46%	42%	39%	43%	35%	44%
Don't know	11%	7%	10%	3%	7%	8%	9%	13%	18%	12%	8%	8%	12%	10%	11%	11%	13%	7%	10%	11%	17%	17%	

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Go up a lot	8%	5%	9%	6%	6%	6%	9%	8%	21%	8%	6%	5%	9%	8%	8%	9%	11%	6%	6%	8%	9%	14%	7%
Go up a little	18%	18%	16%	15%	17%	18%	19%	17%	30%	17%	17%	15%	22%	17%	21%	17%	16%	15%	18%	16%	20%	18%	19%
Stay about the same	25%	28%	23%	24%	23%	29%	26%	24%	15%	25%	24%	30%	15%	24%	27%	27%	25%	33%	20%	29%	27%	24%	19%
Go down a little	28%	30%	30%	42%	36%	27%	28%	29%	16%	28%	35%	29%	28%	32%	24%	28%	27%	28%	39%	29%	24%	18%	18%
Go down a lot	6%	6%	8%	5%	8%	6%	6%	6%	2%	6%	9%	6%	6%	8%	4%	5%	5%	6%	7%	5%	6%	5%	6%
Don't know	14%	13%	14%	9%	11%	14%	12%	17%	16%	16%	10%	15%	20%	12%	16%	14%	14%	13%	9%	12%	13%	20%	31%

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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
It would be better for Britain if house prices rose	5%	7%	4%	3%	4%	7%	6%	4%	5%	6%	5%	5%	6%	5%	4%	7%	3%	2%	5%	5%	4%	8%	6%
It would be better for Britain if house prices went down	50%	42%	59%	53%	53%	45%	54%	46%	69%	49%	50%	42%	53%	51%	48%	45%	50%	60%	56%	51%	48%	50%	35%
It would be better for Britain if house prices stayed about the same	25%	35%	20%	30%	26%	30%	24%	26%	13%	20%	30%	36%	20%	27%	25%	26%	28%	22%	27%	25%	29%	19%	22%
Don't know	20%	17%	17%	15%	17%	18%	15%	24%	14%	25%	15%	17%	21%	17%	23%	22%	18%	15%	12%	20%	19%	23%	37%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base: All GB adults</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
I would be better off if house prices rose	21%	23%	23%	30%	29%	20%	22%	20%	5%	24%	27%	18%	22%	23%	17%	22%	24%	11%	27%	23%	19%	15%	10%
I would be better off if house prices fell	21%	11%	26%	15%	19%	12%	23%	20%	66%	27%	9%	4%	31%	19%	21%	17%	24%	36%	23%	21%	20%	25%	17%
It will make little difference to me personally if house prices rise or fall	47%	59%	42%	49%	46%	58%	46%	48%	17%	36%	56%	72%	37%	49%	52%	49%	42%	43%	44%	47%	48%	45%	55%
Don't know	10%	7%	9%	6%	7%	9%	9%	12%	12%	13%	8%	7%	11%	9%	11%	12%	10%	11%	6%	9%	13%	15%	18%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
United	33%	24%	55%	52%	49%	25%	36%	31%	27%	34%	41%	28%	35%	30%	32%	36%	42%	29%	42%	31%	31%	26%	29%
Divided	30%	43%	20%	29%	26%	38%	33%	27%	28%	26%	32%	37%	26%	34%	29%	27%	29%	36%	32%	32%	27%	28%	29%
Don't know	37%	33%	25%	20%	26%	37%	31%	42%	45%	40%	28%	35%	38%	36%	40%	37%	29%	35%	26%	37%	42%	46%	42%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
United	11%	19%	7%	5%	9%	15%	10%	11%	6%	10%	12%	14%	10%	13%	8%	10%	9%	12%	11%	11%	11%	8%	14%
Divided	65%	63%	77%	88%	79%	63%	71%	60%	52%	62%	71%	71%	63%	64%	61%	68%	75%	66%	75%	65%	62%	58%	54%
Don't know	24%	18%	16%	7%	13%	22%	19%	28%	41%	28%	17%	15%	27%	23%	31%	22%	16%	23%	15%	24%	27%	34%	32%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very left-wing	10%	20%	3%	4%	4%	18%	11%	10%	9%	9%	10%	15%	10%	13%	11%	9%	6%	9%	9%	10%	11%	11%	12%
Fairly left-wing	25%	32%	22%	32%	27%	26%	27%	23%	29%	22%	26%	28%	25%	28%	27%	23%	24%	18%	30%	28%	25%	18%	15%
Slightly left-of-centre	25%	19%	39%	39%	38%	18%	28%	22%	22%	25%	29%	23%	30%	25%	19%	28%	25%	21%	33%	25%	22%	24%	13%
Centre	8%	4%	10%	10%	9%	7%	10%	6%	8%	7%	9%	8%	10%	6%	7%	6%	16%	13%	9%	8%	7%	5%	10%
Slightly right-of-centre	2%	1%	5%	3%	4%	2%	2%	2%	2%	3%	3%	2%	2%	3%	1%	3%	4%	3%	3%	2%	2%	2%	3%
Fairly right-wing	2%	1%	1%	1%	2%	1%	2%	2%	4%	1%	2%	1%	1%	1%	2%	2%	2%	4%	1%	1%	2%	3%	3%
Very right-wing	0%	0%	1%	-	0%	1%	1%	0%	-	1%	0%	0%	-	0%	-	1%	1%	2%	0%	1%	0%	-	1%
Don't know	27%	23%	19%	12%	16%	29%	19%	34%	26%	32%	20%	24%	23%	24%	33%	28%	24%	31%	14%	25%	32%	37%	42%

**Conservative Party**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very left-wing	1%	1%	2%	1%	0%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	2%	-	1%	0%	2%	2%	1%
Fairly left-wing	2%	3%	0%	-	1%	3%	3%	1%	4%	2%	1%	1%	3%	1%	4%	2%	-	6%	2%	1%	2%	2%	3%
Slightly left-of-centre	3%	5%	2%	1%	2%	5%	4%	2%	3%	2%	4%	4%	4%	4%	3%	3%	3%	-	4%	3%	4%	3%	1%
Centre	6%	10%	3%	3%	4%	9%	8%	5%	6%	6%	7%	7%	7%	7%	6%	4%	6%	9%	7%	7%	7%	3%	6%
Slightly right-of-centre	13%	24%	6%	11%	10%	19%	17%	10%	11%	12%	13%	17%	12%	15%	12%	14%	10%	13%	14%	15%	12%	14%	11%
Fairly right-wing	26%	27%	30%	36%	32%	22%	27%	25%	30%	24%	28%	26%	28%	27%	27%	25%	32%	10%	33%	28%	24%	22%	14%
Very right-wing	21%	9%	38%	36%	35%	12%	20%	21%	16%	20%	26%	20%	24%	21%	15%	20%	24%	27%	24%	22%	19%	17%	20%
Don't know	27%	23%	20%	12%	16%	28%	19%	34%	27%	33%	20%	23%	22%	23%	32%	30%	23%	33%	14%	25%	31%	38%	43%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

**Liberal Democrats**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very left-wing	5%	10%	2%	3%	2%	11%	8%	3%	4%	5%	5%	6%	6%	6%	5%	6%	4%	4%	5%	6%	6%	4%	5%
Fairly left-wing	8%	10%	7%	7%	8%	9%	9%	7%	10%	9%	6%	7%	9%	8%	8%	10%	5%	6%	10%	9%	5%	9%	6%
Slightly left-of-centre	14%	15%	16%	25%	19%	12%	14%	14%	13%	14%	16%	13%	17%	15%	13%	13%	15%	8%	21%	14%	10%	9%	10%
Centre	24%	21%	28%	38%	32%	20%	25%	22%	18%	21%	29%	26%	17%	28%	22%	22%	24%	24%	31%	22%	25%	17%	15%
Slightly right-of-centre	8%	5%	14%	8%	12%	5%	10%	7%	16%	7%	8%	8%	9%	9%	5%	9%	13%	8%	9%	10%	8%	7%	7%
Fairly right-wing	2%	1%	4%	3%	2%	2%	3%	2%	2%	3%	3%	1%	5%	1%	2%	2%	4%	1%	2%	3%	1%	3%	2%
Very right-wing	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%	-	5%	0%	1%	1%	1%	2%
Don't know	37%	37%	29%	15%	25%	41%	30%	45%	35%	40%	32%	38%	38%	33%	46%	37%	35%	43%	22%	35%	45%	51%	53%

**Keir Starmer**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very left-wing	7%	16%	2%	2%	3%	13%	8%	7%	4%	5%	8%	12%	4%	9%	7%	7%	5%	9%	6%	7%	8%	8%	8%
Fairly left-wing	15%	20%	10%	15%	12%	19%	13%	16%	13%	13%	14%	19%	15%	17%	14%	14%	12%	10%	16%	15%	16%	11%	12%
Slightly left-of-centre	23%	21%	33%	39%	33%	19%	27%	20%	23%	21%	28%	24%	25%	25%	24%	22%	24%	15%	32%	23%	21%	18%	12%
Centre	14%	10%	21%	20%	21%	10%	18%	12%	15%	15%	15%	13%	16%	13%	12%	15%	20%	16%	18%	13%	12%	15%	13%
Slightly right-of-centre	5%	4%	9%	5%	7%	4%	6%	4%	5%	5%	7%	4%	6%	6%	4%	5%	6%	7%	6%	7%	2%	5%	4%
Fairly right-wing	3%	2%	3%	3%	3%	2%	4%	2%	5%	3%	3%	3%	3%	2%	2%	4%	2%	6%	3%	2%	3%	2%	4%
Very right-wing	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%
Don't know	31%	27%	22%	14%	20%	31%	23%	39%	35%	38%	23%	24%	31%	28%	36%	32%	29%	35%	17%	31%	37%	41%	45%

**Ed Davey**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very left-wing	3%	6%	0%	1%	1%	6%	4%	1%	2%	3%	3%	4%	2%	3%	3%	3%	2%	2%	4%	2%	3%	2%	4%
Fairly left-wing	5%	7%	4%	4%	6%	6%	7%	3%	3%	5%	6%	5%	7%	6%	4%	4%	3%	6%	6%	5%	3%	5%	5%
Slightly left-of-centre	8%	8%	8%	17%	12%	5%	9%	7%	10%	6%	9%	10%	9%	9%	7%	7%	8%	8%	12%	7%	5%	6%	5%
Centre	16%	13%	20%	28%	23%	12%	20%	12%	14%	12%	21%	18%	16%	17%	15%	14%	19%	10%	19%	16%	16%	9%	11%
Slightly right-of-centre	3%	2%	6%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	3%	2%	4%	6%	3%	4%	4%	2%	2%	3%
Fairly right-wing	1%	1%	2%	-	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	3%	-	2%	1%	3%	2%	0%
Very right-wing	0%	0%	0%	1%	0%	1%	1%	0%	-	0%	1%	1%	0%	0%	1%	0%	1%	2%	0%	0%	1%	-	2%
Don't know	63%	62%	59%	46%	53%	66%	53%	73%	65%	71%	56%	58%	62%	61%	67%	66%	60%	69%	54%	65%	67%	74%	69%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

**Yourself**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very left-wing	4%	0%	10%	4%	7%	1%	4%	5%	10%	5%	4%	1%	5%	3%	3%	6%	8%	5%	4%	5%	4%	4%	5%
Fairly left-wing	12%	1%	31%	10%	23%	4%	11%	13%	12%	15%	12%	7%	17%	11%	10%	13%	11%	10%	13%	13%	12%	10%	8%
Slightly left-of-centre	13%	6%	23%	33%	22%	7%	14%	12%	12%	13%	16%	11%	15%	12%	12%	15%	19%	9%	21%	14%	8%	8%	9%
Centre	22%	25%	14%	27%	21%	24%	24%	19%	14%	19%	25%	28%	24%	23%	20%	19%	23%	23%	23%	21%	21%	21%	21%
Slightly right-of-centre	12%	24%	3%	7%	8%	19%	15%	10%	12%	11%	13%	14%	10%	16%	11%	8%	10%	17%	13%	13%	14%	9%	9%
Fairly right-wing	8%	18%	1%	2%	4%	14%	10%	6%	7%	6%	7%	14%	7%	10%	11%	6%	6%	3%	10%	6%	8%	9%	7%
Very right-wing	2%	4%	0%	1%	1%	4%	3%	1%	1%	2%	2%	3%	1%	3%	2%	3%	1%	3%	1%	2%	3%	2%	3%
Don't know	26%	22%	17%	16%	15%	27%	18%	33%	31%	30%	21%	22%	21%	23%	31%	29%	22%	32%	14%	26%	31%	35%	38%

**Rishi Sunak**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very left-wing	1%	2%	1%	1%	0%	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	2%	3%	1%
Fairly left-wing	2%	2%	2%	1%	1%	4%	3%	1%	2%	3%	1%	1%	2%	2%	2%	3%	1%	2%	3%	1%	2%	2%	2%
Slightly left-of-centre	3%	4%	2%	1%	1%	4%	4%	3%	5%	2%	3%	3%	3%	2%	4%	4%	2%	5%	4%	2%	5%	3%	3%
Centre	8%	13%	3%	4%	7%	10%	9%	7%	4%	7%	9%	10%	7%	9%	9%	5%	9%	8%	9%	9%	7%	5%	8%
Slightly right-of-centre	15%	21%	10%	24%	17%	16%	20%	11%	13%	14%	17%	16%	18%	14%	14%	15%	13%	13%	18%	16%	12%	14%	9%
Fairly right-wing	25%	22%	35%	36%	34%	20%	27%	24%	29%	24%	27%	26%	23%	29%	26%	23%	27%	13%	31%	27%	23%	21%	16%
Very right-wing	16%	10%	27%	20%	23%	13%	15%	17%	14%	14%	19%	18%	17%	16%	10%	16%	22%	26%	19%	15%	16%	13%	16%
Don't know	29%	26%	21%	13%	17%	31%	21%	37%	32%	35%	22%	25%	27%	27%	34%	32%	25%	34%	16%	28%	35%	40%	45%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	<b>1761</b>	<b>607</b>	<b>448</b>	<b>158</b>	<b>653</b>	<b>697</b>	<b>856</b>	<b>905</b>	<b>192</b>	<b>734</b>	<b>424</b>	<b>410</b>	<b>211</b>	<b>592</b>	<b>292</b>	<b>424</b>	<b>151</b>	<b>90</b>	<b>493</b>	<b>511</b>	<b>370</b>	<b>200</b>	<b>187</b>
Very likely	12%	6%	22%	20%	20%	6%	16%	7%	8%	13%	14%	8%	15%	10%	9%	15%	14%	8%	16%	12%	9%	7%	9%
Fairly likely	31%	29%	41%	42%	39%	30%	32%	30%	29%	28%	35%	34%	32%	29%	33%	32%	36%	26%	41%	30%	28%	28%	21%
Fairly unlikely	23%	29%	16%	21%	19%	27%	22%	23%	24%	21%	23%	27%	19%	25%	24%	20%	27%	21%	22%	27%	23%	15%	21%
Very unlikely	12%	19%	5%	8%	8%	18%	12%	13%	9%	11%	14%	15%	11%	14%	11%	11%	7%	22%	8%	11%	17%	16%	16%
Don't know	22%	16%	16%	9%	14%	19%	18%	26%	30%	27%	15%	15%	22%	22%	24%	22%	17%	22%	14%	20%	23%	34%	34%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Should remain Conservative leader	51%	65%	46%	63%	56%	56%	50%	51%	42%	46%	54%	59%	48%	52%	50%	50%	58%	42%	58%	52%	49%	46%	37%
Should stand down and let someone else take over	20%	17%	23%	15%	18%	19%	22%	17%	28%	18%	19%	21%	21%	21%	15%	20%	20%	23%	18%	18%	23%	18%	25%
Don't know	29%	18%	31%	22%	26%	24%	27%	31%	29%	36%	26%	21%	31%	27%	34%	29%	23%	35%	24%	30%	29%	36%	38%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Should remain Labour leader	43%	39%	59%	63%	59%	36%	46%	39%	38%	41%	47%	44%	46%	43%	42%	42%	48%	34%	52%	44%	37%	38%	31%
Should stand down and let someone else take over	28%	35%	23%	23%	22%	34%	29%	27%	31%	25%	30%	30%	23%	29%	22%	30%	32%	41%	26%	25%	32%	27%	35%
Don't know	29%	26%	18%	15%	19%	30%	25%	34%	31%	34%	23%	26%	31%	29%	36%	28%	20%	25%	22%	31%	31%	35%	34%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	2%	4%	1%	2%	1%	3%	2%	2%	4%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	3%	1%	2%	3%
Fairly well	46%	60%	36%	55%	46%	55%	45%	47%	33%	39%	52%	58%	41%	51%	46%	42%	48%	42%	52%	46%	45%	37%	39%
Fairly badly	30%	22%	43%	25%	35%	23%	33%	28%	40%	33%	30%	23%	27%	29%	29%	32%	33%	38%	30%	30%	32%	30%	29%
Very badly	7%	4%	8%	4%	6%	6%	8%	6%	6%	9%	6%	4%	9%	5%	4%	10%	9%	2%	5%	5%	6%	14%	8%
Don't know	15%	10%	12%	14%	12%	13%	12%	18%	17%	18%	10%	13%	21%	13%	20%	14%	9%	14%	10%	16%	15%	18%	21%

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

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very well	3%	3%	2%	1%	2%	3%	3%	3%	7%	3%	3%	2%	4%	2%	3%	3%	4%	2%	4%	2%	3%	3%	4%
Fairly well	55%	62%	49%	69%	58%	56%	53%	58%	56%	49%	61%	62%	50%	58%	56%	54%	56%	56%	60%	59%	53%	48%	49%
Fairly badly	26%	24%	33%	19%	28%	25%	30%	22%	19%	27%	27%	26%	22%	27%	25%	26%	27%	23%	27%	24%	27%	24%	25%
Very badly	5%	4%	4%	3%	3%	5%	6%	4%	5%	5%	5%	3%	6%	4%	2%	6%	6%	5%	3%	4%	5%	8%	5%
Don't know	11%	7%	11%	8%	8%	10%	9%	14%	13%	17%	5%	7%	18%	9%	15%	11%	7%	13%	6%	12%	12%	17%	17%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	2%	2%	1%	1%	1%	2%	3%	1%	6%	2%	2%	1%	2%	2%	1%	2%	4%	1%	2%	2%	2%	1%	3%
Fairly ethical	25%	34%	21%	24%	23%	30%	27%	24%	26%	21%	28%	30%	26%	24%	28%	26%	22%	21%	29%	23%	28%	20%	21%
Not very ethical	28%	23%	33%	38%	35%	23%	31%	24%	29%	27%	33%	24%	27%	32%	23%	23%	28%	35%	32%	31%	25%	23%	21%
Not ethical at all	7%	4%	10%	7%	10%	5%	9%	5%	6%	8%	6%	5%	9%	6%	7%	7%	6%	8%	8%	6%	5%	9%	6%
Don't know	39%	38%	35%	30%	32%	40%	31%	46%	33%	42%	32%	41%	36%	36%	40%	42%	40%	35%	30%	39%	40%	47%	48%

**Oil and gas extraction**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	1%	1%	0%	-	0%	1%	2%	1%	5%	1%	1%	0%	1%	1%	1%	1%	1%	3%	1%	1%	2%	0%	2%
Fairly ethical	11%	19%	5%	11%	9%	16%	13%	10%	7%	8%	16%	15%	15%	11%	11%	10%	15%	6%	13%	11%	11%	12%	10%
Not very ethical	28%	31%	26%	30%	27%	29%	29%	27%	30%	26%	27%	30%	26%	27%	33%	27%	25%	26%	33%	25%	27%	24%	25%
Not ethical at all	32%	20%	50%	41%	46%	22%	34%	31%	33%	36%	34%	24%	36%	31%	29%	32%	33%	41%	37%	35%	30%	28%	25%
Don't know	27%	29%	18%	18%	18%	31%	22%	32%	24%	29%	22%	31%	22%	29%	26%	29%	25%	24%	17%	28%	31%	36%	37%

**Power generation**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	2%	2%	0%	1%	1%	2%	2%	1%	4%	2%	1%	0%	2%	2%	1%	2%	3%	2%	2%	1%	1%	2%	2%
Fairly ethical	20%	28%	13%	20%	16%	25%	23%	16%	21%	15%	24%	23%	19%	18%	21%	21%	22%	19%	24%	18%	23%	15%	11%
Not very ethical	32%	29%	39%	42%	41%	28%	34%	30%	32%	33%	34%	28%	34%	34%	35%	28%	34%	22%	37%	34%	27%	31%	26%
Not ethical at all	17%	11%	26%	18%	22%	13%	17%	17%	13%	18%	17%	16%	21%	16%	13%	17%	14%	32%	17%	17%	16%	16%	19%
Don't know	30%	30%	22%	20%	21%	33%	23%	36%	29%	32%	24%	32%	24%	31%	30%	33%	27%	25%	19%	30%	33%	36%	42%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

**Software development**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	4%	5%	5%	3%	3%	5%	6%	3%	8%	5%	3%	3%	5%	4%	6%	3%	4%	1%	6%	5%	3%	2%	4%
Fairly ethical	31%	34%	31%	41%	35%	32%	35%	28%	37%	30%	33%	30%	29%	33%	32%	32%	31%	27%	40%	30%	32%	23%	21%
Not very ethical	16%	12%	20%	18%	18%	12%	17%	14%	21%	16%	13%	14%	18%	14%	15%	16%	16%	20%	16%	16%	13%	19%	15%
Not ethical at all	5%	5%	5%	6%	6%	3%	6%	5%	6%	5%	6%	4%	7%	6%	3%	5%	5%	7%	4%	5%	5%	4%	7%
Don't know	44%	44%	40%	32%	37%	47%	36%	51%	29%	44%	44%	48%	42%	43%	46%	44%	43%	45%	34%	44%	46%	52%	54%

**Arts and creative industries**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	9%	10%	8%	12%	10%	8%	11%	7%	13%	10%	8%	5%	8%	10%	10%	7%	8%	6%	12%	10%	7%	3%	5%
Fairly ethical	41%	41%	47%	48%	50%	38%	41%	42%	37%	38%	48%	43%	47%	42%	38%	39%	43%	41%	45%	42%	41%	37%	34%
Not very ethical	9%	6%	12%	11%	9%	7%	11%	8%	18%	10%	7%	6%	12%	7%	8%	10%	12%	14%	12%	8%	8%	11%	9%
Not ethical at all	4%	4%	3%	4%	4%	3%	5%	2%	6%	3%	3%	3%	3%	4%	4%	4%	2%	3%	4%	3%	3%	5%	4%
Don't know	37%	40%	30%	24%	27%	45%	33%	41%	27%	39%	33%	43%	30%	37%	39%	40%	35%	36%	28%	36%	41%	44%	49%

**Building and construction**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	2%	2%	1%	1%	1%	2%	2%	2%	3%	1%	1%	2%	0%	2%	2%	1%	4%	1%	2%	2%	1%	0%	4%
Fairly ethical	24%	29%	23%	20%	22%	28%	26%	22%	27%	21%	28%	23%	23%	25%	23%	25%	25%	18%	27%	22%	27%	23%	17%
Not very ethical	31%	28%	38%	43%	40%	25%	34%	28%	31%	31%	35%	26%	33%	29%	33%	30%	32%	34%	39%	31%	28%	24%	22%
Not ethical at all	9%	8%	10%	12%	11%	8%	10%	9%	7%	9%	10%	10%	10%	11%	8%	7%	6%	11%	9%	10%	8%	9%	9%
Don't know	34%	33%	28%	25%	26%	37%	28%	40%	32%	38%	26%	38%	33%	33%	34%	37%	33%	35%	23%	35%	36%	44%	48%

**Manufacturing**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	2%	2%	1%	1%	1%	1%	2%	1%	3%	2%	1%	1%	1%	2%	1%	1%	4%	1%	2%	1%	2%	1%	2%
Fairly ethical	24%	31%	18%	26%	21%	29%	27%	21%	23%	20%	27%	27%	25%	23%	25%	23%	28%	17%	29%	21%	25%	24%	16%
Not very ethical	28%	26%	35%	37%	36%	24%	31%	26%	28%	27%	33%	25%	30%	27%	31%	27%	24%	30%	32%	30%	25%	25%	23%
Not ethical at all	9%	6%	12%	10%	12%	6%	10%	9%	12%	10%	7%	8%	9%	10%	8%	7%	9%	14%	9%	9%	10%	7%	9%
Don't know	37%	35%	34%	26%	30%	40%	31%	44%	34%	41%	31%	39%	35%	37%	35%	41%	35%	37%	28%	39%	38%	43%	49%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

**Financial services**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	3%	3%	1%	3%	2%	2%	4%	2%	8%	2%	2%	2%	4%	2%	3%	2%	4%	4%	3%	3%	3%	3%	3%
Fairly ethical	21%	27%	15%	20%	18%	25%	21%	21%	25%	17%	24%	22%	20%	22%	24%	18%	22%	14%	24%	20%	22%	16%	14%
Not very ethical	22%	19%	27%	27%	27%	17%	21%	22%	23%	23%	21%	18%	24%	20%	24%	19%	21%	25%	26%	23%	16%	21%	16%
Not ethical at all	20%	17%	30%	25%	29%	17%	27%	15%	16%	21%	24%	18%	20%	20%	18%	23%	19%	23%	24%	20%	19%	18%	18%
Don't know	35%	35%	27%	25%	25%	39%	28%	41%	27%	37%	29%	40%	31%	35%	31%	38%	34%	33%	23%	34%	40%	42%	49%

**Retailing**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	3%	3%	2%	1%	2%	3%	4%	2%	8%	2%	1%	3%	3%	2%	3%	2%	4%	3%	4%	2%	3%	1%	2%
Fairly ethical	29%	35%	24%	33%	29%	34%	31%	28%	29%	23%	37%	33%	28%	31%	30%	27%	34%	22%	30%	31%	30%	24%	27%
Not very ethical	29%	23%	41%	37%	38%	21%	29%	28%	26%	32%	29%	24%	33%	27%	32%	27%	26%	29%	37%	27%	25%	29%	18%
Not ethical at all	9%	8%	10%	8%	10%	8%	10%	9%	13%	11%	8%	6%	11%	8%	9%	9%	13%	16%	9%	9%	9%	9%	11%
Don't know	30%	30%	23%	21%	21%	34%	26%	34%	24%	32%	25%	34%	25%	31%	27%	35%	23%	31%	20%	30%	32%	37%	43%

**Transport**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	2%	2%	1%	2%	1%	2%	2%	2%	6%	2%	1%	1%	3%	2%	2%	1%	5%	1%	3%	2%	2%	-	2%
Fairly ethical	25%	27%	24%	25%	25%	26%	27%	22%	29%	23%	26%	24%	31%	21%	23%	25%	35%	15%	30%	25%	21%	23%	17%
Not very ethical	28%	28%	35%	33%	34%	25%	31%	26%	30%	25%	34%	27%	27%	31%	33%	24%	25%	25%	32%	29%	29%	24%	22%
Not ethical at all	11%	10%	12%	17%	14%	12%	13%	10%	8%	10%	12%	13%	9%	12%	9%	12%	10%	20%	13%	10%	11%	10%	14%
Don't know	34%	33%	28%	23%	26%	37%	27%	40%	26%	40%	27%	34%	31%	34%	34%	38%	25%	39%	23%	34%	37%	43%	45%

**Tourism**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	4%	5%	4%	3%	3%	4%	5%	2%	8%	4%	2%	4%	4%	4%	4%	3%	5%	2%	5%	3%	5%	2%	3%
Fairly ethical	31%	35%	26%	41%	30%	35%	34%	28%	31%	26%	38%	33%	33%	30%	34%	29%	34%	27%	37%	31%	30%	24%	25%
Not very ethical	21%	18%	28%	20%	27%	16%	22%	20%	20%	23%	23%	16%	20%	22%	19%	21%	22%	19%	23%	21%	20%	23%	13%
Not ethical at all	7%	6%	8%	10%	10%	6%	8%	6%	9%	6%	9%	7%	7%	6%	7%	7%	10%	11%	8%	6%	7%	5%	9%
Don't know	37%	36%	34%	27%	31%	39%	31%	44%	32%	42%	28%	40%	37%	37%	36%	41%	29%	41%	27%	39%	38%	45%	51%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

**Agriculture**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	7%	8%	5%	7%	6%	7%	8%	5%	9%	6%	5%	8%	7%	7%	7%	6%	7%	6%	8%	6%	9%	4%	4%
Fairly ethical	34%	43%	28%	44%	35%	39%	36%	33%	30%	30%	43%	34%	31%	34%	35%	34%	39%	33%	40%	36%	33%	25%	25%
Not very ethical	19%	15%	25%	19%	22%	13%	20%	17%	25%	19%	18%	16%	22%	21%	19%	14%	18%	20%	21%	17%	18%	19%	17%
Not ethical at all	6%	3%	11%	7%	10%	4%	8%	5%	9%	6%	6%	6%	6%	6%	6%	8%	7%	9%	7%	7%	6%	6%	6%
Don't know	34%	31%	31%	24%	27%	36%	28%	40%	27%	39%	28%	36%	34%	33%	34%	39%	28%	32%	24%	35%	34%	45%	49%

**Recreation and leisure industries**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	3%	3%	3%	4%	3%	3%	4%	2%	7%	4%	1%	3%	6%	3%	2%	3%	4%	2%	3%	2%	4%	3%	3%
Fairly ethical	34%	40%	29%	42%	37%	34%	35%	32%	33%	29%	40%	35%	26%	36%	37%	32%	37%	26%	42%	35%	29%	28%	23%
Not very ethical	18%	16%	24%	21%	22%	15%	22%	15%	23%	16%	22%	16%	27%	17%	19%	14%	18%	23%	20%	18%	19%	17%	12%
Not ethical at all	5%	3%	8%	3%	6%	4%	7%	3%	5%	5%	4%	5%	4%	5%	5%	6%	3%	6%	6%	5%	5%	4%	5%
Don't know	40%	38%	36%	31%	32%	43%	33%	47%	32%	46%	33%	41%	37%	39%	38%	45%	38%	42%	29%	40%	42%	49%	56%

**Legal services**

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	4%	5%	3%	4%	3%	3%	4%	3%	8%	3%	4%	2%	4%	4%	5%	2%	4%	3%	6%	2%	4%	4%	2%
Fairly ethical	27%	30%	26%	31%	29%	27%	28%	26%	30%	24%	29%	28%	27%	29%	28%	25%	27%	21%	32%	29%	25%	20%	20%
Not very ethical	18%	15%	22%	22%	23%	13%	20%	16%	21%	18%	19%	15%	23%	15%	17%	17%	22%	25%	21%	16%	19%	17%	14%
Not ethical at all	12%	12%	13%	12%	13%	14%	16%	8%	8%	12%	12%	13%	9%	12%	12%	13%	9%	16%	13%	11%	13%	10%	13%
Don't know	40%	38%	37%	30%	33%	42%	32%	47%	32%	42%	36%	42%	38%	40%	38%	43%	38%	34%	29%	42%	40%	49%	52%

Fieldwork Dates: 24th - 26th December 2022

Sample size: 1761 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

Telecommunications

Unweighted base	1761	595	441	155	720	656	820	941	180	703	431	447	195	591	300	426	154	95	539	519	311	202	190
<b>Base</b>	1761	607	448	158	653	697	856	905	192	734	424	410	211	592	292	424	151	90	493	511	370	200	187
Very ethical	3%	2%	1%	1%	1%	3%	3%	2%	6%	3%	1%	2%	2%	3%	3%	2%	4%	5%	3%	2%	4%	1%	3%
Fairly ethical	28%	31%	25%	33%	28%	29%	31%	24%	31%	25%	30%	28%	30%	28%	25%	27%	31%	25%	30%	28%	28%	23%	21%
Not very ethical	20%	19%	27%	22%	25%	17%	23%	18%	23%	20%	23%	18%	23%	19%	23%	19%	18%	21%	25%	19%	20%	18%	16%
Not ethical at all	8%	7%	10%	6%	10%	7%	10%	6%	6%	8%	9%	8%	6%	7%	7%	9%	11%	14%	9%	7%	8%	8%	8%
Don't know	42%	40%	37%	38%	35%	44%	33%	50%	34%	45%	36%	45%	40%	43%	43%	44%	36%	35%	33%	45%	40%	50%	52%

Cell Contents (Column Percentages)