

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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 approve or disapprove of the Government's record to date?

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Approve	15%	26%	7%	14%	12%	19%	18%	12%	20%	13%	12%	18%	27%	12%	12%	14%	15%	11%	21%	12%	12%	8%	17%
Disapprove	65%	53%	83%	70%	75%	62%	67%	64%	50%	67%	72%	64%	57%	65%	69%	63%	74%	71%	65%	69%	62%	65%	61%
Don't know	20%	21%	11%	16%	12%	18%	16%	24%	29%	21%	17%	18%	17%	23%	19%	23%	11%	18%	14%	19%	26%	26%	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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
0 - Would never consider voting for them	37%	9%	66%	41%	51%	25%	37%	38%	30%	42%	42%	28%	35%	32%	37%	38%	54%	48%	36%	38%	34%	45%	39%
1	6%	5%	8%	9%	6%	5%	6%	5%	3%	6%	5%	7%	5%	8%	4%	5%	3%	5%	6%	6%	5%	8%	3%
2	7%	6%	8%	10%	7%	6%	6%	8%	9%	8%	6%	5%	7%	6%	8%	7%	6%	6%	7%	6%	8%	7%	6%
3	4%	4%	3%	9%	4%	5%	4%	5%	7%	5%	3%	3%	6%	4%	4%	4%	3%	3%	4%	5%	5%	2%	2%
4	4%	4%	3%	5%	4%	4%	5%	4%	4%	5%	3%	3%	5%	5%	4%	4%	3%	3%	4%	5%	5%	3%	3%
5	10%	15%	3%	9%	8%	13%	10%	11%	7%	10%	12%	11%	8%	13%	8%	10%	6%	12%	9%	9%	16%	8%	9%
6	4%	6%	2%	2%	4%	5%	4%	3%	3%	3%	5%	5%	3%	4%	4%	4%	5%	2%	5%	4%	2%	2%	4%
7	6%	12%	1%	3%	3%	9%	6%	6%	3%	4%	7%	9%	4%	8%	6%	5%	6%	2%	6%	8%	4%	6%	2%
8	5%	12%	1%	1%	3%	8%	5%	5%	3%	3%	4%	10%	4%	5%	5%	7%	3%	-	6%	5%	5%	3%	4%
9	2%	5%	-	2%	1%	3%	3%	1%	3%	1%	2%	4%	2%	2%	4%	1%	-	1%	2%	2%	2%	2%	2%
10 - Would definitely consider voting for them	8%	18%	0%	6%	5%	13%	7%	9%	9%	4%	9%	14%	8%	8%	8%	8%	5%	11%	10%	7%	6%	6%	10%
prefer not to answer	7%	3%	5%	2%	5%	4%	7%	7%	19%	9%	3%	3%	12%	5%	8%	7%	7%	8%	5%	6%	7%	10%	14%

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Labour

	Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
	Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
0 - Would never consider voting for them		22%	41%	3%	7%	12%	36%	23%	22%	7%	15%	25%	40%	14%	23%	27%	21%	21%	29%	21%	20%	24%	21%	31%
1		4%	7%	2%	6%	2%	6%	4%	4%	3%	4%	5%	4%	6%	5%	2%	3%	4%	4%	3%	5%	5%	4%	3%
2		4%	6%	1%	5%	3%	5%	5%	3%	2%	4%	4%	5%	1%	5%	3%	3%	10%	1%	6%	4%	3%	1%	3%
3		6%	10%	1%	7%	4%	8%	7%	5%	4%	6%	6%	8%	4%	7%	3%	6%	10%	5%	5%	6%	8%	7%	5%
4		6%	7%	3%	7%	7%	6%	5%	6%	4%	6%	6%	6%	4%	7%	4%	6%	5%	3%	4%	7%	7%	8%	3%
5		13%	13%	9%	12%	12%	12%	12%	14%	13%	14%	14%	9%	10%	13%	12%	14%	14%	12%	10%	14%	16%	9%	12%
6		6%	3%	9%	11%	8%	3%	6%	6%	7%	8%	5%	3%	8%	6%	8%	4%	5%	6%	7%	9%	4%	3%	3%
7		8%	3%	14%	16%	11%	5%	8%	8%	9%	10%	7%	5%	11%	7%	8%	9%	7%	12%	8%	9%	7%	9%	6%
8		8%	3%	14%	10%	11%	5%	7%	8%	9%	8%	10%	4%	9%	8%	8%	7%	7%	9%	9%	8%	5%	9%	8%
9		3%	1%	6%	4%	4%	2%	3%	3%	5%	3%	2%	3%	3%	3%	2%	3%	3%	1%	3%	2%	4%	3%	1%
10 - Would definitely consider voting for them		13%	4%	34%	11%	20%	8%	13%	14%	18%	14%	14%	9%	16%	11%	15%	17%	7%	10%	17%	10%	10%	17%	12%
prefer not to answer		7%	3%	5%	2%	5%	4%	7%	7%	19%	9%	3%	3%	12%	5%	8%	7%	7%	8%	5%	6%	7%	10%	14%

Liberal Democrats

	Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
	Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
0 - Would never consider voting for them		26%	39%	13%	2%	11%	40%	29%	23%	14%	20%	29%	38%	21%	23%	29%	26%	30%	32%	22%	23%	25%	32%	37%
1		5%	7%	4%	3%	4%	6%	6%	4%	2%	5%	4%	7%	8%	5%	4%	5%	5%	2%	3%	6%	4%	5%	5%
2		6%	10%	3%	1%	5%	8%	6%	6%	5%	7%	6%	5%	3%	8%	5%	5%	11%	4%	5%	7%	9%	4%	3%
3		7%	7%	6%	4%	6%	7%	7%	6%	4%	7%	6%	6%	6%	6%	8%	7%	7%	3%	6%	7%	7%	7%	5%
4		6%	6%	9%	4%	7%	6%	6%	6%	9%	6%	5%	6%	8%	6%	5%	7%	5%	7%	6%	6%	10%	3%	5%
5		18%	16%	21%	14%	20%	16%	14%	21%	16%	17%	23%	14%	14%	17%	17%	20%	19%	18%	14%	19%	20%	18%	17%
6		7%	2%	12%	13%	11%	4%	6%	7%	8%	8%	5%	6%	6%	7%	7%	7%	5%	7%	6%	9%	6%	8%	3%
7		8%	4%	14%	18%	13%	3%	7%	9%	7%	10%	8%	5%	8%	10%	6%	8%	4%	11%	11%	8%	6%	7%	5%
8		5%	2%	8%	15%	8%	3%	6%	5%	9%	6%	4%	4%	7%	5%	5%	5%	3%	4%	10%	5%	2%	1%	2%
9		1%	1%	2%	5%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	0%	1%	1%	1%	3%	1%	1%	2%	-
10 - Would definitely consider voting for them		5%	2%	5%	18%	8%	2%	4%	5%	5%	4%	5%	5%	6%	6%	5%	2%	4%	3%	8%	3%	3%	4%	3%
prefer not to answer		7%	3%	5%	2%	5%	4%	7%	7%	19%	9%	3%	3%	12%	5%	8%	7%	7%	8%	5%	6%	7%	10%	14%

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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

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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197	
Health	42%	41%	51%	47%	51%	38%	35%	49%	24%	41%	45%	49%	34%	43%	43%	40%	44%	58%	45%	43%	40%	38%	42%	
Immigration & Asylum	34%	59%	14%	18%	15%	61%	34%	34%	11%	24%	44%	54%	24%	39%	36%	38%	23%	28%	28%	35%	43%	34%	33%	
Crime	16%	22%	12%	13%	11%	22%	16%	16%	11%	14%	19%	18%	19%	15%	19%	18%	10%	6%	13%	16%	20%	15%	16%	
The economy	59%	63%	62%	56%	62%	60%	60%	59%	44%	60%	60%	63%	47%	61%	61%	60%	65%	56%	57%	61%	62%	65%	47%	
Tax	10%	9%	8%	4%	7%	10%	10%	10%	20%	12%	7%	5%	10%	8%	9%	12%	17%	8%	12%	9%	10%	13%	4%	
Pensions	7%	8%	5%	4%	6%	9%	8%	6%	4%	4%	8%	12%	5%	8%	5%	9%	7%	5%	5%	7%	9%	5%	8%	
Education	11%	8%	16%	17%	15%	7%	8%	13%	13%	13%	9%	7%	10%	10%	11%	11%	14%	11%	15%	9%	11%	7%	7%	
Family life & childcare	6%	5%	7%	4%	7%	4%	5%	8%	5%	10%	4%	2%	7%	6%	8%	7%	5%	4%	7%	6%	6%	7%	5%	
Housing	19%	14%	21%	21%	20%	16%	18%	20%	25%	20%	18%	14%	25%	23%	20%	11%	20%	10%	15%	21%	16%	23%	25%	
The environment	26%	16%	35%	46%	37%	16%	26%	26%	26%	27%	28%	22%	26%	28%	24%	24%	27%	29%	30%	29%	21%	22%	20%	
Britain leaving the EU	19%	12%	27%	31%	30%	13%	21%	17%	16%	18%	21%	20%	24%	15%	21%	19%	21%	29%	23%	21%	17%	11%	15%	
Transport	3%	2%	3%	2%	3%	3%	4%	2%	7%	4%	2%	1%	5%	3%	2%	4%	3%	5%	5%	2%	3%	4%	-	
Welfare benefits	8%	6%	9%	5%	7%	7%	8%	9%	8%	10%	9%	5%	11%	8%	9%	7%	13%	4%	6%	7%	7%	8%	22%	
Defence and security	10%	18%	4%	8%	7%	16%	13%	8%	6%	6%	11%	18%	7%	11%	11%	11%	7%	9%	9%	12%	7%	12%	10%	
None of these	0%	-	1%	-	0%	-	0%	1%	1%	0%	0%	-	-	0%	-	0%	1%	-	-	0%	-	0%	2%	
Don't know	3%	1%	1%	-	1%	1%	3%	3%	13%	3%	1%	1%	5%	2%	2%	4%	1%	6%	1%	2%	3%	6%	9%	

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

National Health Service

	Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197	
Very well	2%	2%	1%	4%	2%	2%	4%	1%	10%	2%	1%	1%	5%	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%	
Fairly well	11%	17%	4%	7%	6%	14%	12%	9%	11%	10%	8%	13%	16%	9%	12%	10%	10%	7%	12%	10%	9%	11%	12%	
Fairly badly	28%	38%	16%	31%	22%	33%	27%	30%	26%	26%	28%	35%	18%	32%	26%	29%	34%	22%	28%	30%	30%	27%	24%	
Very badly	53%	39%	74%	55%	65%	47%	50%	55%	39%	54%	60%	48%	55%	51%	55%	52%	49%	56%	53%	54%	52%	52%	49%	
Don't know	6%	3%	5%	3%	4%	4%	7%	5%	13%	8%	3%	3%	6%	6%	5%	6%	7%	12%	4%	4%	7%	7%	14%	

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Immigration

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	2%	3%	2%	3%	1%	2%	3%	1%	7%	3%	1%	0%	5%	2%	2%	1%	2%	-	4%	2%	2%	0%	1%
Fairly well	8%	8%	6%	10%	8%	7%	9%	7%	20%	8%	6%	6%	11%	7%	9%	8%	9%	8%	11%	8%	6%	7%	4%
Fairly badly	27%	29%	25%	31%	29%	24%	22%	31%	25%	27%	23%	30%	24%	27%	26%	27%	25%	29%	25%	30%	29%	20%	22%
Very badly	53%	55%	58%	48%	53%	62%	56%	50%	31%	48%	65%	60%	47%	56%	57%	51%	52%	49%	52%	52%	54%	59%	53%
Don't know	10%	5%	9%	9%	8%	5%	9%	11%	16%	14%	5%	4%	12%	9%	6%	12%	11%	14%	7%	8%	10%	13%	19%

Crime

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	2%	2%	2%	5%	2%	2%	4%	1%	9%	2%	2%	0%	5%	3%	2%	1%	2%	2%	5%	1%	3%	2%	1%
Fairly well	17%	24%	9%	20%	16%	19%	16%	19%	22%	16%	15%	21%	15%	20%	19%	15%	21%	13%	23%	18%	15%	12%	13%
Fairly badly	36%	39%	37%	39%	39%	35%	35%	36%	30%	35%	37%	39%	31%	39%	34%	35%	33%	34%	34%	39%	39%	31%	31%
Very badly	31%	28%	38%	24%	31%	36%	34%	28%	22%	30%	38%	31%	32%	27%	35%	35%	29%	31%	30%	31%	29%	39%	29%
Don't know	13%	6%	14%	12%	13%	8%	11%	16%	17%	17%	9%	9%	16%	12%	10%	14%	16%	20%	9%	11%	14%	17%	25%

Education

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	3%	3%	1%	4%	2%	3%	4%	1%	10%	2%	2%	1%	7%	2%	2%	2%	2%	3%	5%	2%	2%	2%	2%
Fairly well	24%	36%	14%	21%	18%	30%	25%	24%	28%	22%	20%	32%	22%	27%	22%	24%	27%	18%	27%	23%	26%	21%	21%
Fairly badly	31%	34%	31%	32%	33%	32%	30%	32%	26%	29%	33%	35%	24%	32%	39%	30%	27%	32%	28%	34%	33%	36%	25%
Very badly	27%	13%	45%	30%	36%	21%	28%	26%	19%	30%	32%	19%	31%	24%	28%	26%	27%	27%	30%	27%	23%	26%	24%
Don't know	15%	14%	9%	13%	12%	14%	13%	17%	17%	17%	12%	13%	16%	15%	9%	17%	17%	20%	11%	14%	16%	15%	28%

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Taxation

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	2%	3%	2%	2%	2%	2%	4%	1%	7%	2%	3%	1%	6%	2%	2%	2%	0%	4%	4%	1%	3%	2%	2%
Fairly well	19%	31%	8%	25%	16%	26%	21%	17%	10%	15%	21%	28%	18%	22%	18%	18%	18%	12%	22%	17%	19%	17%	19%
Fairly badly	34%	38%	33%	33%	35%	34%	34%	33%	35%	32%	34%	36%	33%	34%	38%	33%	29%	30%	34%	38%	35%	29%	25%
Very badly	32%	21%	46%	27%	37%	29%	33%	31%	26%	37%	34%	24%	35%	28%	34%	30%	42%	36%	32%	34%	29%	38%	28%
Don't know	13%	7%	12%	13%	10%	9%	8%	18%	22%	14%	9%	12%	9%	14%	8%	16%	11%	19%	9%	10%	15%	15%	26%

Unemployment

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	5%	8%	2%	5%	3%	6%	7%	2%	9%	3%	4%	5%	4%	5%	5%	5%	3%	4%	7%	5%	4%	4%	1%
Fairly well	31%	49%	18%	30%	26%	41%	34%	28%	20%	25%	35%	42%	29%	33%	35%	29%	24%	27%	36%	30%	31%	26%	26%
Fairly badly	27%	22%	29%	32%	29%	24%	23%	30%	30%	28%	28%	23%	26%	27%	26%	26%	30%	35%	23%	29%	33%	28%	20%
Very badly	19%	8%	33%	16%	24%	14%	22%	17%	23%	22%	19%	13%	24%	16%	17%	21%	26%	16%	20%	19%	14%	22%	24%
Don't know	18%	14%	18%	17%	18%	15%	14%	22%	18%	22%	13%	17%	16%	18%	18%	20%	18%	19%	14%	18%	18%	19%	29%

Inflation

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	2%	3%	1%	3%	1%	1%	3%	1%	6%	1%	2%	0%	3%	2%	2%	1%	1%	1%	3%	1%	2%	2%	2%
Fairly well	13%	23%	4%	16%	10%	18%	14%	13%	12%	8%	14%	22%	12%	13%	17%	13%	10%	10%	17%	13%	13%	10%	9%
Fairly badly	29%	34%	22%	30%	26%	32%	27%	31%	28%	28%	27%	33%	24%	31%	28%	28%	32%	28%	26%	30%	32%	28%	26%
Very badly	47%	34%	66%	43%	55%	41%	49%	46%	38%	54%	48%	38%	50%	45%	48%	47%	51%	49%	48%	48%	44%	51%	46%
Don't know	9%	7%	7%	8%	7%	8%	8%	10%	15%	8%	9%	7%	10%	9%	6%	11%	6%	11%	6%	8%	10%	10%	17%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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

Britain's exit from the EU

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	4%	7%	2%	4%	2%	6%	5%	3%	8%	3%	3%	5%	4%	4%	4%	4%	3%	4%	6%	3%	4%	1%	4%
Fairly well	19%	34%	6%	11%	9%	31%	18%	19%	16%	14%	20%	26%	17%	21%	18%	20%	11%	14%	20%	20%	17%	15%	17%
Fairly badly	24%	28%	19%	25%	22%	25%	21%	26%	24%	24%	21%	27%	19%	26%	26%	20%	27%	25%	22%	24%	28%	22%	24%
Very badly	43%	24%	65%	55%	60%	29%	46%	40%	37%	47%	48%	34%	52%	40%	43%	41%	50%	45%	45%	46%	38%	47%	37%
Don't know	11%	7%	8%	6%	7%	10%	9%	12%	16%	12%	8%	7%	8%	10%	8%	14%	8%	12%	7%	8%	13%	14%	18%

Defence

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	5%	7%	3%	7%	3%	6%	7%	4%	10%	4%	5%	5%	6%	5%	5%	4%	7%	4%	8%	4%	4%	4%	3%
Fairly well	34%	45%	25%	39%	35%	37%	35%	33%	28%	34%	32%	39%	38%	37%	32%	30%	28%	41%	35%	36%	36%	28%	31%
Fairly badly	20%	21%	18%	19%	19%	22%	22%	18%	20%	17%	23%	23%	15%	21%	23%	21%	16%	17%	22%	19%	18%	21%	18%
Very badly	16%	14%	22%	10%	17%	18%	19%	12%	12%	16%	18%	15%	16%	12%	18%	18%	21%	13%	14%	16%	17%	18%	14%
Don't know	25%	13%	32%	25%	26%	17%	16%	33%	31%	29%	22%	18%	24%	25%	21%	27%	29%	25%	21%	24%	25%	29%	33%

The economy

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	2%	3%	2%	3%	1%	2%	3%	1%	7%	2%	1%	1%	5%	2%	3%	2%	2%	1%	4%	2%	2%	1%	1%
Fairly well	15%	29%	4%	9%	11%	20%	15%	14%	13%	9%	15%	25%	11%	16%	16%	15%	14%	12%	15%	16%	13%	11%	16%
Fairly badly	33%	39%	22%	43%	30%	37%	31%	35%	31%	32%	32%	37%	32%	33%	31%	35%	37%	29%	33%	31%	41%	34%	25%
Very badly	43%	26%	66%	38%	52%	37%	44%	43%	37%	49%	47%	33%	44%	42%	47%	42%	41%	49%	44%	47%	37%	47%	41%
Don't know	7%	3%	5%	7%	6%	4%	6%	8%	12%	8%	5%	4%	8%	7%	4%	7%	6%	9%	5%	4%	7%	7%	18%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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

Terrorism

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	8%	13%	4%	9%	6%	10%	10%	5%	12%	6%	9%	8%	12%	8%	9%	6%	6%	4%	11%	7%	7%	6%	3%
Fairly well	41%	52%	34%	49%	42%	45%	42%	40%	35%	38%	42%	49%	37%	47%	42%	37%	35%	38%	40%	44%	41%	37%	40%
Fairly badly	15%	13%	16%	11%	16%	14%	15%	15%	17%	16%	13%	14%	12%	13%	14%	19%	16%	16%	17%	14%	15%	13%	13%
Very badly	15%	11%	22%	10%	14%	17%	18%	13%	10%	16%	18%	13%	18%	11%	18%	16%	17%	18%	13%	14%	14%	22%	15%
Don't know	21%	12%	25%	21%	23%	14%	15%	27%	26%	24%	18%	17%	22%	21%	18%	22%	26%	25%	18%	19%	23%	22%	29%

Transport

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	3%	4%	2%	4%	2%	3%	4%	2%	11%	3%	1%	1%	6%	3%	3%	2%	2%	2%	4%	2%	2%	1%	4%
Fairly well	20%	28%	12%	17%	16%	23%	19%	21%	22%	19%	16%	26%	18%	21%	22%	18%	25%	15%	22%	19%	21%	22%	15%
Fairly badly	34%	40%	31%	37%	35%	36%	34%	34%	30%	31%	37%	39%	32%	37%	36%	32%	31%	35%	32%	37%	37%	34%	29%
Very badly	27%	16%	43%	25%	34%	24%	31%	22%	22%	29%	31%	21%	28%	23%	27%	31%	25%	29%	31%	28%	22%	23%	26%
Don't know	16%	12%	13%	17%	14%	15%	11%	20%	16%	18%	13%	14%	16%	16%	13%	17%	16%	20%	10%	14%	18%	20%	26%

Housing

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	2%	2%	1%	4%	1%	1%	3%	1%	7%	2%	1%	0%	6%	2%	1%	0%	2%	1%	4%	1%	1%	1%	2%
Fairly well	14%	22%	6%	12%	9%	19%	14%	13%	14%	12%	12%	19%	13%	13%	13%	16%	15%	10%	15%	15%	14%	12%	9%
Fairly badly	34%	39%	28%	32%	34%	34%	34%	33%	34%	31%	35%	37%	27%	37%	40%	29%	34%	30%	35%	34%	34%	31%	30%
Very badly	36%	24%	53%	38%	44%	31%	38%	35%	30%	38%	42%	30%	42%	33%	36%	37%	37%	37%	36%	36%	35%	40%	38%
Don't know	15%	13%	13%	14%	12%	15%	11%	18%	16%	17%	11%	14%	13%	14%	10%	18%	12%	22%	11%	14%	16%	16%	22%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	3%	4%	2%	5%	2%	3%	4%	2%	10%	3%	2%	2%	7%	4%	3%	1%	3%	2%	6%	2%	2%	1%	3%
Fairly well	25%	40%	12%	21%	19%	32%	25%	25%	19%	22%	24%	35%	22%	25%	26%	24%	32%	24%	23%	26%	29%	24%	22%
Fairly badly	29%	29%	30%	38%	32%	29%	28%	31%	26%	29%	31%	29%	22%	28%	34%	31%	29%	32%	30%	32%	30%	23%	26%
Very badly	28%	16%	45%	31%	38%	21%	31%	26%	27%	30%	33%	21%	38%	29%	26%	26%	25%	27%	31%	28%	24%	34%	25%
Don't know	14%	11%	11%	6%	9%	14%	12%	16%	18%	16%	10%	13%	11%	14%	12%	18%	12%	15%	9%	12%	15%	19%	25%

Welfare benefits

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	4%	6%	2%	5%	2%	5%	5%	2%	9%	3%	3%	3%	5%	3%	5%	5%	-	-	6%	2%	4%	1%	4%
Fairly well	21%	33%	11%	19%	15%	29%	22%	21%	19%	17%	21%	31%	20%	21%	22%	24%	15%	21%	20%	23%	23%	23%	15%
Fairly badly	27%	28%	26%	31%	30%	25%	26%	28%	26%	26%	30%	27%	24%	28%	30%	27%	30%	23%	29%	27%	28%	26%	24%
Very badly	27%	15%	44%	25%	35%	23%	30%	25%	20%	31%	33%	20%	31%	25%	28%	25%	37%	32%	27%	29%	21%	33%	31%
Don't know	20%	18%	17%	20%	18%	17%	17%	24%	26%	24%	13%	19%	20%	23%	16%	20%	19%	24%	18%	20%	24%	17%	26%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	4%	7%	2%	7%	4%	4%	6%	2%	13%	4%	3%	2%	11%	3%	3%	4%	2%	1%	7%	2%	5%	1%	4%
Fairly well	27%	41%	16%	34%	25%	33%	26%	29%	25%	21%	27%	39%	24%	30%	29%	26%	23%	26%	36%	27%	23%	18%	23%
Fairly badly	29%	27%	34%	28%	32%	29%	29%	29%	25%	29%	29%	31%	28%	29%	28%	30%	32%	35%	27%	32%	29%	33%	23%
Very badly	23%	14%	36%	19%	27%	22%	26%	20%	12%	23%	30%	20%	25%	19%	25%	25%	25%	20%	19%	23%	25%	26%	22%
Don't know	17%	11%	11%	13%	12%	13%	12%	21%	25%	23%	10%	8%	13%	19%	16%	16%	19%	17%	10%	15%	18%	22%	28%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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 Keir Starmer is doing well or badly as leader of the Labour party?

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	6%	5%	9%	14%	9%	4%	9%	3%	12%	8%	4%	3%	14%	6%	5%	5%	1%	2%	11%	5%	4%	6%	3%
Fairly well	28%	17%	44%	40%	39%	20%	27%	28%	22%	27%	31%	28%	29%	28%	28%	26%	27%	32%	33%	27%	28%	19%	23%
Fairly badly	22%	25%	20%	27%	24%	24%	23%	22%	21%	21%	23%	24%	15%	22%	25%	24%	26%	25%	23%	26%	19%	22%	19%
Very badly	22%	38%	10%	5%	12%	36%	25%	20%	10%	16%	26%	34%	21%	22%	23%	22%	21%	24%	19%	23%	25%	19%	25%
Don't know	22%	15%	17%	15%	15%	16%	16%	28%	34%	28%	15%	11%	21%	22%	19%	23%	26%	18%	14%	20%	23%	35%	30%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
He does look like a Prime Minister in waiting	32%	17%	53%	46%	44%	21%	35%	29%	36%	37%	32%	21%	42%	29%	35%	30%	30%	28%	41%	29%	28%	31%	24%
He does not look like a Prime Minister in waiting	47%	73%	23%	35%	36%	66%	48%	47%	32%	37%	53%	66%	38%	49%	48%	49%	46%	48%	44%	51%	48%	44%	45%
Not sure	21%	11%	23%	19%	19%	13%	18%	24%	32%	26%	15%	13%	20%	22%	18%	22%	24%	24%	15%	19%	24%	25%	31%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
They are ready for Government	33%	13%	61%	52%	46%	21%	35%	32%	44%	38%	34%	19%	43%	31%	34%	30%	32%	34%	41%	33%	29%	29%	25%
They are not ready for Government	45%	75%	19%	32%	34%	64%	47%	43%	29%	34%	49%	68%	37%	47%	48%	47%	41%	38%	44%	49%	43%	45%	43%
Not sure	22%	12%	20%	17%	20%	15%	18%	26%	28%	28%	17%	13%	19%	22%	19%	22%	27%	27%	15%	18%	29%	26%	32%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Strongly support	17%	14%	21%	18%	22%	14%	22%	13%	18%	15%	21%	16%	32%	14%	14%	15%	23%	17%	20%	15%	15%	15%	22%
Tend to support	39%	39%	44%	42%	42%	40%	41%	37%	39%	41%	34%	40%	37%	37%	41%	41%	38%	40%	40%	40%	39%	46%	26%
Tend to oppose	23%	26%	19%	30%	22%	24%	18%	28%	21%	21%	23%	28%	16%	28%	23%	20%	19%	27%	25%	25%	23%	18%	21%
Strongly oppose	10%	15%	4%	5%	5%	15%	9%	10%	6%	7%	15%	10%	7%	11%	10%	10%	8%	6%	9%	10%	12%	7%	11%
Don't know	11%	6%	12%	4%	9%	7%	10%	12%	17%	15%	6%	5%	8%	10%	11%	13%	11%	10%	6%	10%	12%	15%	20%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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 would you support or oppose a large increase in the amount of new housing built IN YOUR OWN LOCAL AREA?

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Strongly support	13%	9%	16%	15%	16%	11%	17%	9%	11%	13%	15%	11%	26%	9%	11%	11%	19%	12%	15%	11%	13%	11%	16%
Tend to support	34%	32%	42%	38%	39%	32%	35%	34%	35%	35%	31%	35%	33%	31%	35%	39%	35%	30%	36%	34%	30%	41%	29%
Tend to oppose	23%	23%	22%	29%	25%	21%	20%	26%	25%	23%	22%	24%	20%	24%	25%	21%	27%	24%	25%	26%	25%	17%	16%
Strongly oppose	21%	31%	12%	15%	14%	30%	18%	23%	12%	17%	26%	25%	13%	26%	20%	19%	14%	21%	19%	22%	22%	16%	23%
Don't know	9%	6%	9%	3%	6%	6%	10%	8%	17%	12%	5%	5%	8%	9%	9%	10%	6%	13%	6%	8%	10%	14%	16%

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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Strongly support	20%	14%	24%	22%	21%	16%	22%	17%	27%	20%	20%	14%	34%	20%	17%	16%	19%	16%	19%	18%	21%	24%	17%
Tend to support	34%	31%	40%	32%	36%	32%	34%	33%	39%	32%	28%	39%	32%	30%	37%	36%	38%	31%	33%	34%	32%	39%	33%
Tend to oppose	22%	30%	14%	26%	22%	25%	20%	24%	9%	24%	21%	25%	16%	24%	23%	20%	23%	26%	24%	26%	23%	13%	13%
Strongly oppose	10%	14%	6%	9%	7%	14%	12%	9%	7%	9%	15%	9%	8%	13%	10%	10%	6%	8%	14%	9%	9%	11%	8%
Don't know	15%	11%	15%	11%	14%	13%	12%	17%	17%	15%	16%	12%	10%	14%	13%	18%	14%	19%	10%	13%	15%	14%	29%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Strongly support	6%	3%	10%	9%	9%	5%	8%	4%	6%	6%	7%	6%	13%	5%	5%	5%	7%	6%	9%	4%	4%	6%	8%
Tend to support	22%	22%	26%	28%	26%	20%	27%	18%	24%	21%	20%	25%	33%	20%	23%	20%	24%	21%	23%	22%	23%	19%	27%
Tend to oppose	33%	34%	32%	38%	32%	32%	30%	35%	31%	34%	30%	33%	24%	34%	33%	34%	34%	29%	31%	37%	33%	36%	19%
Strongly oppose	25%	35%	15%	20%	20%	32%	22%	27%	18%	23%	28%	27%	16%	30%	27%	22%	18%	26%	28%	25%	25%	19%	22%
Don't know	14%	7%	17%	6%	13%	11%	12%	16%	21%	16%	14%	9%	14%	11%	11%	20%	17%	18%	10%	12%	16%	20%	24%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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 allowing smaller housing units or more high rise blocks?

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Strongly support	5%	3%	6%	10%	7%	4%	8%	3%	5%	5%	6%	5%	12%	4%	5%	5%	8%	1%	8%	3%	4%	7%	6%
Tend to support	23%	22%	25%	28%	25%	22%	27%	19%	27%	24%	22%	20%	30%	22%	20%	23%	26%	22%	28%	24%	18%	21%	18%
Tend to oppose	33%	35%	34%	36%	36%	32%	30%	35%	27%	33%	32%	37%	27%	33%	39%	29%	34%	36%	31%	35%	35%	31%	30%
Strongly oppose	24%	31%	20%	16%	19%	31%	22%	27%	15%	21%	32%	26%	16%	28%	25%	24%	18%	24%	22%	25%	27%	24%	23%
Don't know	15%	8%	16%	10%	13%	11%	13%	16%	26%	17%	9%	12%	15%	12%	12%	19%	15%	17%	10%	14%	16%	18%	23%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Strongly support	4%	4%	4%	5%	5%	3%	6%	2%	7%	4%	4%	3%	10%	3%	3%	3%	6%	2%	7%	2%	3%	4%	5%
Tend to support	18%	19%	20%	21%	18%	18%	22%	14%	22%	17%	16%	19%	23%	17%	14%	19%	16%	25%	20%	17%	18%	18%	16%
Tend to oppose	27%	25%	32%	31%	31%	24%	27%	28%	25%	30%	25%	27%	24%	29%	27%	27%	32%	21%	29%	29%	26%	24%	24%
Strongly oppose	40%	47%	32%	35%	36%	47%	35%	45%	26%	36%	48%	45%	29%	43%	47%	38%	35%	39%	36%	43%	42%	38%	39%
Don't know	11%	5%	12%	8%	9%	8%	11%	11%	20%	13%	8%	6%	13%	9%	9%	13%	12%	14%	9%	9%	11%	16%	16%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Go up a lot	8%	5%	8%	8%	7%	8%	8%	9%	14%	10%	7%	5%	13%	7%	8%	8%	13%	7%	7%	7%	8%	11%	15%
Go up a little	24%	23%	25%	22%	23%	23%	25%	24%	37%	26%	19%	21%	28%	24%	23%	26%	28%	13%	28%	25%	22%	27%	16%
Stay about the same	26%	30%	25%	30%	27%	29%	26%	27%	19%	24%	30%	29%	20%	26%	32%	26%	25%	28%	29%	23%	30%	23%	23%
Go down a little	23%	29%	24%	26%	27%	26%	24%	23%	11%	21%	29%	29%	17%	29%	22%	20%	19%	31%	25%	26%	26%	17%	16%
Go down a lot	4%	4%	4%	5%	4%	6%	5%	4%	3%	3%	6%	5%	6%	5%	3%	4%	3%	7%	4%	5%	4%	5%	4%
Don't know	13%	9%	15%	10%	12%	10%	12%	14%	16%	16%	10%	11%	16%	10%	12%	17%	12%	14%	8%	14%	10%	17%	26%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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 it would be better for Britain if house prices rose, if they went down, or if they stayed about the same?

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
It would be better for Britain if house prices rose	7%	8%	7%	5%	7%	8%	10%	4%	7%	8%	5%	6%	13%	5%	6%	7%	9%	5%	10%	5%	7%	4%	6%
It would be better for Britain if house prices went down	50%	44%	57%	55%	51%	47%	50%	51%	64%	52%	48%	43%	49%	52%	56%	46%	49%	41%	48%	50%	52%	59%	43%
It would be better for Britain if house prices stayed about the same	25%	33%	19%	27%	24%	29%	24%	25%	12%	19%	31%	35%	23%	25%	20%	27%	27%	26%	30%	25%	23%	15%	22%
Don't know	18%	14%	18%	12%	17%	16%	16%	20%	17%	21%	16%	15%	15%	17%	18%	20%	15%	27%	11%	20%	17%	21%	29%

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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base: All GB adults	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
I would be better off if house prices rose	20%	22%	21%	23%	24%	19%	24%	16%	7%	21%	25%	17%	24%	21%	18%	16%	20%	21%	27%	20%	16%	10%	16%
I would be better off if house prices fell	21%	11%	28%	20%	20%	13%	20%	23%	59%	29%	10%	2%	33%	20%	20%	20%	20%	19%	21%	20%	23%	29%	15%
It will make little difference to me personally if house prices rise or fall	50%	63%	44%	51%	49%	61%	46%	53%	19%	36%	59%	78%	32%	51%	52%	53%	55%	49%	45%	52%	51%	48%	54%
Don't know	9%	5%	7%	6%	7%	7%	9%	9%	15%	13%	6%	3%	12%	7%	10%	11%	4%	12%	6%	8%	10%	13%	14%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
United	32%	21%	54%	44%	43%	26%	35%	29%	35%	33%	35%	24%	42%	29%	34%	32%	27%	27%	41%	30%	28%	27%	25%
Divided	32%	48%	18%	24%	25%	42%	36%	28%	24%	24%	37%	44%	25%	32%	31%	34%	33%	35%	30%	35%	31%	31%	30%
Don't know	37%	32%	28%	32%	32%	32%	30%	43%	41%	43%	28%	32%	33%	39%	36%	34%	41%	38%	30%	35%	41%	42%	45%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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 the Conservative Party is united or divided at the present time?

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
United	8%	10%	7%	9%	7%	8%	9%	6%	19%	9%	4%	4%	16%	7%	5%	8%	4%	6%	11%	6%	7%	5%	7%
Divided	73%	79%	79%	80%	80%	79%	76%	70%	48%	66%	83%	87%	63%	75%	78%	73%	71%	69%	78%	75%	73%	67%	62%
Don't know	19%	11%	14%	10%	13%	13%	15%	24%	33%	26%	13%	9%	21%	18%	17%	19%	25%	25%	11%	19%	21%	29%	32%

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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very left-wing	12%	23%	5%	7%	7%	18%	12%	12%	13%	8%	10%	21%	11%	14%	14%	10%	8%	12%	11%	11%	15%	13%	12%
Fairly left-wing	23%	30%	23%	19%	23%	25%	23%	23%	24%	19%	23%	29%	24%	25%	23%	21%	18%	17%	28%	25%	18%	21%	15%
Slightly left-of-centre	23%	17%	35%	41%	36%	16%	27%	19%	15%	23%	28%	21%	20%	25%	23%	24%	16%	26%	30%	24%	19%	20%	15%
Centre	8%	4%	12%	10%	9%	7%	10%	7%	8%	8%	10%	6%	16%	6%	6%	8%	9%	9%	8%	9%	6%	9%	9%
Slightly right-of-centre	4%	2%	4%	7%	5%	3%	5%	3%	4%	4%	4%	2%	4%	2%	5%	3%	7%	6%	5%	4%	3%	2%	3%
Fairly right-wing	2%	2%	2%	4%	1%	3%	3%	2%	4%	2%	2%	2%	4%	1%	4%	2%	4%	-	3%	2%	2%	2%	3%
Very right-wing	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	2%	1%	1%	1%	0%	-	2%	1%	1%	-	-
Don't know	27%	21%	19%	13%	17%	27%	20%	34%	31%	34%	22%	18%	19%	26%	25%	29%	38%	30%	13%	24%	36%	34%	43%

Conservative Party

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very left-wing	2%	2%	1%	2%	2%	2%	2%	1%	4%	2%	1%	1%	4%	1%	1%	1%	1%	4%	3%	1%	2%	1%	1%
Fairly left-wing	3%	4%	2%	3%	2%	4%	3%	2%	6%	2%	2%	3%	3%	3%	5%	2%	3%	1%	2%	3%	3%	3%	2%
Slightly left-of-centre	4%	6%	2%	2%	2%	6%	5%	3%	3%	3%	3%	5%	6%	3%	3%	4%	2%	4%	5%	3%	3%	3%	1%
Centre	7%	10%	2%	4%	4%	9%	8%	6%	6%	7%	8%	7%	8%	7%	4%	8%	6%	5%	7%	7%	5%	6%	10%
Slightly right-of-centre	13%	25%	5%	13%	12%	17%	15%	11%	5%	12%	15%	19%	14%	12%	16%	15%	10%	10%	16%	14%	13%	8%	10%
Fairly right-wing	24%	23%	28%	32%	30%	22%	26%	23%	26%	21%	25%	28%	21%	27%	27%	22%	20%	25%	28%	28%	22%	21%	11%
Very right-wing	21%	8%	39%	31%	32%	13%	21%	20%	19%	20%	25%	20%	25%	21%	20%	17%	22%	24%	24%	20%	16%	23%	21%
Don't know	27%	21%	21%	14%	17%	28%	20%	34%	31%	34%	21%	19%	21%	26%	25%	30%	36%	28%	14%	23%	36%	35%	44%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very left-wing	5%	11%	2%	2%	3%	9%	7%	4%	3%	4%	7%	7%	4%	5%	8%	5%	4%	6%	6%	5%	6%	5%	6%
Fairly left-wing	10%	14%	9%	12%	10%	11%	12%	8%	9%	11%	7%	10%	8%	13%	11%	9%	5%	6%	12%	10%	9%	13%	6%
Slightly left-of-centre	15%	15%	19%	20%	20%	12%	18%	13%	19%	13%	17%	15%	19%	15%	15%	16%	14%	14%	21%	18%	10%	7%	13%
Centre	22%	20%	25%	37%	29%	19%	22%	23%	16%	19%	28%	25%	20%	24%	22%	22%	21%	24%	27%	21%	21%	20%	19%
Slightly right-of-centre	7%	4%	13%	9%	11%	6%	9%	6%	6%	8%	8%	7%	12%	6%	8%	6%	8%	10%	7%	10%	6%	6%	4%
Fairly right-wing	2%	1%	4%	2%	3%	2%	3%	2%	6%	2%	2%	2%	5%	2%	2%	2%	3%	1%	3%	3%	1%	1%	2%
Very right-wing	1%	1%	2%	1%	1%	1%	1%	1%	5%	1%	0%	1%	3%	1%	1%	1%	1%	-	2%	0%	1%	1%	0%
Don't know	36%	34%	26%	17%	23%	39%	29%	43%	37%	41%	31%	32%	30%	35%	32%	40%	44%	40%	22%	33%	46%	47%	50%

Keir Starmer

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very left-wing	9%	19%	1%	2%	4%	15%	9%	9%	3%	7%	9%	16%	9%	9%	11%	9%	4%	10%	8%	8%	10%	9%	10%
Fairly left-wing	15%	21%	15%	8%	13%	17%	13%	17%	22%	12%	14%	18%	14%	18%	15%	14%	9%	9%	18%	14%	15%	14%	9%
Slightly left-of-centre	21%	19%	28%	35%	31%	17%	24%	18%	14%	18%	25%	25%	18%	24%	21%	19%	16%	20%	27%	21%	19%	15%	15%
Centre	13%	9%	20%	18%	19%	11%	16%	11%	8%	15%	15%	11%	20%	10%	12%	15%	11%	15%	15%	16%	9%	12%	10%
Slightly right-of-centre	6%	4%	7%	10%	8%	4%	8%	4%	9%	6%	6%	4%	8%	2%	7%	6%	8%	11%	7%	7%	3%	5%	4%
Fairly right-wing	4%	3%	4%	4%	4%	4%	5%	3%	5%	3%	4%	3%	3%	3%	4%	3%	6%	1%	5%	3%	4%	3%	3%
Very right-wing	2%	2%	2%	1%	2%	3%	2%	2%	4%	2%	2%	2%	3%	3%	2%	1%	2%	1%	3%	1%	2%	2%	3%
Don't know	31%	24%	22%	20%	20%	30%	23%	38%	35%	38%	26%	20%	25%	30%	28%	31%	44%	31%	17%	29%	39%	40%	46%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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

Rishi Sunak

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very left-wing	2%	2%	1%	1%	2%	1%	2%	2%	4%	2%	1%	1%	3%	1%	2%	1%	2%	3%	3%	1%	2%	1%	1%
Fairly left-wing	3%	4%	2%	3%	1%	4%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%	2%	4%	1%	2%
Slightly left-of-centre	4%	6%	1%	2%	3%	4%	5%	3%	8%	3%	2%	4%	5%	4%	2%	3%	3%	5%	6%	3%	3%	3%	3%
Centre	8%	13%	3%	7%	6%	12%	11%	6%	8%	6%	9%	11%	10%	8%	8%	8%	6%	12%	9%	9%	7%	8%	8%
Slightly right-of-centre	16%	21%	15%	25%	20%	16%	21%	12%	9%	15%	18%	20%	14%	17%	18%	17%	14%	14%	23%	18%	14%	9%	7%
Fairly right-wing	23%	21%	30%	27%	29%	19%	23%	23%	22%	21%	26%	23%	24%	26%	23%	21%	18%	17%	26%	24%	19%	20%	19%
Very right-wing	15%	9%	26%	18%	19%	13%	15%	16%	15%	13%	16%	18%	17%	14%	15%	15%	16%	20%	15%	16%	14%	17%	14%
Don't know	30%	23%	23%	17%	20%	29%	22%	37%	32%	38%	24%	21%	24%	27%	28%	34%	40%	28%	16%	27%	38%	41%	46%

Ed Davey

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very left-wing	3%	6%	1%	-	1%	5%	4%	2%	2%	1%	4%	4%	3%	3%	4%	3%	1%	1%	3%	2%	3%	4%	2%
Fairly left-wing	5%	9%	3%	8%	5%	7%	7%	3%	2%	5%	4%	7%	4%	7%	5%	4%	2%	3%	7%	6%	3%	3%	2%
Slightly left-of-centre	8%	8%	11%	14%	11%	7%	9%	6%	4%	6%	10%	10%	7%	9%	8%	7%	6%	8%	12%	7%	5%	4%	6%
Centre	15%	13%	16%	30%	19%	14%	17%	13%	15%	11%	18%	19%	18%	13%	18%	13%	14%	17%	18%	14%	14%	10%	18%
Slightly right-of-centre	4%	3%	7%	3%	5%	3%	6%	3%	5%	4%	4%	5%	7%	3%	4%	4%	6%	4%	6%	4%	2%	2%	5%
Fairly right-wing	2%	1%	1%	3%	2%	1%	2%	1%	3%	1%	2%	1%	4%	2%	1%	1%	2%	-	3%	1%	1%	0%	1%
Very right-wing	1%	1%	2%	1%	1%	1%	2%	1%	4%	1%	1%	1%	2%	0%	1%	2%	0%	-	2%	1%	1%	1%	1%
Don't know	63%	59%	60%	41%	55%	61%	53%	72%	65%	71%	57%	53%	54%	63%	59%	66%	68%	68%	50%	64%	70%	75%	65%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very left-wing	4%	1%	10%	4%	6%	2%	5%	3%	6%	6%	3%	1%	9%	3%	5%	3%	5%	1%	6%	3%	2%	2%	7%
Fairly left-wing	13%	2%	32%	9%	22%	6%	13%	14%	19%	16%	13%	6%	15%	12%	12%	15%	11%	16%	17%	16%	8%	15%	7%
Slightly left-of-centre	12%	4%	22%	30%	20%	7%	15%	10%	10%	13%	15%	10%	18%	11%	11%	12%	12%	16%	16%	13%	11%	9%	8%
Centre	22%	25%	14%	29%	21%	24%	23%	21%	19%	18%	24%	29%	17%	24%	23%	23%	22%	15%	20%	20%	28%	23%	21%
Slightly right-of-centre	13%	28%	3%	12%	10%	19%	16%	11%	6%	9%	16%	22%	11%	14%	14%	13%	11%	20%	17%	14%	12%	7%	10%
Fairly right-wing	7%	15%	1%	1%	3%	13%	8%	6%	5%	5%	7%	11%	7%	8%	8%	7%	2%	2%	7%	8%	6%	7%	5%
Very right-wing	2%	3%	1%	1%	1%	3%	3%	1%	3%	1%	1%	2%	3%	1%	4%	1%	0%	-	2%	2%	0%	2%	1%
Don't know	26%	21%	18%	14%	17%	26%	18%	33%	31%	31%	21%	19%	20%	25%	23%	27%	37%	29%	14%	23%	34%	33%	41%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very likely	13%	9%	20%	23%	21%	9%	18%	9%	15%	14%	13%	12%	24%	12%	15%	11%	8%	9%	19%	11%	10%	10%	15%
Fairly likely	39%	37%	47%	40%	45%	38%	39%	39%	35%	37%	42%	41%	35%	39%	40%	39%	43%	37%	42%	44%	38%	32%	27%
Fairly unlikely	19%	24%	14%	17%	15%	24%	19%	19%	17%	17%	18%	23%	14%	18%	19%	20%	21%	21%	18%	20%	17%	18%	21%
Very unlikely	10%	18%	3%	3%	4%	16%	10%	10%	5%	9%	12%	12%	8%	11%	9%	10%	9%	14%	9%	8%	13%	11%	12%
Don't know	19%	12%	16%	16%	15%	13%	14%	24%	29%	23%	14%	12%	19%	20%	17%	19%	19%	20%	12%	18%	21%	28%	25%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Should remain Conservative leader	47%	56%	40%	65%	54%	48%	46%	47%	32%	44%	51%	53%	52%	49%	48%	41%	43%	42%	58%	48%	41%	34%	36%
Should stand down and let someone else take over	27%	29%	29%	19%	20%	33%	30%	23%	35%	23%	28%	29%	29%	25%	28%	27%	27%	24%	23%	26%	28%	30%	31%
Don't know	27%	15%	31%	17%	26%	20%	24%	30%	34%	33%	21%	19%	19%	26%	24%	32%	31%	34%	20%	26%	30%	36%	33%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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 Keir Starmer should remain as leader of the Labour Party, or stand down and let someone else take over?

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Should remain Labour leader	41%	35%	52%	65%	54%	36%	45%	38%	38%	42%	43%	41%	48%	42%	42%	38%	41%	37%	51%	42%	41%	30%	30%
Should stand down and let someone else take over	30%	38%	28%	16%	24%	38%	32%	29%	29%	26%	34%	35%	26%	29%	30%	33%	33%	30%	30%	31%	27%	31%	36%
Don't know	28%	26%	21%	19%	22%	26%	23%	33%	33%	33%	23%	24%	26%	29%	28%	29%	27%	34%	19%	28%	32%	39%	35%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	4%	6%	2%	8%	5%	4%	6%	2%	11%	4%	1%	3%	12%	3%	2%	3%	3%	1%	7%	4%	2%	1%	1%
Fairly well	48%	59%	42%	50%	47%	53%	44%	53%	35%	44%	53%	58%	42%	51%	53%	49%	43%	45%	53%	52%	46%	40%	42%
Fairly badly	28%	21%	35%	25%	29%	26%	28%	28%	31%	31%	27%	22%	25%	29%	24%	28%	33%	36%	24%	26%	30%	37%	29%
Very badly	6%	4%	7%	5%	5%	7%	7%	4%	5%	7%	8%	3%	8%	7%	5%	3%	8%	5%	4%	5%	7%	6%	8%
Don't know	14%	10%	14%	12%	14%	10%	14%	14%	19%	14%	11%	14%	14%	12%	16%	17%	14%	12%	12%	13%	15%	16%	20%

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

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very well	5%	5%	5%	9%	6%	4%	7%	3%	13%	6%	2%	2%	14%	4%	3%	5%	2%	4%	9%	4%	4%	3%	1%
Fairly well	56%	61%	55%	58%	55%	57%	49%	62%	47%	55%	56%	62%	46%	58%	59%	57%	57%	52%	61%	56%	55%	56%	45%
Fairly badly	25%	24%	27%	24%	27%	26%	28%	21%	18%	22%	30%	26%	25%	24%	24%	24%	26%	29%	21%	28%	27%	18%	28%
Very badly	5%	4%	5%	5%	4%	5%	6%	3%	4%	5%	6%	3%	5%	5%	5%	3%	5%	5%	4%	3%	4%	9%	8%
Don't know	10%	7%	9%	4%	8%	7%	10%	10%	19%	11%	6%	7%	9%	9%	8%	12%	10%	11%	6%	9%	9%	15%	18%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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

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

Car manufacturing

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	3%	2%	3%	2%	3%	4%	1%	8%	3%	1%	1%	8%	2%	2%	3%	2%	-	4%	2%	2%	1%	3%
Fairly ethical	25%	28%	21%	29%	23%	26%	26%	24%	31%	23%	24%	27%	21%	24%	29%	24%	29%	25%	27%	25%	24%	24%	23%
Not very ethical	26%	23%	31%	27%	31%	23%	28%	24%	25%	26%	26%	25%	24%	28%	27%	22%	28%	28%	27%	28%	26%	25%	19%
Not ethical at all	9%	7%	11%	11%	11%	7%	11%	7%	10%	9%	10%	6%	13%	8%	9%	7%	9%	11%	11%	9%	7%	5%	9%
Don't know	38%	39%	34%	31%	33%	40%	32%	43%	27%	39%	38%	40%	35%	37%	34%	44%	34%	36%	30%	36%	42%	45%	47%

Oil and gas extraction

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	2%	2%	4%	1%	3%	4%	1%	9%	2%	1%	2%	5%	2%	2%	2%	4%	2%	5%	1%	2%	2%	2%
Fairly ethical	12%	19%	6%	8%	9%	15%	12%	12%	14%	9%	12%	16%	16%	10%	13%	11%	15%	16%	11%	12%	12%	11%	17%
Not very ethical	27%	27%	29%	33%	30%	27%	25%	29%	30%	27%	24%	30%	22%	28%	29%	27%	28%	22%	28%	30%	27%	26%	18%
Not ethical at all	32%	24%	42%	42%	40%	26%	35%	29%	26%	35%	37%	24%	37%	36%	32%	27%	25%	35%	37%	34%	28%	30%	27%
Don't know	26%	28%	20%	14%	20%	29%	23%	29%	21%	27%	26%	28%	20%	24%	24%	33%	27%	25%	19%	23%	31%	31%	37%

Power generation

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	2%	3%	2%	3%	2%	3%	3%	1%	5%	2%	1%	2%	5%	2%	2%	2%	2%	-	4%	2%	1%	0%	2%
Fairly ethical	20%	27%	10%	26%	17%	24%	21%	20%	21%	16%	22%	25%	19%	17%	23%	19%	29%	25%	21%	19%	21%	16%	22%
Not very ethical	32%	29%	40%	33%	37%	28%	34%	30%	36%	32%	31%	31%	33%	35%	33%	28%	28%	30%	35%	35%	29%	26%	27%
Not ethical at all	16%	13%	22%	17%	18%	14%	17%	14%	14%	17%	18%	12%	17%	17%	16%	14%	14%	13%	17%	16%	13%	19%	13%
Don't know	30%	29%	26%	21%	26%	31%	25%	35%	24%	33%	28%	30%	26%	29%	26%	37%	28%	32%	22%	28%	35%	38%	37%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	4%	3%	4%	5%	3%	4%	6%	2%	11%	4%	2%	3%	5%	4%	4%	3%	2%	8%	5%	4%	3%	5%	3%
Fairly ethical	31%	32%	29%	35%	33%	28%	34%	28%	33%	33%	31%	26%	28%	30%	34%	29%	37%	27%	35%	32%	30%	27%	23%
Not very ethical	16%	16%	18%	19%	18%	15%	16%	17%	19%	15%	19%	15%	23%	17%	18%	15%	12%	10%	18%	17%	15%	13%	18%
Not ethical at all	6%	6%	7%	8%	7%	6%	7%	5%	7%	5%	6%	6%	10%	6%	4%	5%	5%	7%	8%	5%	6%	4%	4%
Don't know	43%	43%	43%	33%	39%	47%	37%	49%	30%	43%	42%	49%	35%	43%	40%	48%	44%	48%	34%	43%	47%	50%	52%

Arts and creative industries

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	10%	8%	12%	20%	12%	8%	12%	9%	19%	11%	8%	7%	15%	10%	11%	9%	6%	8%	14%	10%	9%	7%	11%
Fairly ethical	41%	38%	45%	44%	47%	37%	37%	44%	36%	40%	44%	41%	40%	42%	42%	37%	42%	44%	46%	42%	39%	38%	30%
Not very ethical	9%	10%	8%	11%	9%	9%	11%	6%	14%	9%	8%	7%	10%	9%	8%	8%	12%	4%	10%	10%	7%	6%	7%
Not ethical at all	4%	4%	4%	3%	4%	3%	6%	2%	5%	5%	3%	2%	5%	3%	5%	3%	4%	6%	5%	3%	4%	3%	3%
Don't know	37%	41%	30%	22%	28%	42%	34%	39%	26%	36%	37%	42%	30%	35%	34%	43%	35%	39%	26%	35%	41%	46%	49%

Building and construction

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	2%	2%	2%	4%	2%	3%	3%	1%	4%	2%	2%	1%	6%	2%	1%	2%	2%	3%	4%	2%	0%	2%	2%
Fairly ethical	24%	30%	21%	20%	22%	27%	26%	23%	30%	22%	23%	28%	24%	24%	26%	24%	24%	24%	28%	20%	27%	22%	25%
Not very ethical	31%	28%	35%	42%	37%	28%	31%	31%	29%	31%	31%	31%	29%	34%	31%	27%	33%	27%	32%	35%	29%	26%	25%
Not ethical at all	10%	11%	11%	11%	10%	11%	14%	7%	9%	9%	15%	9%	11%	12%	11%	9%	10%	10%	12%	11%	9%	11%	8%
Don't know	32%	30%	31%	23%	29%	32%	27%	38%	28%	36%	29%	31%	30%	29%	30%	38%	32%	36%	24%	33%	34%	39%	40%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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

Manufacturing

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	2%	2%	5%	2%	3%	4%	2%	6%	2%	2%	2%	7%	2%	2%	2%	4%	1%	3%	2%	1%	2%	4%
Fairly ethical	24%	32%	18%	28%	22%	28%	25%	23%	25%	20%	23%	32%	23%	23%	24%	24%	28%	25%	27%	22%	26%	19%	25%
Not very ethical	28%	25%	31%	30%	33%	25%	29%	27%	29%	28%	30%	26%	24%	30%	32%	27%	25%	29%	31%	31%	27%	25%	20%
Not ethical at all	10%	8%	14%	9%	11%	10%	12%	8%	10%	11%	12%	6%	10%	12%	11%	8%	8%	9%	12%	9%	9%	11%	7%
Don't know	35%	33%	35%	27%	32%	35%	30%	41%	30%	39%	33%	35%	36%	34%	31%	39%	36%	36%	27%	36%	37%	42%	44%

Financial services

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	4%	3%	4%	5%	3%	4%	5%	2%	10%	4%	2%	3%	7%	3%	4%	3%	5%	3%	5%	3%	3%	3%	5%
Fairly ethical	20%	23%	18%	21%	17%	20%	18%	21%	29%	18%	18%	20%	21%	19%	22%	18%	19%	16%	22%	20%	17%	18%	18%
Not very ethical	24%	24%	26%	28%	30%	22%	25%	24%	22%	24%	27%	23%	28%	27%	21%	20%	23%	30%	29%	23%	23%	20%	19%
Not ethical at all	18%	14%	24%	22%	23%	16%	23%	13%	10%	20%	20%	16%	18%	18%	20%	17%	18%	17%	19%	21%	15%	16%	14%
Don't know	35%	36%	27%	23%	27%	38%	29%	40%	29%	35%	33%	38%	25%	34%	33%	41%	36%	33%	24%	33%	41%	42%	45%

Retailing

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	2%	3%	3%	3%	2%	4%	2%	6%	3%	2%	2%	4%	3%	2%	2%	3%	5%	3%	2%	3%	3%	4%
Fairly ethical	31%	37%	28%	36%	29%	35%	33%	30%	31%	28%	32%	36%	28%	32%	34%	30%	28%	32%	38%	27%	30%	32%	24%
Not very ethical	27%	26%	29%	31%	33%	25%	27%	28%	26%	26%	31%	27%	29%	30%	27%	25%	30%	19%	28%	31%	25%	21%	26%
Not ethical at all	11%	9%	13%	11%	11%	9%	12%	9%	13%	13%	10%	5%	14%	11%	11%	9%	7%	12%	11%	12%	10%	11%	7%
Don't know	28%	25%	27%	19%	24%	29%	25%	32%	23%	30%	26%	29%	25%	25%	27%	34%	32%	33%	20%	28%	32%	32%	39%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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

Transport

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	2%	4%	6%	2%	3%	5%	2%	9%	3%	1%	3%	9%	3%	1%	3%	3%	2%	4%	3%	3%	1%	3%
Fairly ethical	26%	28%	25%	26%	26%	26%	28%	25%	30%	27%	25%	24%	30%	26%	27%	22%	31%	26%	30%	26%	22%	29%	23%
Not very ethical	26%	28%	28%	30%	30%	26%	26%	27%	26%	24%	28%	29%	20%	29%	27%	27%	21%	25%	30%	25%	29%	19%	23%
Not ethical at all	12%	12%	14%	9%	12%	12%	14%	9%	8%	11%	16%	11%	14%	12%	14%	10%	11%	10%	14%	13%	10%	9%	9%
Don't know	33%	30%	30%	28%	29%	33%	27%	38%	27%	36%	30%	33%	28%	30%	31%	38%	35%	37%	22%	34%	35%	41%	42%

Tourism

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	3%	3%	6%	3%	3%	4%	3%	6%	3%	2%	3%	6%	3%	4%	3%	2%	2%	5%	3%	2%	2%	3%
Fairly ethical	34%	38%	35%	39%	36%	36%	36%	32%	33%	33%	34%	38%	28%	34%	37%	33%	41%	34%	39%	32%	37%	31%	27%
Not very ethical	19%	18%	21%	22%	21%	18%	20%	18%	25%	17%	22%	17%	24%	22%	17%	16%	18%	14%	22%	21%	15%	16%	18%
Not ethical at all	8%	8%	9%	8%	8%	8%	10%	6%	7%	7%	10%	7%	9%	9%	11%	5%	5%	10%	10%	7%	7%	7%	8%
Don't know	35%	33%	33%	25%	32%	35%	30%	41%	29%	39%	33%	34%	34%	32%	31%	43%	34%	40%	24%	36%	40%	44%	44%

Agriculture

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	7%	10%	6%	9%	7%	8%	8%	6%	10%	7%	7%	7%	9%	8%	7%	5%	7%	5%	10%	6%	7%	7%	6%
Fairly ethical	36%	41%	33%	46%	37%	38%	35%	36%	34%	32%	37%	41%	30%	38%	37%	32%	37%	39%	38%	35%	38%	35%	27%
Not very ethical	18%	15%	22%	18%	21%	16%	20%	16%	18%	17%	20%	18%	22%	18%	17%	18%	17%	15%	20%	20%	14%	13%	18%
Not ethical at all	7%	5%	11%	8%	9%	6%	10%	5%	9%	7%	8%	7%	12%	6%	10%	6%	5%	8%	10%	7%	7%	6%	6%
Don't know	32%	29%	29%	19%	27%	32%	27%	36%	29%	37%	29%	28%	28%	29%	28%	39%	34%	33%	22%	32%	35%	38%	43%

Fieldwork Dates: 17th - 19th June 2023

Sample size: 1779 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

Recreation and leisure industries

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	3%	3%	6%	3%	3%	4%	2%	8%	3%	2%	2%	5%	3%	3%	2%	3%	6%	5%	3%	2%	2%	4%
Fairly ethical	34%	35%	37%	39%	36%	34%	35%	33%	34%	32%	36%	36%	28%	34%	39%	33%	39%	29%	39%	33%	34%	32%	27%
Not very ethical	18%	19%	18%	17%	19%	18%	19%	17%	20%	16%	18%	21%	20%	20%	19%	17%	11%	14%	20%	19%	16%	16%	18%
Not ethical at all	6%	6%	7%	6%	6%	7%	8%	4%	4%	6%	8%	4%	9%	5%	6%	4%	8%	9%	7%	6%	5%	5%	6%
Don't know	39%	37%	35%	33%	36%	38%	33%	44%	34%	43%	36%	37%	37%	38%	34%	44%	39%	42%	29%	40%	43%	44%	46%

Legal services

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	4%	4%	4%	4%	3%	5%	6%	3%	10%	4%	3%	3%	8%	4%	4%	3%	6%	5%	6%	4%	2%	4%	4%
Fairly ethical	26%	27%	29%	30%	29%	24%	25%	28%	28%	26%	28%	25%	26%	28%	29%	23%	26%	25%	28%	25%	29%	26%	21%
Not very ethical	18%	18%	18%	18%	20%	16%	18%	17%	19%	17%	16%	18%	19%	17%	19%	17%	17%	19%	21%	19%	13%	16%	15%
Not ethical at all	13%	12%	14%	18%	14%	14%	18%	7%	10%	12%	14%	12%	13%	12%	13%	12%	14%	9%	15%	13%	10%	12%	11%
Don't know	40%	38%	35%	30%	35%	41%	33%	46%	34%	40%	39%	41%	34%	40%	36%	46%	36%	42%	31%	39%	45%	42%	49%

Telecommunications

Unweighted base	1779	604	443	160	722	668	799	980	197	700	425	457	202	600	296	428	154	99	542	518	348	185	186
Base	1779	615	450	162	660	704	865	914	194	742	429	415	213	598	295	429	153	91	498	516	374	194	197
Very ethical	3%	2%	2%	5%	2%	3%	4%	1%	8%	3%	1%	2%	7%	2%	3%	2%	4%	2%	4%	3%	1%	2%	3%
Fairly ethical	23%	27%	24%	27%	23%	23%	25%	22%	22%	23%	24%	24%	22%	23%	25%	23%	21%	27%	26%	22%	25%	22%	20%
Not very ethical	23%	22%	25%	26%	26%	23%	24%	22%	24%	21%	25%	24%	24%	25%	24%	20%	22%	18%	26%	23%	22%	21%	19%
Not ethical at all	9%	10%	10%	9%	9%	11%	14%	5%	9%	8%	11%	9%	8%	10%	9%	8%	9%	8%	10%	10%	7%	5%	11%
Don't know	42%	40%	38%	33%	39%	41%	33%	50%	36%	44%	40%	41%	38%	39%	38%	48%	44%	44%	34%	42%	45%	49%	47%

Cell Contents (Column Percentages)